



Legislation Text

File #: Res. 2019-246R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2019-246R, approving a renewal of the advertising agreement with Media Powers for the creation of advertising campaigns including print ads in USA Today and other publications to support the work of the San Marcos Convention and Visitor Bureau in the estimated annual amount of \$23,172 and authorizing three one-year additional renewals and ratifying previous annual contracts for a total contract price of \$141,182; authorizing the City Manager or his designee to execute the appropriate documents related to the renewal of the agreement; and declaring an effective date.

Meeting date: December 3, 2019

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

Amount & Source of Funding

Funds Required: \$23,172.00 Annually

Account Number: 12024224 53110

Funds Available: FY20 Budget \$393,454

Account Name: Advertising

Fiscal Note:

Prior Council Action: None

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 March 2018 the Convention Visitor's Bureau entered into an agreement with Media Powers for advertising campaigns in the amount of \$25,322. The contract was renewed in 2019 and 2020 for \$23,172 each year; which brings the total value of the contract to \$71,666; thus requiring City Council Approval.

This contract will continue with three (3) annual renewal options for approximately \$23,172 per year. All renewals would bring the total for the full six (6) years to approximately \$141,182.00. With this approval, renewals may be awarded administratively in the form of an Authorization of Change in Service.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Approve contract 218-064 with Media Powers for USA Today and Printed Ad Campaigns for the amount of \$23,172 with three (3) annual renewal options in the estimated amount of \$23,172.