



BOARD OF SUPERVISORS AGENDA ITEM REPORT  
AWARDS / CONTRACTS / GRANTS

Award  Contract  Grant

Requested Board Meeting Date: June 6, 2023

\* = 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 and Youth, Amateur, Semi-Professional and Professional and Professional Sports Development and Marketing.

**\*Purpose:**

Pima County is continuing to receive several years of back taxes paid in April 2023 as a result of an Arizona Department of Revenue audit. The increase allows for the possibility that other retroactive tax payments will be made before the end of the fiscal year.

**\*Procurement Method:**

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

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

The goal of this contract 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 will continue to submit quarterly written reports to County outlining progress toward all aspects of this Agreement., including the contractor's 2022-23 performance measures as provided in CT-ED-22\*0401, Exhibit A.

**\*Retroactive:**

No.

To: COB 5-18-2023 (1)  
Vers.: 5  
pgs.: 2

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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\*401

Amendment No.: Two (2) AMS Version No.: 5

Commencement Date: 6-06-2023 New Termination Date: \_\_\_\_\_

Prior Contract No. (Synergen/CMS): \_\_\_\_\_

Expense Revenue Increase Decrease

Amount This Amendment: \$ 1,200,000.00

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

\*Funding Source(s) required: General Fund

Funding from General Fund? Yes No If Yes \$ 1,200,000.00 % \_\_\_\_\_

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

Department: Attractions & Tourism

Telephone: 520.724.7353

Department Director Signature: [Signature]

Date: 5/17/23

Deputy County Administrator Signature: [Signature]

Date: 5/17/2023

County Administrator Signature: [Signature]

Date: 5/18/2023



Attractions and Tourism

PIMA COUNTY

**DATE:** May 16, 2023

**TO:** Jan Leshar, County Administrator

**FROM:** Diane Frisch, Director, Attractions and Tourism *DF*

**Cc:** Carmine DeBonis, Deputy County Administrator  
Terri Spencer, Procurement Director

**SUBJECT:** Amendment Request – Direct Selection of Professional Services from Metropolitan Tucson Convention and Visitors Bureau, dba Visit Tucson to Promote and Enhance Tourism, Contract Number CT-ED-22-401-2

Pursuant to Board of Supervisors Policy D29.6 III.C – Direct Selection and Procurement Procedure No. PO-50, approval was received to direct select Visit Tucson to increase visitation to Pima County through various marketing sales and advertising programs nationally and globally.

Pima County is continuing to receive several years of back taxes paid in April 2023 as a result of an Arizona Department of Revenue audit. The increase allows for the possibility that other retroactive tax payments will be made before the end of the fiscal year.

**Requested Action:** The Attractions and Tourism Department requests approval to amend CT-ED-22-401-2 to increase funds in the amount of \$1,200,000.00 for a not-to-exceed amount of \$8,500,000.00 to allow for continued services with Visit Tucson pursuant to the Direct Select provisions of Board of Supervisors Policy D29.6, III-C.

df/mrf

Approved as to Form: *Terri Spencer* Date: 5/16/2023  
 Terri Spencer  
 Procurement Director

Concur: *Carmine DeBonis* Date: 5/17/2023  
 Carmine DeBonis, Deputy County Administrator

Direct Select Approved: *Jan Leshar* Date: 5/18/2023  
 Jan Leshar  
 County Administrator

**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-22\*401**

**Contract Amendment No.: 02**

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<b>Orig. Contract Term:</b> 07/01/2022 – 06/30/2023	<b>Orig. Amount:</b>	\$3,450,000.00
<b>Termination Date Prior Amendment:</b> N/A	<b>Prior Amendments Amount:</b>	\$3,850,000.00
<b>Termination Date This Amendment:</b> 06/30/2023	<b>This Amendment Amount:</b>	\$1,200,000.00
	<b>Revised Total Amount:</b>	\$8,500,000.00

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**CONTRACT AMENDMENT**

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

**1. Background and Purpose.**

1.1. Background. On July 1, 2022, 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. Pima County is continuing to receive several years of back taxes paid in April 2023 as a result of an Arizona Department of Revenue audit. The increase allows for the possibility that other retroactive tax payments will be made before the end of the fiscal year.

**2. Term.** The contract terminates on June 30, 2023.

**3. Maximum Payment Amount.** The maximum amount the County will spend under this Contract, as set forth in Section 9, is increased by \$1,200,000.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$8,500,000.00.

Contract No.: CT-ED-22\*401{35103 / 01088986 / v 1}

**PIMA COUNTY**

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

\_\_\_\_\_  
Date

**ATTEST**

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

\_\_\_\_\_  
Date

**APPROVED AS TO FORM**

  
\_\_\_\_\_  
Deputy County Attorney

Rachelle Barr  
\_\_\_\_\_  
Print DCA Name

05/16/2023  
\_\_\_\_\_  
Date

**CONTRACTOR**

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

Jose Felipe Garcia, President & CEO

\_\_\_\_\_  
Printed Name and Title

5/17/2023  
\_\_\_\_\_  
Date

**APPROVED AS TO CONTENT**

  
\_\_\_\_\_  
Diane Frisch, Director  
Attractions & Tourism Department

5/16/23  
\_\_\_\_\_  
Date