



Agenda Item: Discuss and Consider Approval of Memorandum of Understanding with City of Galveston for Trolley Advertising Program

Background: The City had an agreement with a prior company to handle all functions related to the trolley advertising program. As the contract neared completion, the City engaged in conversations with Visit Galveston about handling this book of business on behalf of the city.

The trolley advertising program offers a very affordable advertising option for local businesses. All advertising sales will be handled internally by the Business Development Manager. In addition to managing the sales process, Visit Galveston will handle the accounting, creative and production processes and will split the revenue generated 50/50 with the city.

The MOU was drafted by the City of Galveston and has been vetted and approved by our legal counsel.

Staff Recommendation: Staff recommends signing the MOU between the two organizations, which will then be incorporated into the new interlocal agreement between the City and Park Board.