



Legislation Details (With Text)

**File #:** Res. 2018-192R      **Version:** 1      **Name:**

**Type:** Resolution      **Status:** Individual Consideration

**File created:** 9/24/2018      **In control:** City Council

**On agenda:** 10/16/2018      **Final action:**

**Title:** Consider approval of Resolution 2018-192R, approving an the renewal of the agreement between the City and AJR Media Group - Destination page, digital ads, and programmatic campaign to promote tourism for an estimated amount of \$38,183 which brings the total value of the contract to \$71,883; authorizing the City Manager or his designee to execute this contract on behalf of the City and declaring an effective date.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Resolution, 2. AJR Media ACIS, 3. AJR MEDIA 2018-2019 San Marcos AJR Digital Media Solutions ALLNEW, 4. AJR MEDIA 2019 TourTexas.com Content Plan Contract REDLINE, 5. AJR MEDIA 2019 TourTexas.com Inventory Contract REDLINE

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**AGENDA CAPTION:**

Consider approval of Resolution 2018-192R, approving an the renewal of the agreement between the City and AJR Media Group - Destination page, digital ads, and programmatic campaign to promote tourism for an estimated amount of \$38,183 which brings the total value of the contract to \$71,883; authorizing the City Manager or his designee to execute this contract on behalf of the City and declaring an effective date.

**Meeting date:** October 16, 2018

**Department:** Convention Visitor’s Bureau - Rebecca Ybarra-Ramirez (by Lynda Williams, Purchasing Manager)

**Amount & Source of Funding**

**Funds Required:** \$38,183  
**Account Number:** 12024224.53110  
**Funds Available:** \$39,000  
**Account Name:** Advertising

**Fiscal Note:**

**Prior Council Action:** Click or tap here to enter text.

**City Council Strategic Initiative:** N/A

**Comprehensive Plan Element (s):**

- Economic Development - Diverse Local Economic Environment

**Master Plan:** N/A

**Background Information:**

In October 2017 the Convention Visitor's Bureau entered into an agreement with AJR Media Group for a Programmatic Campaign to promote tourism in the City of San Marcos.

This renewal is to extend the services for an additional 12 month period including the following changes in services:

- Contracted destination page and digital ads remains same for TourTexas
- Addition of 4 months of video, content and static ad targeting and retargeting distribution

The original agreement amount was \$33,700 and with this renewal amount of \$38,183, the total contract amount is \$71,883, thus requiring City Council approval.

Note: Advertising is exempt from Competitive Bidding Requirements under Local Government Code 252.022.

**Council Committee, Board/Commission Action:**

**Alternatives**

**Recommendation:**

Authorization to extend the agreement with ARJ Media for an additional one (1) year term in the amount of \$38,183.00.