



BOARD OF SUPERVISORS AGENDA ITEM REPORT  
AWARDS / CONTRACTS / GRANTS

☐ Award ☒ Contract ☐ Grant

Requested Board Meeting Date: September 6, 2022

\* = Mandatory, information must be provided

or Procurement Director Award: ☐

**\*Contractor/Vendor Name/Grantor (DBA):**

Tucson City of Gastronomy

**\*Project Title/Description:**

Coronavirus Local Relief Aid to Tourism

**\*Purpose:**

The parties want to exercise the extension option under Section 2.2 of the fully executed Agreement (02-01-2022) for one additional year and increase Subrecipient's funding for promotional costs of the area's food heritage through events, classes, tours and ambassadors.

**\*Procurement Method:**

This Subrecipient Agreement is a non-Procurement contract and not subject to Procurement rules.

**\*Program Goals/Predicted Outcomes:**

Raise visibility and awareness of County's unique food heritage, resulting in increased tourism revenue for County and County businesses.

**\*Public Benefit:**

Renewed interest in County's cultural designation as a City of Gastronomy and in the region's unique local products and menus will attract more tourism to the region, filling County restaurants and providing additional room nights in hotel and resorts.

**\*Metrics Available to Measure Performance:**

Subrecipient shall cooperate with County in providing information and data as needed on a monthly basis, which is necessary for the County to develop and submit mandatory reports regarding the uses and impacts of CSLFRF funds.

**\*Retroactive:**

Yes. The term of this agreement is retroactive to July 1, 2022.

GME OK  
AF 8/15/22

TO: COB 8/19/22 (1)  
Vers: 3  
Pgs: 7

AUG19'22AM0955 PD

**THE APPLICABLE SECTION(S) BELOW MUST BE COMPLETED**

Click or tap the boxes to enter text. If not applicable, indicate "N/A". Make sure to complete mandatory (\*) fields

**Contract / Award Information**

Document Type: \_\_\_\_\_ Department Code: \_\_\_\_\_ Contract Number (i.e., 15-123): \_\_\_\_\_  
 Commencement Date: \_\_\_\_\_ Termination Date: \_\_\_\_\_ Prior Contract Number (Synergen/CMS): \_\_\_\_\_  
☐ Expense Amount \$ \_\_\_\_\_ \* ☐ Revenue Amount: \$ \_\_\_\_\_

**\*Funding Source(s) required:** \_\_\_\_\_

Funding from General Fund? ☐ Yes ☐ No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_

Contract is fully or partially funded with Federal Funds? ☐ Yes ☐ No

If Yes, is the Contract to a vendor or subrecipient? \_\_\_\_\_

Were insurance or indemnity clauses modified? ☐ Yes ☐ No

If Yes, attach Risk's approval.

Vendor is using a Social Security Number? ☐ Yes ☐ No

If Yes, attach the required form per Administrative Procedure 22-10.

**Amendment / Revised Award Information**

Document Type: CT Department Code: ED Contract Number (i.e., 15-123): 22\*233  
 Amendment No.: 1 AMS Version No.: 2 3 4  
 Commencement Date: 1-1-2022 New Termination Date: 6-30-2023  
 Prior Contract No. (Synergen/CMS): \_\_\_\_\_

☒ Expense ☐ Revenue ☐ Increase ☐ Decrease

Amount This Amendment: \$ 250,000.00

Is there revenue included? ☐ Yes ☒ No If Yes \$ \_\_\_\_\_

**\*Funding Source(s) required: CSLFRF Funds Received by County**

Funding from General Fund? ☐ Yes ☒ No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_

**Grant/Amendment Information** (for grants acceptance and awards)

☐ Award ☐ Amendment

Document Type: \_\_\_\_\_ Department Code: \_\_\_\_\_ Grant Number (i.e., 15-123): \_\_\_\_\_  
 Commencement Date: \_\_\_\_\_ Termination Date: \_\_\_\_\_ Amendment Number: \_\_\_\_\_  
☐ Match Amount: \$ \_\_\_\_\_ ☐ Revenue Amount: \$ \_\_\_\_\_

**\*All Funding Source(s) required:** \_\_\_\_\_

\*Match funding from General Fund? ☐ Yes ☐ No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_

\*Match funding from other sources? ☐ Yes ☐ No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_

\*Funding Source: \_\_\_\_\_

\*If Federal funds are received, is funding coming directly from the Federal government or passed through other organization(s)?

Contact: Diane Frisch

Department: Attractions & Tourism

Telephone: 520.724.7355

Department Director Signature: \_\_\_\_\_

Date: 8/19/22

Deputy County Administrator Signature: \_\_\_\_\_

Date: 8/16/2022

County Administrator Signature: \_\_\_\_\_

Date: 8/16/2022

**Pima County Department of Attractions and Tourism****Project: Coronavirus Local Relief Aid to Tourism****Subrecipient: Tucson City of Gastronomy****Contract No.: CT-ED-22\*233****Contract Amendment No: One (01)**

<b>Orig. Contract Term:</b> 01/01/2022-06/30/2022	<b>Orig. Amount:</b>	\$250,000.00
<b>Termination Date Prior Amendment:</b> N/A	<b>Prior Amendment Amount:</b>	\$0.00
<b>Termination Date This Amendment:</b> 06/30/2023	<b>This Amendment Amount:</b>	\$250,000.00
	<b>Revised Total Amount:</b>	\$500,000.00

<b>SAM UEI:</b> K9LFXHRJW3D5		<b>Expiration Date:</b> 12/8/2022		
<b>Research or Development:</b>		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
<b>Federal Contract No.:</b> N/A				
<b>Required Match:</b>		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
<b>Match Amount:</b> N/A				
<b>Indirect Cost Rate:</b>		<input type="checkbox"/> Federal	<input type="checkbox"/> NICRA	<input type="checkbox"/> de minimis <input checked="" type="checkbox"/> None
<b>Status of Agency:</b>		<input checked="" type="checkbox"/> Subrecipient <input type="checkbox"/> Contractor		
<b>CFDA</b>	<b>Program Description</b>	<b>National Funding</b>	<b>Pima County Award</b>	<b>FAIN</b>
21.027	American Rescue Plan Act, Coronavirus State & Local Fiscal Recovery Funds (CSLFRF)	\$350,000,000,000	FY 21 \$101,710,834.00	SLFRP0180

**FEDERAL FINANCIAL ASSISTANCE SUBAWARD  
AMENDMENT ONE****1. Background and Purpose.**

- 1.1. **Background.** On February 1, 2022, Pima County ("County") and Tucson City of Gastronomy ("Subrecipient"), entered into the above-referenced Agreement ("Agreement") to provide aid to the tourism industry responding to the negative economic impacts of the COVID-19 public health emergency. On August 10, 2021, County's Board of Supervisors approved a plan to allocate a portion of its CSLFRF funds to invest in supporting activities and programs to support the County's important tourism, travel and hospitality industries. On December 21, 2021, the County's Board

of Supervisor's approved the *Revised American Rescue Plan Act, Coronavirus Local Fiscal Recovery Funds (ARPA CLFRF) Spending Plan/Budget* which includes an allocation of \$500,000.00 for UNESCO City of Gastronomy to promote the area as a sustainable desert community by supporting creative food cultures and local food systems through restaurants and unique community gardens. County's food heritage and traditions are a major, recognized tourism attraction. Subrecipient is the only organization in the County that manages the gastronomy cultural designation and promotes the area's food heritage through events, classes, tours and ambassadors.

- 1.2. **Purpose.** The parties want to exercise the extension option under Section 2.2 of the fully executed Agreement (02/01/2022) for one additional year and increase Subrecipient's funding for promotional costs of the area's food heritage through events, classes, tours and ambassadors.
2. **Term.** The term is hereby extended to June 30, 2023.
3. **Scope of Services.** The **Exhibit A (2 pages)** of the fully executed Agreement (02/01/2022) is deleted and replaced in its entirety with **Exhibit A-1 (4 pages)** of this Amendment.
4. **Compensation and Payment.**
  - 4.1. The NTE Amount in Section 5.1 of the fully executed Agreement (02/01/2022) is increased to **\$500,000.00**.
5. **Counterparts.** This Amendment may be executed in any number of counterparts, each counterpart is considered an original, and together the counterparts constitute one and the same instrument.

All other provisions of the Agreement not specifically changed by this Amendment remain in effect and are binding upon the parties.

**SIGNATURE PAGE TO FOLLOW**

**PIMA COUNTY**

\_\_\_\_\_  
Chair, Board of Supervisors

\_\_\_\_\_  
Date

**ATTEST**

\_\_\_\_\_  
Clerk of the Board

\_\_\_\_\_  
Date

**APPROVED AS TO FORM**

 \_\_\_\_\_  
August 8, 2022  
Deputy County Attorney

\_\_\_\_\_  
Kathryn Ore  
Print DCA Name

**SUBRECIPIENT**

 \_\_\_\_\_  
Authorized Officer Signature

\_\_\_\_\_  
Jonathan Mabry, Executive Director  
Printed Name and Title

\_\_\_\_\_  
August 8, 2022  
Date

**APPROVED AS TO CONTENT**

 \_\_\_\_\_  
Department Head

\_\_\_\_\_  
August 8, 2022  
Date

**Exhibit A-1 (4 pages)**  
**Scope of Services**

1. **Purpose:** To address the negative economic impacts of the Coronavirus pandemic on the travel, tourism and hospitality industries of Pima County and Southern Arizona. Subrecipient will promote the area as a sustainable desert community by supporting creative food cultures and local food systems through Pima restaurants, unique community gardens and food events. Renewed interest in County's cultural designation as a City of Gastronomy and in the region's unique local products and menus will attract more tourism to the region, filling County restaurants and providing additional room nights in hotels and resorts.
2. **Project Goals/Predicted Outcomes:**
  - 2.1. Goal: Raise visibility and awareness of County's unique food heritage, resulting in increased participation by area food-related industries, and increased tourism revenue for County and County businesses.
  - 2.2. Predicted Outcome:
    - 2.2.1. Continued development of the new Fiesta event in Tucson so that it has the financial and programmatic stability to be replicated annually through sponsorships and ticketed events. The goal of Fiesta, ancillary events and Teaser event is to attract at least 4,000 attendees and 30 vendors/other culinary related services (such as restaurants, food trucks, food and beverage artisans, farmers, and food tour operators) during the second year.
    - 2.2.2. Robust marketing and promotional campaign highlighting the region's reputation as a food destination, resulting in increased economic impact on County businesses such as area restaurants, hotels and attractions.
3. **Program Services:** The primary work of Subrecipient will be to help County recover from the negative impacts of the ongoing pandemic through sponsorship and promotion of creative food events and tours. Specifically, Subrecipient will:
  - 3.1. Operate the Pueblos de Maíz Fiesta.
    - 3.1.1. Improve and grow the Pueblos de Maíz Fiesta ("Fiesta") in its second year. Fiesta will be up to a month-long, bilingual festival to celebrate the gastronomies, histories and food cultures of maize in Tucson and at least three other gastronomy cities relevant to the UNESCO Creative Cities and Délice Networks, to occur no later than May 2023. The expectation is that Fiesta will become an annual culinary event with positive economic impacts in Pima County.
    - 3.1.2. Schedule the Tucson-based festival to occur during the first week of May 2023, following the annual Agave Heritage Festival.
    - 3.1.3. Organize bilingual live and livestreamed events to include street food booths, cooking demonstrations and challenges, music on stages, presentations and panel

discussions, film screenings and tasting tours. The cooking challenges should include the creation of dishes that involve maize and local ingredients of the host city.

- 3.1.4. Include chefs from at least one of the other host cities, to be featured in a combination of ticketed and free events.
- 3.1.5. Hold a communal dinner ("Communal Dinner") at a location and time determined by Subrecipient and agreed to by County. Host 3 relevant ancillary events to promote related gastronomic attractions, such as tours of Mission Garden, San Xavier Co-op Farm, and others as agreed upon with County.
- 3.1.6. Create and implement a "teaser" event ("Teaser") to take place preceding the Fiesta. Teaser will be designed to encourage local attendance, excite the community, and help create awareness of and anticipation for the Fiesta; Subrecipient will notify County when specific plans for the Teaser have been developed. County will approve the Teaser in its discretion.
- 3.1.7. Hire a professional festival planner to plan, implement and manage all aspects of the Tucson Fiesta and assist in securing local, regional, and national sponsors in addition to Pima County, Visit Tucson, and Tucson Tamale Company.
- 3.1.8. Hire firm or consultant to secure national/corporate sponsorships along with local support to account for at least 40% of the Fiesta's operating budget. Efforts to secure a national or corporate sponsor with an annual commitment for multiple years is especially important for the sustainability of the Fiesta as an annual event.
- 3.1.9. Undertake all other appropriate actions necessary to plan, implement and evaluate the success of Fiesta.
- 3.2. Partner with Visit Tucson to create a marketing and promotional campaign to promote the culinary tourism assets in Tucson and Southern Arizona.
  - 3.2.1. Work with Metropolitan Tucson Convention and Tourism Bureau, dba Visit Tucson ("Visit Tucson") to place paid advertising and sponsored content via digital, print, social media, radio, and other media to promote Fiesta and influence individuals and families to visit Southern Arizona and Pima County. Emphasis should be placed on drive and top feeder markets to Southern Arizona and Pima County.
  - 3.2.2. Create and curate at least three and as many as five food experiences, such as food tastings and tours hosted by local restaurants and chefs that can be booked by visitors as part of their trips to Tucson and Southern Arizona. The purpose of these experiences is to amplify the region's reputation as a highly regarded, diverse food destination. Experiences can include cooking classes, tasting tours, dining experiences, farm tours, visits to food production facilities, tours of food research centers and seedbanks, and others as relevant to promoting Tucson and Southern Arizona as a food destination.
  - 3.2.3. Assist chefs, guides, and tour operators in registering their food experiences on



online booking platforms including, without limitation, Airbnb, Viator/TripAdvisor, GetYour Guide, Eatwith, and FoodieTrip.

- 3.2.4. Hire a qualified videographer to shoot, produce, and edit video footage as needed to highlight Tucson's culinary assets, showcasing Subrecipient Certified Restaurants and Food Artisans, while revealing the backstories of the region's heritage ingredients, food cultures and food products. County will retain the rights to any video produced and developed under this program for use in future promotion as allowed/needed.
- 3.2.5. Promote and distribute videos and other campaign assets through Visit Tucson and Subrecipient websites, social media, paid media placements, sponsored content articles/promotions, and displays at relevant tourism-related attractions such as video displays at Tucson International Airport, Pima County Heritage and Visitors Center and the like.
- 3.3. Hire a qualified consultant to provide professional services to assess permissibility of costs under CSLFRF and otherwise comply with the terms and conditions of the fully executed Agreement (02/01/2022) and the CSLFRF.
- 3.4. Take actions necessary to begin recertification process for UNESCO City of Gastronomy designation, which must be submitted to UNESCO by December 31, 2023. The Pueblos de Maíz Fiesta is a new event that will connect four or more internationally designated gastronomy cities in North America and South America, and link the UNESCO Creative Cities of Gastronomy and Délice networks, through a collaborative celebration and sharing of each city's maize food traditions, cultures, and cuisines. The event establishes the first connection between the two different international networks of the Creative Cities of Gastronomy and Delice Network cities, and demonstrates Tucson's leadership in the UNESCO Creative Cities Program (UCCP) at an international and regional level, celebrates and creates awareness of our shared heritage foods, facilitates the exchange of best practices, and supports local economic and business development. Documentation of the Fiesta and its economic impact will be included in the UNESCO recertification application.
- 3.5. Allocate \$22,773.00 of unused funds from Year One (1) to pay for local chef appearances at Pima County events. Participating chefs must be from among the 2022 or 2023 Tucson City of Gastronomy's certified restaurants, food artisans or Chef Ambassadors. The purpose of the chef appearances will be for the promotion and education of UNESCO designation at applicable County events. The schedule and chef booking fee for each event must be mutually agreeable to both parties (chef and Pima County). Examples of such events include but are not limited to Pima County VIP receptions, educational presentations in the Southern Arizona Heritage and Visitor Center, cultural celebrations at Pima County parks, ranch properties, or the Historic Courthouse, and other community events sponsored by Pima County.
- 3.6. Meet bi-weekly with County to evaluate programmatic and fiscal performance and make modifications as appropriate.



**4. Year Two Budget:**

<b>Budget Category</b>	<b>Amount</b>
Salaries (.25 FTE, including ERE)	\$18,000.00
Contractual/Professional Outside Services	\$146,000.00
Travel-related expenses	\$12,000.00
Chef Appearances at Pima County Events	\$22,773.00
Other Project Operating Expenses:	\$52,636.00
<ul style="list-style-type: none"><li>• Marketing and promotion fees</li><li>• Permit Fees and Licenses</li><li>• Equipment Rentals</li><li>• Supplies/equipment/printing</li></ul>	
Indirect/Overhead (10% total budget)	\$23,641.00
<b>Total</b>	<b>\$275,050.00</b>

4.1.1. In addition to the costs to retain a videographer, other eligible expenses include the costs to develop, produce and distribute videos required by this Agreement, costs to register food experiences, costs to acquire use rights to photographs, and fees paid directly to (or reimbursements to Visit Tucson) outside vendors with expertise in media placement, public relations as needed to develop the promotional and marketing of Tucson and Southern Arizona as a culinary destination.

4.1.2. Subrecipient will provide County a free, irrevocable license to any intellectual or creative property developed under this agreement.

**5. Deliverables:**

5.1. Subrecipient shall provide:

5.1.1. Documentation of all expenses incurred to provide the services and activities outlined in the Program Services set forth above, including the Expense Report required by **Exhibit E** of fully executed Agreement (02/01/2022).

5.1.2. Copies of all placed media including creative, placement and sponsorship details.

5.1.3. Reports and documentation of activities as required in **Exhibit F** of fully executed Agreement (02/01/2022), within the time frame set forth in **Exhibit F** which is amended to update the Management and Reporting Section, Paragraph 1.2 to include final report due date of 06/30/2023.

5.1.4. Written project recap report, to include discussion of expected versus actual project outcomes and an analysis of strengths, weaknesses and target areas for improvement. This report must be submitted as a written summary in word or pdf format to Attractions & Tourism Deputy Director, Catherine Strickland at [Catherine.Strickland@pima.gov](mailto:Catherine.Strickland@pima.gov) no later than July 15, 2023.

**END OF EXHIBIT A-1**