



## CITY COUNCIL MEMORANDUM

**FROM:** The Office of the City Manager   **DATE:** June 8, 2020  
**SUBJECT:** Authorize City Manager to execute an agreement with StraTact Media Group LLC for media advertising for NRH20 Family Water Park in an amount not to exceed \$112,500.  
**PRESENTER:** Frank Perez, NRH<sub>2</sub>O General Manager

### **SUMMARY:**

This item seeks Council approval for NRH<sub>2</sub>O Family Water Park's media expenditures and services for FY2020.

### **GENERAL DESCRIPTION:**

NRH<sub>2</sub>O 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 design, place and monitor advertisements.

StraTact Media Group LLC is a very experienced agency that has done successful campaigns with such entities as the Dallas Zoo and Main Event, as well as their previous work for NRH<sub>2</sub>O. Located in Dallas, Texas, their local knowledge and the relationships they have developed with various media channels will be beneficial to NRH<sub>2</sub>O'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 amount not to exceed \$112,500 for NRH<sub>2</sub>O media buys. The amount is currently available in the adopted budget.

While NRH<sub>2</sub>O 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 NRH<sub>2</sub>O Family Water Park in an amount not to exceed \$112,500.