



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

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| Council Date: 7-23-24 | Department: Marketing and Communications | Presented By: Marketing Director |
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AGENDA ITEM: Discussion/Action: to authorize the Mayor Pro Tem to sign an agreement with Trinity Christian Academy for an advertising campaign promoting the City of Willow Park

BACKGROUND: Similar to the recent contract signed with Aledo ISD, this opportunity allows the City to promote its branding and name recognition through a partnership with TCA.

The contract is a 3 year agreement at a cost of \$5,000 per year, and can be paid out of HOT Tax Funds

Suggested Motion: I move to authorize the Mayor Pro Tem to sign an agreement with Trinity Christian Academy for an advertising campaign promoting the City of Willow Park

STAFF/BOARD/COMMISSION RECOMMENDATION:

EXHIBITS:

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| ADDITIONAL INFO: | FINANCIAL INFO: | |
| | Cost | |
| | Source of Funding | |
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