

RESOLUTION NO. {{item.sequential_number}}

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TEMPLE, TEXAS, AUTHORIZING THE PURCHASE OF PAID ADVERTISING SERVICES INCLUDING RADIO, SEARCH ENGINE, SOCIAL MEDIA, AND DIGITAL ADVERTISING WITH TOWNSQUARE MEDIA, INC. IN THE ESTIMATED AMOUNT OF \$230,820; AND PROVIDING AN OPEN MEETINGS CLAUSE.

Whereas, the City of Temple’s Communications and Marketing Department is responsible for managing and fulfilling the advertising needs of all City departments - to effectively reach the community and promote City events, programs, and services, the City has been contracting with Townsquare Media, Inc. (Townsquare), a trusted partner specializing in comprehensive digital advertising solutions including radio, Google, social media, digital display, and streaming platforms;

Whereas, Townsquare’s status as a “one-stop shop” simplifies the advertising process, allowing the City to leverage its priority access on major platforms - Townsquare’s live digital dashboard provides real-time metrics, ensuring the City’s campaigns are effective and responsive;

Whereas, advertising is exempt from competitive bidding per Local Government Code § 252.022(a)(16);

Whereas, Staff recommends Council authorize the purchase of paid advertising services including radio, search engine, social media, and digital advertising with Townsquare in the estimated amount of \$230,820; and

Whereas, funding for advertising services during Fiscal Year 2025 with Townsquare is available as follows:

Account No.	Description	Available
110-3110-551-2129	Advertising – Golf Course	\$ 12,000
110-3250-551-2129	Advertising – Summit Recreation Center	7,000
110-3282-551-2129	Advertising – Holly Jolly Christmas Festival	1,500
110-3283-551-2129	Advertising – Central Texas Air Show	11,000
110-6700-519-2129	Advertising – All Other Advertising	150,940
240-4620-551-2129	Advertising – Destination Marketing	39,400
520-5600-535-2129	Advertising – Environmental Programs	6,980
520-6800-535-2129	Advertising – Customer Care	2,000
Total Advertising for Townsquare Media, Inc.		\$ 230,820

Whereas, the City Council has considered the matter and deems it in the public interest to authorize this action.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TEMPLE, TEXAS, THAT:

Part 1: Findings. All of the above premises are hereby found to be true and correct legislative and factual findings of the City Council of the City of Temple, Texas, and they are hereby approved and incorporated into the body of this Resolution as if copied in their entirety.

Part 2: The City Council authorizes the purchase of paid advertising services including radio, search engine, social media, and digital advertising with Townsquare Media, Inc. in the estimated amount of \$230,820, and authorizes the City Manager, or her designee, after approval as to form by the City Attorney's Office, to execute any necessary documents.

Part 3: It is hereby officially found and determined that the meeting at which this Resolution was passed was open to the public as required and that public notice of the time, place, and purpose of said meeting was given as required by the Open Meetings Act.

PASSED AND APPROVED this the **5th** day of **September, 2024.**

THE CITY OF TEMPLE, TEXAS

TIMOTHY A. DAVIS, Mayor

ATTEST:

APPROVED AS TO FORM:

Jana Lewellen
City Secretary

Kathryn H. Davis
City Attorney