



# CITY COUNCIL AGENDA ITEM BRIEFING SHEET

<b>Council Date:</b> June 25, 2024	<b>Department:</b> Admin	<b>Presented By:</b> City Manager
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**AGENDA ITEM: Discussion/Action:** to authorize the Mayor to sign a contract with the Aledo Independent School District for an advertising campaign promoting the City of Willow Park

**BACKGROUND:** Staff is recommending the City aggressively promote the City of Willow Park and strengthen our association with Aledo ISD thru various advertisements including at Aledo ISD sporting events. Staff strongly feels that our branding and name recognition will greatly improve by being promoted alongside Aledo ISD.

The contract is a 3 year agreement at a cost of \$10,000 per year, and can be paid out of HOT Tax Funds.

**Suggested Motion:** I move to authorize the Mayor to sign a contract with the Aledo Independent School District for an advertising campaign promoting the City of Willow Park

**STAFF/BOARD/COMMISSION RECOMMENDATION:**

**EXHIBITS:**

<b>ADDITIONAL INFO:</b>	<b>FINANCIAL INFO:</b>	
	<b>Cost</b>	\$
	<b>Source of Funding</b>	\$