



Legislation Details (With Text)

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|----------------------|---|----------------------|---|--------------------------|--|
| File #: | Res. 2022-143R | Version: | 1 | Name: | |
| Type: | Resolution | Status: | | Individual Consideration | |
| File created: | 6/6/2022 | In control: | | City Council | |
| On agenda: | 7/5/2022 | Final action: | | | |
| Title: | Consider approval of Resolution 2022-143R, authorizing a Change in Service to the agreement with Visit San Antonio to extend the agreement for a one year term in the amount of \$30,000.00 for the creation and monitoring of a digital advertising campaign to promote tourism in the City and authorizing three additional annual renewals; authorizing the City Manager or her designee to execute the appropriate documents to implement the Change in Service on behalf of the City; and declaring an effective date. | | | | |

Sponsors:

Indexes:

Code sections:

Attachments: 1. Resolution, 2. 220-144 ACIS2 \$30,000 Visit San Antonio 7-5-22.pdf

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
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AGENDA CAPTION:

Consider approval of Resolution 2022-143R, authorizing a Change in Service to the agreement with Visit San Antonio to extend the agreement for a one year term in the amount of \$30,000.00 for the creation and monitoring of a digital advertising campaign to promote tourism in the City and authorizing three additional annual renewals; authorizing the City Manager or her designee to execute the appropriate documents to implement the Change in Service on behalf of the City; and declaring an effective date.

Meeting date: July 5, 2022

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

Amount & Source of Funding

Funds Required: \$30,000

Account Number: 12024224 53110

Funds Available: 70,396.47

Account Name: Advertising

Fiscal Note:

Prior Council Action: N/A

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:

Visit San Antonio provides marketing and promotional efforts that give exposure and drive visitation to San Marcos. A Memorandum of Understanding agreement for San Antonio and the Texas Hill Country Co-op was executed on January 28, 2020 for \$35,000.

This amendment is to extend the agreement #220-144 for FY22/23 and authorize three (3) annual renewal options for approximately \$30,000 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 the renewal of contract with Visit San Antonio in the amount of \$30,000 for FY22/23 with three (1) one year renewal options of approximately \$30,000 per year.

