



Legislation Text

File #: Res. 2019-205R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2019-205R, approving an agreement with Conversant LLC in the amount of \$150,000.00 for the creation and monitoring of a digital advertising campaign to promote tourism in the City; authorizing the City Manager or his designee to execute the agreement on behalf of the City; 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: \$150,000

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:

Digital advertising that uses personalized digital media to identify prospective visitors based on thousands of attributes. The most relevant messages are then sent to each traveler, promoting specific properties and destinations. Performance reporting uses exclusive Net Economic Impact measurements that include the financial impact each visitor has on San Marcos. The in-depth reports show visitor non-cash transactions across all major spend categories.

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 Conversant for digital advertising campaign in the amount of \$150,000.