

EXHIBIT
"A"

**SUPPLEMENTAL AGREEMENT NO. 1
TO "CITY OF ROUND ROCK AGREEMENT FOR
PROFESSIONAL CONSULTING SERVICES RELATED TO
COMMUNICATION AND MARKETING SERVICES WITH
ARSENAL ADVERTISING"**

CITY OF ROUND ROCK	§	
	§	
STATE OF TEXAS	§	KNOW ALL BY THESE PRESENTS:
	§	
COUNTY OF TRAVIS	§	
COUNTY OF WILLIAMSON	§	

THIS SUPPLEMENTAL AGREEMENT NO. 1 to "City of Round Rock Agreement for Professional Consulting Services Related to Communication and Marketing Services with Arsenal Advertising, LLC" hereinafter called "Supplemental Agreement No. 1," is made by and between the City of Round Rock, Texas, a home-rule municipality with offices located at 221 East Main Street, Round Rock Texas 78664 hereinafter called the "City," and Arsenal Advertising, LLC, located at 1201 West 6th Street, Suite C, Austin, Texas 78703, hereinafter called the "Consultant."

WHEREAS, the City and Consultant previously executed the referenced "Agreement for Professional Consulting Services Related to Communications and Marketing Services" hereinafter called the "Agreement," on October 24, 2019 by Resolution No. R-2019-0414; and

WHEREAS, the City and Consultant desire to extend the term, amend the scope of services, and increase the costs payable to Consultant, as set forth herein;

NOW THEREFORE, in consideration of the mutual promises and obligations in the Agreement and this Supplemental Agreement No. 1, the City and Consultant agree that said Agreement is amended and supplemented as follows:

I.

Section 1.01(B) of the Agreement is amended by adding an additional thirty (36) months to the initial sixty (60) month term ("initial term") of the Agreement. The additional thirty-six (36) month period shall commence upon expiration of the initial term of the Agreement.

II.

Section 2.0, Scope of Services shall be amended as set forth in Exhibit "A," attached hereto and incorporated herein by reference for all purposes.

III.

Section 3.0 of the Agreement is amended by adding \$1,299,000.00 in costs to pay for fees associated with the additional thirty-six (36) month period (\$433,000.00 in costs per year), for a new total not-to-exceed amount of \$3,464,000.00 for the term of the Agreement.

IV.

This Supplemental Agreement No. 1 shall amend the original Agreement only as set forth herein with no other changes in terms or conditions of the original Agreement or the companion Work Made for Hire Agreement.

IN WITNESS WHEREOF, the City and Consultant have executed this Supplemental Agreement No. 1 to be effective as of the last date of due execution by both parties.

CITY OF ROUND ROCK, TEXAS

ARSENAL ADVERTISING, LLC

By: _____
Printed Name: _____
Title: _____
Date Signed: _____

By: Anne Marie Scharrer
Printed Name: Anne Marie Scharrer
Title: C.E.O.
Date Signed: 8/26/24

ATTEST:

By: _____
Ann Franklin, City Clerk

FOR CITY, APPROVED AS TO FORM:

By: _____
Stephanie L. Sandre, City Attorney

Exhibit "A"

Arsenal

Scope of Services 2025-2027

Overall

Thank you for the opportunity to work with the City of Round Rock; we are honored to provide our services to the Round Rock Sports Management & Tourism Department again. Our work for the last year featured several creative projects for the leisure and meetings markets as well as the continued branding of the Sports Capital of Texas and its award-winning facilities. We've created many print ads, programmatic digital campaigns, and videos to highlight our amazing tourism offerings across the city. In addition, we created retargeting and geofencing campaigns to target leisure travelers as well as meeting and event planners across the nation. Our team is currently working on new videos for social media to increase interest and viewership for the Go Round Rock social pages.

In anticipation of the upcoming 3-year commitment, we will continue to tell the overall story of Round Rock and its tourism offerings for the leisure and meetings audiences, while still showcasing the Round Rock Multipurpose Complex and Round Rock Sports Center stories to sports planners. Furthermore, one of our main goals for this period will be to continue to stay on top of social trends and grow our social media platforms and gain awareness for Go Round Rock.

As your full-service advertising agency, our professional services starting October 1, 2024 through September 30, 2027 will focus on four key areas of communications support:

1. Print and Digital Marketing to Continue Strengthening the Overall Go Round Rock brand
2. Social Media and Website Optimization
3. Refresh or Overhaul the Round Rock Visitors Guide
4. Public Relations to Promote New Tournaments and Events

1. Print and Digital Marketing for Go Round Rock and Sports Capital of Texas

As Round Rock continues to build upon its tourism offerings and award-winning sports facilities, we will promote Round Rock as not only a unique destination for leisure and meetings, but also sports. Because of the new addition at the Round Rock Sports Center our advertising in sports will reach old as well as new audiences interested in our facilities. Our creative executions will highlight the energy and excitement of Round Rock and reinforce the City's continued commitment to being the best destination to host leisure, meeting and sports tourists. Our media buy will target audiences across the state as well as neighboring states. We will continue to negotiate for the very best ad placements with our media partners.

2. Social Media and Website Optimization

As our target markets continue to become younger and the need for immediate information online increases, social media and other digital media will remain a priority of the marketing mix. Due to the younger audience, we will start to put more emphasis on Instagram. With fresh content (including photography, videos, narrative and more), we will evolve the GoRoundRock.com, RRSportsCenter.com

Exhibit "A"

Arsenal

and RoundRockMPC.com websites so they stay current and interesting. To give Round Rock every advantage possible in promoting their venues and tourist attractions, we will continue to consult social media best practices to keep the Go Round Rock and Sports Capital of Texas brands in the forefront of the leisure, meetings and sports tourists minds and continue to build and grow our audiences.

Digital video is still king -- Facebook, Instagram, and Twitter have all increased their digital-video ad products. Digital Videos allow us to convey more information in a shorter span and enable users to digest much more information. Social videos will give Round Rock every advantage possible when promoting their venues and tourism offerings. Social promotions and contests also provide for innovative consumer engagement opportunities as well as great partnerships within our community.

3. Refresh or Overhaul the Round Rock Visitors Guide

Now that Kalahari Resorts & Conventions is winning the hearts of visitors from all over, we will continue marketing the resort as well as the other offerings in Round Rock to visitors across the country. In addition, to Kalahari, Round Rock has a hidden gem with the Ruby Hotel as well as hotels to meet any budget enabling us to market to diverse target markets. The Visitor's Guide is one of the most highly used marketing tools for tourism and is one of the most popular in the state. This updated or new guide will give visitors a fresh look at what Round Rock has to offer. The guide will include both a print and online version which allows us to keep up with the ever-expanding Round Rock offerings.

4. Public Relations to Promote New Tournaments and Events

This year, Round Rock has gained a plethora of news coverage with great stories on sports tournaments and tourism events that were held in the city this year. As the competition becomes fierce for tournaments, Public Relations efforts have become a crucial component in helping market these events. The rights holders have come to expect a PR plan with the award of their tournament. Our PR team will continue to provide top-notch service and strategy to these events on behalf of the Round Rock Convention and Visitors Bureau.

In addition to the sports market, we will utilize public relations to highlight some of the annual tourism events that are held within the City like Chalk Walk and Beaujolais Nights that drive overnight stays to our hotels. We will also continue to create enticing pitches for our leisure and meeting offerings in order to garner press across the nation.