



Legislation Text

File #: Res. 2018-190R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2018-190R, approving an the renewal of the agreement between the City and Trip-Advisor - Premium destination content partnership and digital ads for banner advertisements for an estimated amount of \$39,450.00 which brings the total value of the contract to \$72,106.21; 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: \$39,450

Account Number: 12024224.53110

Funds Available: \$39,450

Account Name: Advertising

Fiscal Note:

Prior Council Action: [Click or tap here to enter text.](#)

City Council Strategic Initiative:

N/A

Choose an item.

Comprehensive Plan Element (s):

☒ Economic Development - Diverse Local Economic Environment - [Choose an item.](#) - [Choose an item.](#)

Master Plan N/A

Background Information:

In September 2017 the Convention Visitor's Bureau entered into an agreement with Trip-Advisor - Premium destination content partnership and digital ads for banner advertisements, email brochures, and videos 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. The changes to the new extended services also include:

- Campaign video elements are divided into two date ranges - April and June
- Campaign static digital ads include more mobile ads, less desktop ads and run dates move from March to April
- Contracted impressions are lower due to difference in video vs. static ads.

The original agreement amount was \$32,656.21 and with this renewal amount of \$39,450.00, the total contract amount is \$72,106.21, thus requiring City Council approval.

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

Council Committee, Board/Commission Action:

Alternatives:

Recommendation:

Authorization to extend the agreement with Trip Advisor for an additional one (1) year term in the amount of \$39,450.00.