



Contract Number: CT-ED-13*660-01
Effective Date: 7-1-13
Term Date: 6-30-14
Cost: \$10,000.-
Revenue: _____
Total: _____ NTE: _____
Action: 4.1.14
Renewal By: _____
Term: 6-30-14
Reviewed by: JK

BOARD OF SUPERVISORS AGENDA ITEM SUMMARY

Requested Board Meeting Date: December 17, 2013

ITEM SUMMARY, JUSTIFICATION &/or SPECIAL CONSIDERATIONS:

Request approval of Amendment #1 of the Funding Agreement with the University of Arizona to add an additional \$20,000.00 to year 3 of the GeoTourism Partnership Strategy with Ad Federation of Tucson, to assist in funding Emphasizing the distinctiveness of this local through one- of- a- kind attractions such as Arizona-Sonora Desert Museum, UA Biosphere 2, Colossal Cave Mountain Park, Mt. Lemmon, etc.

CONTRACT NUMBER (If applicable): CT ED13000 000 000 000 000660

STAFF RECOMMENDATION(S):

Staff recommends additional funding be approved.

CORPORATE HEADQUARTERS: _____

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Vendor- 1

Pgs. 2

To: CHH- 12-6-13
CoB- 12-12-13
Addendum Agenda- 12-17-13
(3)

REC 10/13/2013 10:03:03 PM CLK/CTD

Procure Dept 12/05/13 PM 11:40

CLERK OF BOARD USE ONLY: BOS MTG. _____

ITEM NO. _____

PIMA COUNTY COST: __ and/or REVENUE TO PIMA COUNTY: \$

FUNDING SOURCE(S): Economic Development & Tourism Fund
(i.e. General Fund, State Grant Fund, Federal Fund, Stadium D. Fund, etc.)

Advertised Public Hearing:

	XX	YES		NO
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Board of Supervisors District:

1		2		3		4		5		All	XX
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IMPACT:

IF APPROVED:

Pima County will be able to assist the University with funding.

IF DENIED:

Pima County will not be able to assist the University with funding.

DEPARTMENT NAME: Economic Development & Tourism

CONTACT PERSON: Tom Moulton TELEPHONE NO.: 724-7355



MEMORANDUM

Date: December 4, 2012

To: Hank Atha
Deputy County Administrator for
Community and Economic Development

From: C.H. Huckelberry
County Administrator

Tom Moulton, Director
Economic Development and Tourism

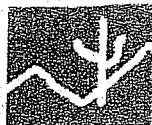
Re: Funding of The University of Arizona College of Science Geotourism Marketing
Cooperative Initiative

Attached is Economic Development and Tourism Director Tom Moulton's December 1, 2012 memorandum regarding funding for The University of Arizona College of Science geotourism marketing cooperative initiative. Based on his recommendation contained in the memorandum, I approve earmarking \$15,000 for Fiscal Year (FY) 2012/13 from the Economic Development and Tourism fund balance and a contribution of \$20,000 in FY 2013/14 provided the Metropolitan Tucson Convention and Visitors Bureau believes the investment is worthwhile and makes a similar contribution.

I would appreciate your review and the establishment of performance measures regarding the program's effectiveness in increasing tourism region wide.

CHH/dph

Attachment



PIMA COUNTY

Economic Development & Tourism

TO: Hank Atha
Deputy County Administrator

FROM: Tom Moulton *TDM*
Director Economic Development and Tourism

DATE: December 1, 2012

RE: Geotourism Marketing Co-op Matching Funds/TREO & OA FY 14 Budget Considerations

The University of Arizona College of Science has requested \$20,000 for a Geotourism marketing co-op initiative to be funded through our budget this fiscal year. My recommendation is that EDT fund \$15,000 this year through a transfer from EDT Fund Balance and then contribute \$20,000 in FY 2014 through an increase in our marketing budget funded through the anticipated increase in bed tax. The program is outlined in the attached letter. Our contribution would allow us to develop a strategy to increase the awareness of our unique and diverse attractions and execute the message through a community-wide media campaign already committed through the Tucson Ad Fed and the University of Arizona through 2014.

Further to this I have request, I have recommended to the MTCVB, who received a similar request, to join Pima County in matching our contribution to the marketing co-op. The geotourism committee would then consist of the MTCVB, Pima County, UA, Arizona-Sonora Desert Museum, Southern Arizona Attractions Alliance and as you suggested, representative(s) from the Native American community.

Regarding the \$150,000 increase in funding for TREO as approved by the Board of Supervisors, which is funded this fiscal year through a transfer from the Contingency Fund, I recommend that this additional \$150,000 be funded in fiscal year 2014 through an additional General Fund Transfer to the EDTT outside agency budget.

As we are in the midst of creating our FY 2014 budget, I am wondering if you have received any direction as to funding for the other Outside Agencies.

Thank you for your guidance in these issues.

Approved:

**PIMA COUNTY DEPARTMENT OF:
Economic Development and Tourism**

**AGENCY: University of Arizona Foundation
College of Science**

PROGRAM: Geo-Tourism Marketing Initiative

CONTRACT NO: CT ED 1300000 00000 00000 660

AMENDMENT NO. ONE (1)

DISTRICT: ALL

CONTRACT

NO. CT. ED. 13 000 00 0000 00000 660

AMENDMENT NO. 01

This number must appear on all
invoices, correspondence and
documents pertaining to this
contract.

ORIG. CONTRACT TERM: 01-01-2013 TO 06-30-2013	ORIGINAL CONTRACT AMOUNT: \$15,000.00
TERM 1 ST AMENDMENT: 07-01-2013 TO 06-30-2014	AMOUNT THIS AMENDMENT: <u>\$20,000.00</u>
	TOTAL CONTRACT AMOUNT: \$35,000.00

CONTRACT AMENDEMENT

County and Contractor entered into a Funding Agreement, which is referenced as Pima County Contract No. *CT ED 1300000 00000 00000660*. County and Contractor hereby agree to amend the Agreement as follows, to increase Term and Extension and increase Compensation and Payment:

CHANGE: – TERM AND EXTENSION /RENEWAL/CHANGES to be changed as follows:

FROM –“This Contract shall commence on the 1st day of January 2013, and shall terminate on the 30th day of June 2013, unless sooner terminated or further extended pursuant to this contract.”

TO: “This Contract Amendment shall commence on July 1, 2013 and shall terminate on the 30th day of June 2014, unless sooner terminated or further extended pursuant to this contract.”

CHANGE: COMPENSATION AND PAYMENT to be changed as follows:

FROM: “COUNTY agrees to provide fifteen thousand dollars (\$15,000.00) to CONTRACTOR. Total payment for this Contract shall not exceed fifteen thousand dollars (\$15,000.00) annually.”

TO: “COUNTY has paid CONTRACTOR fifteen thousand dollars (\$15,000.00) for the previous year and agrees to pay CONTRACTOR an additional amount of twenty thousand dollars (\$20,000.00). Total payment for this Contract shall not exceed thirty-five thousand dollars (\$35,000.00).”

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

IN WITNESS THEREOF, the parties have affixed their signatures to this Amendment on the date written below.

PIMA COUNTY, a body politic and corporate of the State of Arizona:

Chairman, Board of Supervisors

Date

CONTRACTOR:

Ken R. Dineen, V.P.
University of Arizona Foundation

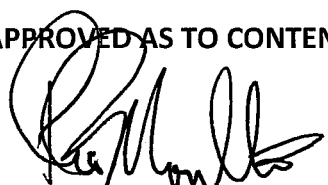
11/07/2013
Date

ATTEST:

Clerk of the Board

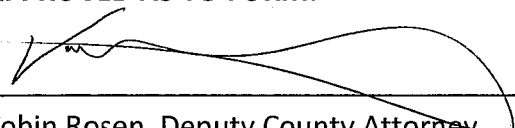
Date

APPROVED AS TO CONTENT:


Tom Moulton, Director,
Economic Development and Tourism

10/31/13
Date

APPROVED AS TO FORM:


Tobin Rosen, Deputy County Attorney
Civil Division

10/31/13
Date