

160

Agenda Item Request Form

BURNET COUNTY COMMISSIONER'S COURT

Meetings – 9:00am – 2nd and 4th Tuesday of Every Month

**NO ITEM WILL BE ON AN AGENDA
WITHOUT PRIOR APPROVAL BY A MEMBER OF COMMISSIONER'S COURT**

All **Contracts** must be approved by County Auditor's
And County Attorney's office prior to being on the Agenda

Agenda items and supporting documents are due to Court Coordinator's Office (Rm. 201) no later than noon on Thursday prior to the meeting date requested.

Ph: 512-715-5276 Fax: 512-715-5217 email: comcrt@burnetcountytexas.org

Presenters are to limit presentation time to no more than 5 minutes.

Today's Date: 9/17/24

Requested by: Blair Manning

AGENDA ITEM(S):

Agenda request for the discussion of the annual renewal with TourTexas.com.

Meeting Date Requested: 9/24/24

Agenda Item Approved by: _____

County Judge Oakley

Commissioner Pct. 1 Luther

Commissioner Pct. 2 Beierle

Commissioner Pct. 3 Wall

Commissioner Pct. 4 Dockery

Fwd: TourTexas.com renewal - Oct 1

1 message

Blair Manning <bmanning@burnetcountytexas.org>
To: Helen Cummins <hcummins@burnetcountytexas.org>

Thu, Aug 15, 2024 at 8:19 AM

Please note the attached 2025 contract that will go through for FY 24/25. Thank you.

Blair Manning

Tourism & Marketing Director of Burnet County
(M) 737-251-3021
www.highlandlakesofburnetcounty.com



----- Forwarded message -----

From: **Connie Blair** <connie@ajrmediagroup.com>
Date: Tue, Aug 6, 2024 at 2:45 PM
Subject: TourTexas.com renewal - Oct 1
To: Blair Manning <bmanning@burnetcountytexas.org>

Hi Blair,

Hope you're having a great summer!

Reaching out about your TourTexas.com Destination Content Plan that is due for renewal on Oct 1. Nice to see a huge jump in overall engagement year over year! Have attached tracking reports for the past 2 years. Obviously everything has gone up quite a bit, but 2 things I find especially interesting are the "booking" and "newsletter" clicks as those actions show such meaningful interest in your destination.

The rate remains the same at \$4,476 annually. I've attached a contract to confirm your continued participation.

TourTexas.com

Annual Content Plan, \$4,476, renewal date Oct 1

Link to current TourTexas pages: <https://www.tourtexas.com/destinations/burnet-county>

Always happy to plan a meeting if you'd like to discuss TourTexas or any other marketing opportunities in more detail. Please let me know what might suit you best.

Thanks very much!

Connie.



Connie Blair

ACCOUNT DIRECTOR

1814 W 11th St. | Austin, TX 78703

Office: (512) 524-0750 | Mobile: (512) 636-7910 | ajrmediagroup.com

3 attachments



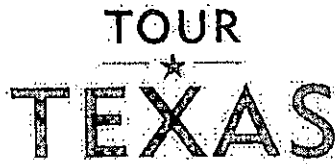
2025 TourTexas.com Content Plan Contract.pdf
87K



Burnet County - TourTexas Stats Aug 2024.pdf
629K



Burnet County - TourTexas Stats Aug 2023.pdf
627K



AJR Media Group
25132 Oakhurst Drive,
Suite 201
Spring, TX 77386

INSERTION ORDER:25743

Account Representative: Connie Blair
Representative Email:
connie@ajrmediagroup.com

Invoice Preference: Email

Client: Burnet County Tourism

Contact: Blair Manning

Contact Email: bmanning@burnetcountytexas.org

Burnet County Tourism
Blair Manning
220 S Pierce St
Burnet, TX 78611

Billing Information:

Contact: Blair Manning

Bill To Email: bmanning@burnetcountytexas.org

Burnet County Tourism
Blair Manning
220 S Pierce St
Burnet, TX 78611

Product	Rate	Discount	Taxable	Net
TourTexas.com				
October 2024 - Destination Content Plan - RENEWAL	\$4,476.00	\$0.00		\$4,476.00
				Sub Total: \$4,476.00

Contract Notes:

Annual Content Plan
Oct 1, 2024 through Sept 30, 2025

Sub Total:	\$4,476.00
Tax:	\$0.00
Total:	\$4,476.00

Materials Contact:

Email: bmanning@burnetcountytexas.org

Materials Terms & Conditions:

Request for materials will be emailed to the contact above approximately 6 weeks prior to your scheduled run. Materials outstanding after the due date will be subject to information being pulled from your prior runs and/or content plan.

Contract Terms & Conditions:

The following AJR Media Group LLC (AJRMG) terms and conditions ("Advertiser Terms and Conditions") govern the placement and delivery of advertising ("Ad") as set forth in Advertising Insertion Orders submitted by the Advertiser or Agency. This Agreement is entered by and between AJRMG and the company named as Advertiser in the Insertion Order ("Advertiser") and/or the agency listed in the Insertion Order for such Advertiser ("Agency"), if any.

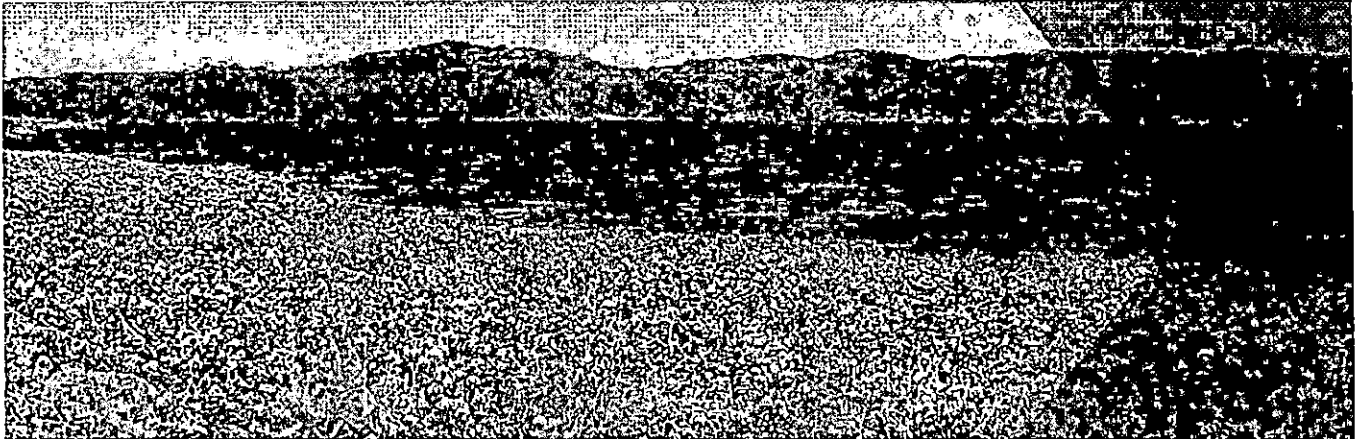
1. Invoices will be sent by AJRMG according to our normal billing procedures
2. Payment is due within thirty (30) calendar days following the date of invoice

For AJRMG complete Insertion Order Terms and Conditions please go to <https://www.ajrmediagroup.net/termsandconditions>

Client Signature: _____

Date: _____

9/24/25



Burnet County

08/07/2023 - 08/07/2024

TOTAL CONTENT ENGAGEMENT = 27,336

83 - Total Guides Ordered
0 - Postal requests
83 - PDF downloads

Average economic impact for each Visitor Guide sent out is \$48*.
TourTexas.com has facilitated 83 Visitor Guide Requests to
Texas travelers on your behalf.

TOTAL ECONOMIC IMPACT OF THOSE REQUESTS

Top Responding States
TX
CA
FL

=\$3,984

*Source: DMA West Visitor Guide Readership Study 2022

Total actions taken - 27,336



83
PDF
Requests



1,247
Website
Click-Thrus



20,962
Page
Views



20
Slideshow
Views



1,196
Facebook
Click-Thrus



1,190
Instagram
Click-Thrus



1,186
Booking
Click-Thrus



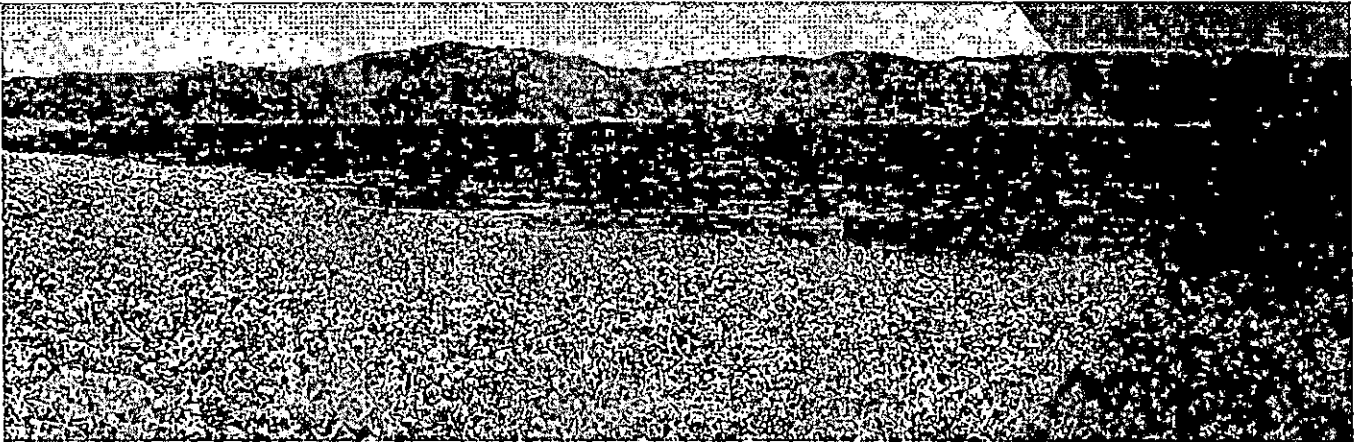
1,162
Newsletter
Click-Thrus



290
Content
Click-Thrus

Your Account Access

Name	User Type	Email Address	Last Login
Blair Manning	Leads	bmanning@burnetcountytexas.org	01/09/2023 01:38 PM



Burnet County

08/07/2022 - 08/07/2023

TOTAL CONTENT ENGAGEMENT = 8,230

0 - Total Guides Ordered

0 - Postal requests

0 - PDF downloads

Average economic impact for each Visitor Guide sent out is \$48*.

TourTexas.com has facilitated 0 Visitor Guide Requests to Texas travelers on your behalf.

TOTAL ECONOMIC IMPACT OF THOSE REQUESTS

=\$0

Top Responding States

TX

CA

FL

*Source: DMA West Visitor Guide Readership Study 2022

Total actions taken - 8,230



166
Website
Click-Thrus



7,780
Page
Views



7
Slideshow
Views



21
Facebook
Click-Thrus



23
Instagram
Click-Thrus



41
Booking
Click-Thrus



41
Newsletter
Click-Thrus



151
Content
Click-Thrus

Your Account Access

Name	User Type	Email Address	Last Login
Blair Manning	Leads	bmanning@burnetcountytexas.org	01/09/2023 01:38 PM