



Legislation Text

File #: Res. 2018-193R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2018-193R, approving the renewal of the agreement between the City and Arrivalist - Advertisement monitoring and targeting service for an estimated amount of \$ 32,725 which brings the total value of the contract to \$66,725; 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: \$32,725

Account Number: 12024224.53110

Funds Available: \$33,000

Account Name: Advertising

Fiscal Note:

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

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.

☐ Not Applicable

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

Choose an item.

Background Information:

In October 2017 the Convention Visitor's Bureau entered into an agreement with Arrivalist for Internet User Monitoring Service to provide analytics 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 11 month period. The original 12 month agreement amount was \$34,000 and with this renewal amount of \$32,725, the total contract amount is \$66,725, thus requiring City Council approval. There were no changes in service although the renewal amount includes a 5% increase.

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

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Authorization to extend the agreement with Arrivalist for an additional 11 month period in the amount of \$32,725.00.