



# City of Laredo Purchasing Division

## RENEWAL LETTER

October 10, 2025

Daphne Restovic  
Sanders/Wingo Advertising, Inc.  
303 N. Oregon Street, Ste# 1200  
El Paso, TX 79901

Re: FY23-066 U.S. Marketing Agency of Record - City of Laredo - LCVB  
Extension II

Dear Daphne Restovic,

This is to inform you that contract FY23-066 which was approved by City Council on December 2, 2024 is up for renewal. This is the last extension period. Please advise if you wish to renew this contract.

### Price Adjustment

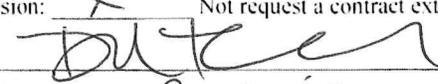
The City of Laredo will allow unit price adjustments upwardly or downwardly when correlated with an industry wide adjustment. Any request for reasonable price adjustments will be considered. Justification for the requested adjustment on original fixed pricing must have mutual consent from both parties and be supported by appropriate documentation. The city will not take action to intentionally delay legitimate manufacturer unit price increases. The City of Laredo reserves the right to cancel the contract if the price increase is deemed excessive; a new contract vendor will be selected on the basis of competitive bids. Documentation may be emailed to [jezapata@ci.laredo.tx.us](mailto:jezapata@ci.laredo.tx.us).

Please indicate your desire to request a contract extension. Should your company desire a contract extension, it is expressly understood by the parties that any such extension of this contract is entirely revocable at the City's discretion. If there are any questions regarding this renewal extension, please feel free to call me at (956) 794-1731.

Sincerely,

  
Jaime E. Zapata, MPA, CTCO, CTCM  
Purchasing Agent

Xc: Purchasing File

Sanders/Wingo Advertising, Inc.	
Request a contract extension: <input checked="" type="checkbox"/>	Not request a contract extension: <input type="checkbox"/>
Authorized Signature: 	
Print Name: <u>Daphne Restovic</u>	
Date: <u>10-14-2025</u>	