



Legislation Details (With Text)

File #: 2018-5973

Type: Resolution **Status:** Approved

File created: 9/24/2018 **In control:** City Council

On agenda: 10/25/2018 **Final action:** 10/25/2018

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

Sponsors:

Indexes: Hotel Occupancy Tax Fund

Code sections:

Attachments: 1. Resolution, 2. Exhibit A, 3. Form1295

| Date | Ver. | Action By | Action | Result |
|------------|------|--------------|---------|--------|
| 10/25/2018 | 1 | City Council | approve | Pass |

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

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