



Legislation Text

File #: Res. 2019-245R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2019-245R, approving a renewal of the advertising agreement with AJR Media Group for the creation of advertising campaigns to support the work of the San Marcos Convention and Visitor Bureau in the estimated annual amount of \$79,950 and authorizing three one-year additional renewals for a total contract price of \$240,000; authorizing the City Manager or his designee to execute the appropriate documents related to the renewal of the agreement; and declaring an effective date.

Meeting date: December 3, 2019

Department: Convention and Visitor Bureau - Rebecca Ybarra-Ramirez, Director (By Lynda Williams, Purchasing Manager)

Amount & Source of Funding

Funds Required: \$79,950 FY20

Account Number: 12024224 53110

Funds Available: FY20 Budget \$393,454

Account Name: Advertising

Fiscal Note:

Prior Council Action: October 16, 2018: Renewal of \$62,138 to the contract was approved by Council, Resolution 2018-192R.

City Council Strategic Initiative: [Please select from the dropdown menu below]

Choose an item.

Choose an item.

Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

Economic Development - Choose an item.

Environment & Resource Protection - Choose an item.

Land Use - Choose an item.

- Neighborhoods & Housing - Choose an item.
- Parks, Public Spaces & Facilities - Choose an item.
- Transportation - Choose an item.
- Not Applicable

Master Plan: *[Please select the corresponding Master Plan from the dropdown menu below (if applicable)]*

Choose an item.

Background Information:

This agenda item is seeking City Council approval to renew the 2019-20 Annual Digital Campaign Brand Awareness Project (AJR) with AJR Media Group for \$79,950 and authorize three annual renewals for a total contract price of \$240,000 to support the work of the San Marcos Convention and Visitor Bureau. With this authorization, renewals may be awarded administratively in the form of an Authorization of Change in Service.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Approve renewal of 218-054 with AJR Media Group for advertising in the estimated amount of \$79,950 with three annual renewal options.