



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** June 8, 2026
SUBJECT: Consider award of Tourism Advertising and Marketing Agency RFQ 26-011 to Flat Five Marketing, LLC and authorize the City Manager to execute the related Professional Services Agreement
PRESENTER: Craig Hulse, Director of Economic Development

SUMMARY:

It is recommended that City Council award the Tourism Marketing and Advertising Agency RFQ 26-011 to Flat Five Marketing, LLC as detailed in the attached proposal and agreement.

GENERAL DESCRIPTION:

Recent openings of the Peppa Pig Theme Park and Malibu Jack's Indoor Theme Park, alongside existing attractions, have established North Richland Hills as a regional destination for entertainment, events, and recreation.

On December 8, 2025, City Council directed staff to create a Destination Marketing Program to increase tourism and strengthen the business tax base. Accordingly, staff issued RFP 26-011 to identify and select an experienced tourism advertising and marketing agency for the initiative.

The City received 15 proposals from across the U.S. and one from Canada. A five-member evaluation committee with representatives from Economic Development, Parks and Recreation (including NRH₂O), and Communications recommends Flat Five Marketing, LLC. The agency stood out for its tourism marketing expertise, comprehensive approach, and deep understanding of the competitive DFW market. In addition Flat Five Marketing, LLC has extensive background in establishing and managing Tourism Public Improvement Districts (TPIDs), if such an opportunity were to present itself. Key services within this agreement include:

- Brand creative development
- Website design, hosting, maintenance, and search engine optimization (SEO)
- Social media content design and paid digital campaigns
- Visitor collateral design and production
- Out-of-home media placements
- Monthly performance reporting with KPIs and analytics



For the City Council's consideration is a Professional Services Agreement with Flat Five Marketing, LLC, in an amount not to exceed \$521,000, inclusive of optional renewal periods. The initial term of the agreement ends on September 30, 2027, with two optional one-year renewals. The agreement is funded through local hotel occupancy taxes. While Phase 1 funding is included in the FY 2026 Revised Budget, subsequent phases are subject to appropriation through the annual budget development process.

RECOMMENDATION:

Approve the award of Tourism Advertising and Marketing Agency RFQ 26-011 to Flat Five Marketing, LLC and authorize the City Manager to execute a Professional Services Agreement in an amount not to exceed \$521,000.