



Legislation Text

File #: Res. 2019-247R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2019-247R, approving a renewal of the advertising agreement with Trip Advisor for the creation of internet advertising campaigns to support the work of the San Marcos Convention and Visitor Bureau in the estimated annual amount of \$55,000.00 and authorizing three additional one-year renewals for a total contract price of \$165,000; 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 and Visitor Bureau - Rebecca Ybarra-Ramirez, Director (By Lynda Williams, Purchasing Manager)

Amount & Source of Funding

Funds Required: \$55,000 Annually

Account Number: 12024224 53110

Funds Available: FY20 Budget \$393,454

Account Name: Advertising

Fiscal Note:

Prior Council Action: October 16, 2018: Renewal of \$39,450 was approved by Council, Resolution 2018-190R.

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:

On October 16, 2018 the City Council approved the renewal of an advertising agreement with Trip Advisor for the creation of internet advertising campaigns to support the work of the San Marcos Convention and Visitor's Bureau for a total contract amount of \$72,106.21. The initial agreement was \$39,450 and because the amount was under \$50,000 the agreement was approved administratively.

Staff is requesting Council approval of another renewal of the Trip Advisor agreement with an annual estimated cost of \$55,000 and to also authorize three one-year additional renewals for an estimated total amount of \$165,000. With this approval, the three annual renewal options 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 renewal of 218-029 with Trip Advisor for Internet advertising in the amount of approximately \$55,000 annually with three year renewal options with the estimated additional total of \$165,000.