



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** October 23, 2017
SUBJECT: Consider agreement with 3i Advertising LLC for the design and purchase of media advertising for NRH₂O Family Water Park in an amount not to exceed \$270,000.
PRESENTER: Frank Perez, Aquatic Park Manager

SUMMARY:

City Council approval is sought for NRH₂O Family Water Park's media expenditures, design and creative services for FY2018.

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 and creative agency is used to design, place and monitor advertisements.

3i Advertising LLC is a very experienced agency that has done numerous successful campaigns with water parks such as Roaring Springs Water Park in Meridian, Idaho and Wild River Country in Little Rock, Arkansas as well as their previous work for NRH₂O. Located in Palm Beach Gardens, Florida, their water park knowledge and experience developed over 20+ years in the industry will be 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, City Council approval is required.

Staff is requesting authorization for an expenditure not to exceed \$270,000, with the caveat that it does not exceed NRH₂O's Council approved budget for advertising expenses.

While NRH₂O Family Water Park is owned and operated by the city, it is not funded by city taxes. It is an enterprise fund that is fully supported by the revenues the park generates.

RECOMMENDATION:

Authorize the City Manager to execute an agreement with 3i Advertising LLC for the design and purchase of media advertising for NRH₂O Family Water Park in an amount not to exceed \$270,000.