



Legislation Text

File #: Res. 2019-206R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2019-206R, authorizing a Change in Service to the agreement with CrowdRiff, Inc. to renew the core platform and advanced media license used by the San Marcos Convention and Visitors Bureau to promote tourism in the City in the amount of \$18,000.00 through September 30, 2020; authorizing the City Manager or his designee to execute the appropriate documents to implement the change in service; and declaring an effective date.

Meeting date: October 15, 2019

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

Amount & Source of Funding

Funds Required: \$18,000

,Account Number: 12024224-53110

Funds Available: \$587,000

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:

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. Allows the San Marcos Convention and Visitor Bureau to effectively discover and activate the most engaging visual content from the social web. The software increases overall social and digital efficiency and delivers real-home content through every marketing channel.

This amendment is to extend the agreement for period October 01, 2019 through September 30, 2020 in the amount of \$18,000 bringing the contract to a total of \$66,000. There are no other changes to the agreement.

The Local Government Code, Section 252.022(16) permits an exemption from the competitive bidding process for advertising.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Recommend award to CrowdRiff to renew Visual Advertising Influence Platform License in the amount of \$18,000.