



Legislation Details (With Text)

File #:	Res. 2018-191R	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 2018-191R, approving an the renewal of the agreement between the City and Madden Media - Search Engine Marketing, digital ads, and content distribution for an estimated amount of \$48,000 which brings the total value of the contract to \$74,010.00; 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. MAddend Media ACIS, 3. MADDEN San Marcos - Digital Marketing - FY 19 REDLINE

Date	Ver.	Action By	Action	Result
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AGENDA CAPTION:

Consider approval of Resolution 2018-191R, approving an the renewal of the agreement between the City and Madden Media - Search Engine Marketing, digital ads, and content distribution for an estimated amount of \$48,000 which brings the total value of the contract to \$74,010.00; 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, Director (by Lynda Williams, Purchasing Manager)

Amount & Source of Funding

Funds Required: \$48,000

Account Number: 12024224.53100

Funds Available: \$48,000

Account Name: Supplies-Public Relations

Fiscal Note:

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

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:

In October 2017 the Convention Visitor's Bureau entered into an agreement with Madden Media for Search Engine Marketing Services as a part of an advertising 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 to services:

- Addition of 12 months of remarketing banners
- Addition of 12 months of content distribution
- Addition of 4 months of video distribution

The original agreement amount was \$26,100 and with this renewal amount is \$48,000, the total contract amount is \$74,100, thus requiring City Council approval.

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

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Authorization to extend the agreement with Madden Media for an additional one (1) year term in the amount of \$48,000.00.