



MEETING DATE: October 9, 2023
PRESENTED BY: Teclo Garcia, MEDC CEO
AGENDA ITEM: Authorization to enter into a contract with Buxton, an analytics software tool for marketing training purposes – T. Garcia

NATURE OF REQUEST:

MEDC CEO Teclo Garcia is requesting authorization to engage Buxton, a company that uses analytics technology applications to match retail and restaurant brands that are a good fit for a potential site. Their study assists in identifying consumer dynamics and trends for our key tourist attractions. The package includes a three-user account setup and training on core features and functionality of the Buxton Platform. Attached is an economic development package and order form by Buxton.

This request follows the established guidelines and requirements as outlined in the General Exemption Texas Local Government Code 252.022 (a)(4) – a procurement for personal, professional, or planning services.

BUGETED: Yes **FUND:** MEDC FUND 21 **ACCT. #:** 21-415-34499

BUDGET: \$120,000.00 **EST. COST:** \$35,000.00 **CURRENT BUDGET BALANCE:** \$120,000.00

BID AMOUNT: Professional Services

STAFF RECOMMENDATION: Approval

Departmental Approval: Finance, Purchasing

Advisory Board Recommendation: N/A

City Manager’s Recommendation: Approval *RP*

RECORD OF VOTE: **APPROVED:** _____

DISAPPROVED: _____

TABLED: _____

_____ AYES

_____ NAYS

_____ DISSENTING _____