



CITY OF GRAND PRAIRIE ORDINANCE

MEETING DATE: 06/18/2024

PRESENTER: Claudia Garibay, Communications and Marketing Director

TITLE: Contract with Texas Monthly LLC for Advertising Services for Program Sponsorship, Event Support, and Media Purchase Agreement for EpicCentral in the amount of \$129,628 for Year 1, \$839,522 for Year 2, \$713,053 for year 3, and \$117,767 for year 4 for a total amount not to exceed \$1,799,970; with the option to terminate the agreement effective September 30, 2025

**REVIEWING
COMMITTEE:**

SUMMARY:

<u>Vendor Name</u>	<u>Annual Cost</u>	<u>Total Cost</u>
Texas Monthly LLC	\$129,628: July 1, 2024-Sep. 30, 2024 \$839,522: Oct. 1, 2024-Sep. 30, 2025 \$713,053: Oct. 1, 2025-Sep. 30, 2026 \$117,767: Oct. 1, 2026-Dec. 31, 2026	\$1,799,970

PURPOSE OF REQUEST:

To contribute to the City's economic growth by positioning it as a premier destination for business and pleasure and to increase brand awareness and visibility through targeted events and advertising opportunities. By partnering with an established and recognized media brand such as Texas Monthly LLC, the City can leverage its reputation and communicate its unique offerings further.

Texas Local Government Code Section 252.021(a)(16) authorizes a local government to procure advertising services, other than legal services, without the requirement for competitive bidding.

FINANCIAL CONSIDERATION:

Budgeted?	<input type="checkbox"/>	Fund Name:	EpicCentral & Hotel Motel Tax Fund
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AN ORDINANCE OF THE CITY OF GRAND PRAIRIE, TEXAS, APPROVING AN AGREEMENT WITH TEXAS MONTHLY LLC TO PROVIDE ADVERTISING SERVICES FOR PROGRAM SPONSORSHIP, EVENT SUPPORT AND MEDIA PURCHASE

WHEREAS, the city of Grand Prairie aims to become a top-five destination, offering locals and visitors new and exciting family-friendly destinations and amenities; and

WHEREAS, the city continuously seeks new ways to promote its brand in target key markets outside and inside the DFW area; and

WHEREAS, Texas Monthly, as a prominent media entity deeply rooted in Texas culture, possesses extensive reach through its print and digital platforms, both nationwide and in major urban centers, catering to a diverse audience across various demographics; and

WHEREAS, Texas Monthly has established a solid reputation for hosting major events throughout Texas, including one of the largest single-day events in Texas called the Texas Country Reporter Festival.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS, THAT:

SECTION 1. The city agrees to become Texas Monthly's exclusive event partner in north Texas by supporting seven events at Epic Central and downtown Grand Prairie from July 1, 2024, through December 31, 2026.

SECTION 2. Texas Monthly shall create, program, market, promote, and manage all seven events; the city shall facilitate sponsorship acquisition efforts.

SECTION 3. The city will sponsor seasons 52-54 of the Texas Country Reporter show.

SECTION 4. Texas Monthly shall provide the city with media benefits, including print, digital, and broadcast advertising, including a Grand Prairie segment during its Texas Country reporter show.

SECTION 5. The city will have a limited termination for convenience right enabling it to terminate this agreement effective as of September 30, 2025, by providing not less than 60 days prior written notice to Texas monthly.

SECTION 6. This agreement is an incremental investment that enhances, not substitutes, current marketing efforts.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS, ON THIS THE 18th DAY OF JUNE 2024.