Legislation Details (With Text)

File #:	2018-5491		
Type:	Resolution	**Status:**	Approved
File created:	5/7/2018	**In control:**	City Council
On agenda:	5/24/2018	**Final action:**	5/24/2018
Title:	Consider a resolution authorizing the Mayor to execute a Professional Consulting Services Agreement and an accompanying Work Made for Hire Agreement with Arsenal Advertising, LLC for branding and marketing services.		
Sponsors:			
Indexes:	Hotel Occupancy Tax Fund		
Code sections:			
Attachments:	1. Resolution, 2. Form 1295, 3. Exhibit A		

Date	Ver.	Action By	Action	Result
5/24/2018	1	City Council	approve	Pass

Consider a resolution authorizing the Mayor to execute a Professional Consulting Services Agreement and an accompanying Work Made for Hire Agreement with Arsenal Advertising, LLC for branding and marketing services.

Contract Approval Request in which the scope of work includes:

1. Print and Digital Marketing to Continue Strengthening the Overall Sports Capital of Texas Brand
2. Social Media and Website Optimization
3. Major Update to the Round Rock Visitors Guide
4. Public Relations to Promote New Tournaments and Events

Cost: $200,000.000
Source of Funds: HOT Funds

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