



Legislation Text

File #: Res. 2018-230R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2018-230R, authorizing a change in service between the City of San Marcos and Visit San Antonio which will extend the current marketing and promotional services contract for one year at an amount estimated at \$35,000.00 and bringing the total value of the contract to \$70,000.00; authorizing the City Manager to execute said agreement; and declaring an effective date.

Meeting date: December 12, 2018

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

Amount & Source of Funding

Funds Required: \$35,000.00

Account Number: 12024224.53110

Funds Available: \$600,000

Account Name: Operating Budget- 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:

The objective is to increase awareness of and visitation to San Antonio and the surrounding Hill Country cities Fredericksburg and San Marcos from targeted international markets.

Renewal of memorandum of understanding for 2019 San Antonio and the Texas Hill Country Coop #218-198 in the amount of \$35,000 for October 01, 2018 through September 30, 2019. No changes in services have been made to the contract. This change is only for extension of existing services.

Original contract amount was \$35,000, with this increase of \$35,000 for a revised contract amount of \$70,000.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Click or tap here to enter text.