



Legislation Text

File #: Res. 2018-192R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2018-192R, approving an the renewal of the agreement between the City and AJR Media Group - Destination page, digital ads, and programmatic campaign to promote tourism for an estimated amount of \$38,183 which brings the total value of the contract to \$71,883; 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 (by Lynda Williams, Purchasing Manager)

Amount & Source of Funding

Funds Required: \$38,183

Account Number: 12024224.53110

Funds Available: \$39,000

Account Name: Advertising

Fiscal Note:

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

City Council Strategic Initiative: N/A

Comprehensive Plan Element (s):

☒ Economic Development - Diverse Local Economic Environment

Master Plan: N/A

Background Information:

In October 2017 the Convention Visitor's Bureau entered into an agreement with AJR Media Group for a Programmatic 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 in services:

- Contracted destination page and digital ads remains same for TourTexas
- Addition of 4 months of video, content and static ad targeting and retargeting distribution

The original agreement amount was \$33,700 and with this renewal amount of \$38,183, the total contract amount is \$71,883, 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 ARJ Media for an additional one (1) year term in the amount of \$38,183.00.