

**CITY OF SEGUIN****TO:** City Council**FROM:** Blaire Friar, Director of Main Street & Destination Mgmt**DATE:** August 5, 2025**SUBJECT:** Resolution authorizing City Manager to enter into a Professional Services Agreement with Hunden Partners in the amount of \$95,000 to complete a Tourism Master Plan for the City of Seguin.**It's real.****Historical Background**

Funding for a Tourism Master Plan was included as a capital project in the City's FY2025 Budget. Earlier this year, we released an RFQ for this project and twelve (12) responses were received.

The review committee consisting of three (3) City staff members reviewed and scored the proposals. Based on the scores, references for the top three firms were contacted. After checking references, Hunden Partners was selected.

Hunden Partners was selected due to their extensive experience in Tourism Master Planning and Placemaking as well as their reputation in the industry.

The total cost for the project is \$95,000 as was approved in the budget.

**Action Requested**

Consider approval for the City of Seguin to enter into a Professional Services Agreement with Hunden Partners to complete the Tourism Master Plan.

**Procurement Methodology**

RFQ Process has been completed. Twelve (12) proposals were received and reviewed by three (3) City staff members.

**Funding Source**

Funds for this project were budgeted in FY2025

**Staff Recommendation**

Staff recommends approval.

**Attachments**

Hunden Partners Cost Proposal  
Scope of Services