



Legislation Details (With Text)

File #:	Res. 2020-202R	Version:	1	Name:	
Type:	Resolution	Status:		Individual Consideration	
File created:	9/8/2020	In control:		City Council	
On agenda:	10/7/2020	Final action:			
Title:	Consider approval of Resolution 2020-202R, approving a renewal of the agreement with the Texas Department of Transportation for advertisement in the Texas Highway Magazine to promote tourism in the estimated annual amount of \$9,735.10 to include the authorization of three one-year additional renewals in the total contract amount of \$58,680.35; 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 - Texas Highway Magazine.pdf, 2. 217-430R ACIS3 Texas Highway Magazine 2020-2021 All.pdf				

Date	Ver.	Action By	Action	Result
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AGENDA CAPTION:

Consider approval of Resolution 2020-202R, approving a renewal of the agreement with the Texas Department of Transportation for advertisement in the Texas Highway Magazine to promote tourism in the estimated annual amount of \$9,735.10 to include the authorization of three one-year additional renewals in the total contract amount of \$58,680.35; 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: \$9,735.10 Annually

Account Number: 12024224 53110

Funds Available: FY2021

Account Name: Advertising

Fiscal Note:

Prior Council Action: None

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:

Contract 217-430 was awarded December 1, 2017 to Texas Department of Transportation (TxDOT) in the amount of \$15,196 for advertising in the Texas Highway Magazine. This advertising contract was renewed in 2018 and 2019. The total of the contract with the current requested renewal will be \$58,680.35.

This amendment is to renew the advertising for FY 2021. This contract will continue with three (3) annual renewal options for approximately \$9,735.10 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 renewal of contract with TxDOT for advertising in the amount of approximately \$9,735.10 annually with three year renewal options.

