



## Legislation Text

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**File #:** Res. 2020-241R, **Version:** 1

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### **AGENDA CAPTION:**

Consider approval of Resolution 2020-241R, approving a Change in Service to the agreement with Conversant, LLC in the amount of \$50,000 for the creation and monitoring of a digital advertising campaign to promote tourism in the City for a total contract price of \$200,000.00 and authorize three one-year renewals in an estimated annual amount of \$150,000; 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:** November 4, 2020

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

### **Amount & Source of Funding**

**Funds Required:** \$50,000

**Account Number:** 12024224 53110

**Funds Available:** [Click or tap here to enter text.](#)

**Account Name:** Advertising

### **Fiscal Note:**

**Prior Council Action:** October 15, 2019, Resolution 2019-205R approved Agreement #219-402 with Conversant LLC of \$150,000.

**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.
- ☐ Core Services
- ☐ Not Applicable

**Master Plan:** *[Please select the corresponding Master Plan from the dropdown menu below (if applicable)]*

Choose an item.

**Background Information:**

Conversant, LLC provides 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.

This annual amount is significantly lower due to COVID-19 and reduced services.

This amendment is to extend the agreement #219-402 for FY21 for \$50,000 and authorize three (3) annual renewal options for approximately \$150,000 per year. The 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 the renewal of agreement with Conversant, LLC in the amount of \$50,000 for FY21 with three year renewal options of \$150,000 per year.