



COUNCIL AGENDA ITEM MEMORANDUM

DEPT./DIVISION SUBMISSION & REVIEW:

Heather Bates, Director of Communications and Marketing

ITEM DESCRIPTION: Consider adopting a resolution 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.

BACKGROUND: The City of Temple Communications & Marketing Department is responsible for managing and fulfilling the advertising needs of all City departments. To effectively reach our community and promote City events, programs, and services, we have been contracting with Townsquare Media, a trusted partner specializing in comprehensive digital advertising solutions including radio, Google, social media, digital display, and streaming platforms. Townsquare Media’s status as a one-stop-shop simplifies our advertising process, allowing us to leverage their priority access on major platforms. Their live digital dashboard provides real-time metrics, ensuring our campaigns are effective and responsive.

Per Local Government Code §252.022(a)(16), advertising is exempt from competitive bidding.

ALIGNMENT WITH ADOPTED PLANS:

Plan	Comments
Strategic Plan	This item supports the Strategic Plan goal of “Open and responsive communication with our community,” and the Strategic Plan Commitment to “Utilize a comprehensive public communications strategy with multiple outreach channels that allows the City to share information about its work, as well as engage with citizens.”

STAFF RECOMMENDATION: Adopt resolution as presented in item description.

BOARDS & COMMISSIONS RECOMMENDATION: This item was not reviewed by any of the official boards and commissions.

FISCAL IMPACT: Funding for advertising services during FY 2025 with Townsquare Media, Inc. in the estimated amount of \$230,820 is available as follows:

Account #	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

ATTACHMENTS:
Resolution