



## Legislation Details (With Text)

<b>File #:</b>	Res. 2020-203R	<b>Version:</b>	1	<b>Name:</b>	
<b>Type:</b>	Resolution	<b>Status:</b>		Individual Consideration	
<b>File created:</b>	9/8/2020	<b>In control:</b>		City Council	
<b>On agenda:</b>	10/7/2020	<b>Final action:</b>			
<b>Title:</b>	Consider approval of Resolution 2020-203R, approving the renewal of an agreement with CrowdRiff, Inc. relating to internet advertising software used by the San Marcos Convention and Visitor Bureau to promote tourism in the estimated annual amount of \$18,900.00 to include the authorization of three additional one-year renewals for a total contract amount of \$84,900.00; authorizing the City Manager or his designee to execute the agreement on behalf of the City; and declaring an effective date.				

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Resolution - CrowdRiff.pdf, 2. 217-193 ACIS3 Visual Advertising Influence Platform.pdf

Date	Ver.	Action By	Action	Result
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### **AGENDA CAPTION:**

Consider approval of Resolution 2020-203R, approving the renewal of an agreement with CrowdRiff, Inc. relating to internet advertising software used by the San Marcos Convention and Visitor Bureau to promote tourism in the estimated annual amount of \$18,900.00 to include the authorization of three additional one-year renewals for a total contract amount of \$84,900.00; authorizing the City Manager or his designee to execute the agreement on behalf of the City; and declaring an effective date.

**Meeting date:** October 7, 2020

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

### **Amount & Source of Funding**

**Funds Required:** \$18,900 Annually

**Account Number:** 12024224 53110

**Funds Available:** FY21

**Account Name:** Advertising

### **Fiscal Note:**

**Prior Council Action:** October 15, 2019, Resolution 2019-206R approved the renewal of \$18,000.

**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.
- ☐ Core Services
- ☐ Not Applicable

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

Choose an item.

**Background Information:**

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. The software increases overall social and digital efficiency and delivers real-home content through every marketing channel.

This amendment is to extend contract 217-193 from October 1, 2020 through September 30, 2021 in the amount of \$18,900. The contract for software will continue with three (3) annual renewal options for approximately \$18,900 per year. The 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 ratifying the renewal of contract 217-193 with CrowdRiff for Internet advertising in the amount of approximately \$18,900 annually with three year renewal options.

