



Legislation Text

File #: 20-1010, **Version:** 1

Approval of a Professional Services Agreement with Tonic3 in the Amount of \$166,200 for 12 Months of Professional Services Related to Old Town Branding; Authorization for the City Manager to Execute the Agreement; and Approval of a Supplemental Appropriation in the Amount of \$166,200 from the Hotel Motel Fund Reserve.

ADMINISTRATIVE COMMENTS:

City Council appointed an Old Town Branding Task Force in August 2018 to develop a new branding package for Old Town Lewisville that will appeal to visitors, residents, and businesses. The group selected Tonic3 of Lewisville, Texas, to develop the branding package, which was presented to City Council in December 2019. This agreement is for services related to the first year, and optional second year, of brand implementation. The requested supplemental appropriation is for all services included in the first year of the agreement.

RECOMMENDATION:

That the City Council approve the agreement, authorize the City Manager to execute the agreement, and approve the supplemental appropriation as set forth in the caption above.