



BOARD OF SUPERVISORS AGENDA ITEM REPORT
AWARDS / CONTRACTS / GRANTS

Award Contract Grant

Requested Board Meeting Date: April 19, 2022

* = Mandatory, information must be provided

or Procurement Director Award:

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

Metropolitan Tucson Convention and Visitors Bureau, dba Visit Tucson

***Project Title/Description:**

Promote and enhance tourism, business travel, film production & youth, amateur, semi-professional and professional sports development and marketing.

***Purpose:**

Visit Tucson is a 501 (c) (6) nonprofit organization that provides destination marketing services for Pima County. Visit Tucson is designed as the official tourism promotion agency or Destination Marketing Organization (DMO). As the County official DMO, Visit Tucson is taking an active role in building a strong region, engaging with others to drive economic development and growth while leveraging that growth to increase overall regional visitation. Due to an increase in collection of hotel/motel taxes for FY21-22, County wishes to pass increase to Contractor.

***Procurement Method:**

Pima County Board of Supervisors Policy D 29.6 C, Direct Selection

***Program Goals/Predicted Outcomes:**

The goal of this amendment is to continue to promote and enhance tourism, travel, film production, economic development and sports (professional, semi-professional and youth) locally and regionally. The primary goal is to increase visitation to Pima County through various marketing, sales and advertising programs nationally and globally.

***Public Benefit:**

Tourism affects businesses in Tucson and the region as well as the public by stimulating economic growth such as increasing employment opportunities, various revenues and infrastructure funding. Increasing tourism benefits the overall economic development of Pima County and the Southern Arizona Region. Travel and tourism is the number one export industry in Arizona.

***Metrics Available to Measure Performance:**

Contractor submits quarterly written reports to County outlining progress toward all aspects of this Agreement, including the Contractor's 2021-2022 performance measures.

***Retroactive:**

No.

TO: COB 4-5-22 (1)

Vers: 3

Pgs: 2

04-05 '22 AM10:41

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): 21*510
Amendment No.: One (1) AMS Version No.: 3
Commencement Date: 4-19-2022 New Termination Date: _____
Prior Contract No. (Synergen/CMS): _____
Expense Revenue Increase Decrease Amount This Amendment: \$ 900,000.00

Is there revenue included? Yes No If Yes \$ _____

*Funding Source(s) required: General Fund

Funding from General Fund? Yes No If Yes \$ 900,000.00 % _____

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, Director
Department: Attractions & Tourism

Telephone: 520.724.7355

Department Director Signature: [Signature] Date: 4/01/2022
Deputy County Administrator Signature: [Signature] Date: 4/5/2022
County Administrator Signature: [Signature] Date: 4/5/22




PIMA COUNTY
ATTRactions AND TOURISM

Memorandum

Date: June 25, 2021

To: Chuck H. Huckelberry
County Administrator

From: Ms. Diane Frisch 
Director, Attractions & Tourism

Via: Jan Leshner 
Chief Deputy County
Administrator

Re: Request for Direct Selection Procurement of Professional Services for Attractions & Tourism

Pursuant to Pima County Board of Supervisors *A.R.S. 42-6108, County passed Resolution No. 1991-181 on August 6, 1991*, naming Contractor as the official recognized tourism promotion agency for the County, I am requesting the direct selection procurement for professional services for the Metropolitan Tucson Convention and Visitors Bureau, dba Visit Tucson. Scope of work includes the Contractor's primary goal of attracting a growing number of visitors to Pima County and Southern Arizona and generating increased direct spending and economic impact from those travelers. Contractor will be measured by performance goals over the 2021-2022 year as set forth by this contract.

Thank you for your consideration of this request.

Approved Not Approved


C. H. Huckelberry, County Administrator


Date

Cc: Terri Spencer, Procurement Director

Pima County Attractions & Tourism

Pima County Historic Courthouse

115 North Church Avenue, Suite 221, Tucson, AZ 85701 • Phone: (520) 724-7355

Pima County Department of Attractions & Tourism

Project: Promote and Enhance Tourism, Business Travel, Film Production & Youth, Amateur, Semi-Professional & Professional Sports Development & Marketing

**Contractor: Metropolitan Tucson Convention & Visitors Bureau dba Visit Tucson
115 North Church Avenue, Suite 200
Tucson, Arizona 85701-1631**

Contract No.: CT-ED-21*510

Contract Amendment No.: 01

Orig. Contract Term: 07/01/2021 - 06/30/2022	Orig. Amount:	\$2,850,000.00
Termination Date Prior Amendment: N/A	Prior Amendments Amount:	\$ 0.00
Termination Date This Amendment: 06/30/2022	This Amendment Amount:	\$ 900,000.00
	Revised Total Amount:	\$3,750,000.00

CONTRACT AMENDMENT

The parties agree to amend the above-referenced contract as follows:

1. Background and Purpose.

1.1. Background. On July 1, 2021, County and Contractor entered into an agreement to promote and enhance tourism; business travel; film production; and youth, amateur, semi-professional and professional sports development and marketing.

1.2. Purpose. Due to better than expected increase of hotel/motel taxes this fiscal year, County wishes to pass increase to Contractor.

2. Term. The contract terminates on June 30, 2022.

3. Maximum Payment Amount. The maximum amount the County will spend under this Contract, as set forth in Section 9, is increased by \$900,000.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$3,750,000.00.

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

PIMA COUNTY

Chair, Board of Supervisors

Date

ATTEST

Clerk of the Board

Date

APPROVED AS TO FORM



Deputy County Attorney

Kathryn Ore

Print DCA Name

April 1, 2022

Date

CONTRACTOR



Authorized Officer Signature


Jose Felipe Garcia, President & CEO

Printed Name and Title

4/01/2022

Date

APPROVED AS TO CONTENT



Department Head

4/01/2022

Date