



AGENDA REQUEST

TO: Mayor and City Council

FROM: Stephanie Coomer, Director

DATE February 13, 2025

SUBJECT: IN THE MATTER OF APPROVAL OF MEDIA CONTRACT WITH
CARVERTISE SC

Request:

Approval of contract with Carvertise for Out of Home advertising (mobile billboard campaigns) in Houston, TX, Nashville, TN, and Memphis, TN. This contract is being paid out of regular CVB funds. Using our ARPA funds, we were able to open up secondary markets and this is a way to support that in our regular budget. The contract amount is \$207,735.00