



## Legislation Details (With Text)

**File #:** 2017-4838  
**Type:** Resolution  
**Status:** Approved  
**File created:** 9/25/2017  
**In control:** City Council  
**On agenda:** 10/12/2017  
**Final action:** 10/12/2017

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

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Resolution, 2. Exhibit A, 3. Form 1295

Date	Ver.	Action By	Action	Result
10/12/2017	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 Aresenal 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: \$233,000.00**

**Source of Funds: HOT Funds**