



COMMISSIONERS COURT COMMUNICATION

REFERENCE NUMBER _____

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DATE: 09/19/2023

**SUBJECT: RFP NO. 2022-165 - ANNUAL CONTRACT FOR MARKETING
SERVICES - COUNTYWIDE - VARIOUS VENDORS**

COMMISSIONERS COURT ACTION REQUESTED

It is requested that the Commissioners Court approve a contract extension for RFP No. 2022-165, Annual Contract for Marketing Services, with the vendors listed below for three (3) months, through December 31, 2023:

Primary	Medium Giant
	Belmont Icehouse, LLC

BACKGROUND

On September 27, 2022, the Commissioners Court, through Court Order #139275, awarded RFP No. 2022-165, Annual Contract for Marketing Services, to the vendors listed above.

This contract is used primarily by the County Administrator's Office, Public Health, and HIV Administrative Agency for ad campaigns, paid media, social media presence and promotion, website hosting and updates, graphic design, marketing materials development, and billboards.

The current request is for a continuation of services to allow a transitional period between this contract and the inception of the new award.

The vendors notified Purchasing in writing that they agree to the contract extension and that they will extend the same contract terms and pricing through December 31, 2023.

Therefore, it is the recommendation of Purchasing that the Commissioners Court approve a contract extension for RFP No. 2022-165, Annual Contract for Marketing Services, through December 31, 2023.

FISCAL IMPACT

Estimated expenses for last year were approximately \$949,287.19. Services are provided on an as-needed basis. Funding is available in account 579031/Various Funds/Various Cost Centers.

SUBMITTED BY:	Purchasing	PREPARED BY: APPROVED BY:	Brad Richards Chris Lax, CPSM, CPSD, CPCP
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