



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager
DATE: October 24, 2016

SUBJECT: Approve agreement with straTact Media Group LLC for media advertising for NRH₂O Family Water Park in an amount not to exceed \$210,000.

PRESENTER: Frank Perez, NRH₂O Aquatic Park Manager

SUMMARY:

Council approval is sought for NRH₂O Family Water Park's media buy expenditures for FY2017.

GENERAL DESCRIPTION:

NRH₂O Family Water Park, as a themed 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 place and monitor advertisements.

straTact Media Group LLC is an experienced agency and has done successful campaigns with such entities as the Dallas Zoo and Main Event, as well as NRH₂O. Located in Rockwall, Texas, their local knowledge and the relationships they have developed with various media channels has been beneficial to NRH₂O's 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 \$50,000, internal policies require City Council approval. Staff is requesting authorization for an expenditure not exceeding \$210,000.

RECOMMENDATION:

Approve agreement with straTact Media Group LLC for media advertising for NRH₂O Family Water Park in an amount not to exceed \$210,000.