



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** January 12, 2026

SUBJECT: Consider authorizing the City Manager to execute an agreement with StraTact Media Group, LLC for media advertising for NRH₂O Family Water Park in an amount not to exceed \$291,500.

PRESENTER: Stephanie Johnston, NRH₂O General Manager

SUMMARY:

This item seeks Council approval for NRH₂O Family Water Park's media expenditures and services for FY26.

GENERAL DESCRIPTION:

NRH₂O Family Water Park, as a themed family entertainment water park, advertises its services to the general public. To accomplish this, various media channels are used including, but not limited to, radio, television, print, and digital. To ensure the park wisely invests its resources, a professional media buyer is used to design, place, and monitor advertisements.

StraTact Media Group, LLC is a very experienced agency that has developed and led successful campaigns with such entities as the Dallas Zoo and Main Event, as well as their previous work with NRH₂O. Located in Dallas, Texas, their local knowledge and the relationships they have developed with various media channels will be beneficial to NRH₂O's continued success.

Advertising is exempt from the bidding process as contained within the Texas Local Government Code, Title 8, Subtitle A, Chapter 252.022 Purchasing and Contracting Authority of a Municipality. Because the expenditure exceeds \$100,000, internal policies require City Council approval.

Staff are requesting authorization for an amount not to exceed \$291,500 for NRH₂O Media buys. The amount is included in the FY26 adopted budget.

While NRH₂O Family Water Park is owned and operated by the city, the park is primarily funded through revenue generated by the park.

RECOMMENDATION:

Authorize City Manager to execute an agreement with StraTact Media Group, LLC for media advertising for NRH₂O Family Water Park in an amount not to exceed \$291,500.