



BOARD OF SUPERVISORS AGENDA ITEM REPORT AWARDS / CONTRACTS / GRANTS

☐ Award ☒ Contract ☐ Grant

Requested Board Meeting Date: July 1, 2025

* = Mandatory, information must be provided

or Procurement Director Award: ☐

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

Metropolitan Tucson Convention & Visitors Bureau, dba Visit Tucson

***Project Title/Description:**

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

***Purpose:**

Pima County is continuing to receive several years of back taxes paid in May and June 2025 as a result of an Arizona Department of Revenue audit. Without any way to predict the final amount of these payments, it is recommended that the contract amount be increased to account for these retroactive tax payments so they may be received before the end of the fiscal year.

***Procurement Method:**

Direct Select per Board of Supervisors Policy D 29.6, III-C.

***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 2024-25 performance measures as provided in CT-ED-24*454, Exhibit A.

***Retroactive:**

No.

TO: COB, 6-18-2025 (1)
Vers: 1
pgs: 2

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: PO Department Code: ED Contract Number (i.e., 15-123): 24*454
Amendment No.: 01 AMS Version No.: 01
Commencement Date: 07/01/2024 New Termination Date: _____
Prior Contract No. (Synergen/CMS): _____

☒ Expense ☐ Revenue ☒ Increase ☐ Decrease

Amount This Amendment: \$ 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 \$ _____ % _____

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: _____

Date: 6/12/2025

Deputy County Administrator Signature: _____

Date: 6/13/2025

County Administrator Signature: _____

Date: 6/14/2025



DATE: June 16, 2025

TO: Jan Leshner, County Administrator

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

Cc: Carmine DeBonis Jr., Deputy County Administrator
Bruce Collins, Procurement Director

SUBJECT: Amendment Request – Direct Selection of Professional Services from Metropolitan Tucson Convention & Visitors Bureau to Promote and Enhance Tourism, Business Travel, Film Production and Youth, Amateur, Semi-Professional and Professional Sports Development and Marketing. Contract Number CT-ED-24*454

Pursuant to Board of Supervisors Policy D29.6 III.C – Direct Selection and Procurement Procedure No. PO-50, approval was received to direct select Metropolitan Tucson Convention & Visitors Bureau to promote and enhance tourism, business travel, film production & youth, amateur, semi-professional & professional sports development & marketing, and Contract Number CT-ED-24*454 was awarded in the amount of 5,600,000.00.

Background: On July 1, 2024, County and Contractor entered into an agreement to promote and enhance tourism, business travel, film production & youth, amateur, semi-professional sports development & marketing. The term ends on June 30, 2025.

Requested Action: The Attractions & Tourism Department requests approval to amend CT-ED-24*454 to increase funds in the amount of \$200,000.00 for a not-to-exceed amount of \$5,800,000.00 to allow for continued services with Metropolitan Tucson Convention & Visitors Bureau pursuant to the Direct Select provisions of Board of Supervisors Policy D29.6, III-C.

PDC

Approved as to Form: *Bruce D Collins* Date: June 16, 2025
Bruce Collins
Procurement Director

Concur: *Carmine DeBonis Jr.* Date: June 18, 2025
Carmine DeBonis Jr.
Deputy County Administrator

Direct Select Approved: *Jan Leshner* Date: 6/18/2025
Jan Leshner
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

Contract No.: CT-ED-24*454

Contract Amendment No.: 01

Orig. Contract Term: 07/01/2024 - 06/30/2025	Orig. Amount:	\$5,600,000.00
Termination Date Prior Amendment: N/A	Prior Amendments Amount:	\$0.00
Termination Date This Amendment: 06/30/2025	This Amendment Amount:	\$200,000.00
	Revised Total Amount:	\$5,800,000.00

CONTRACT AMENDMENT

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

1. Background and Purpose.

1.1. Background. On July 1, 2024, County and Contractor entered into an agreement to promote and enhance tourism, business travel, film production & youth, amateur, semi-professional & professional sports development & marketing. The term ends on June 30, 2025.

1.2. Purpose. Pima County is continuing to receive several years of back taxes paid in May 2025 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. Maximum Payment Amount. The maximum amount the County will spend under this Contract, as set forth in Section 9, is increased by \$200,000.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$5,800,000.00.

3. Heat Injury and Illness Prevention and Safety Plan. Pursuant to Pima County Procurement Code 11.40.030, Contractor hereby warrants that if Contractor's employees perform work in an outdoor environment under this Contract, Contractor will keep on file a written Heat Injury and Illness Prevention and Safety Plan. At County's request, Contractor will provide a copy of this plan and documentation of heat safety and mitigation efforts implemented by Contractor to prevent heat-related illnesses and injuries in the workplace. Contractor will post a copy of the Heat Injury and Illness Prevention and Safety Plan where it is accessible to employees. Contractor will further ensure that each subcontractor who performs any work for Contractor under this Contract complies with this provision.

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

Cindy Nguyen
Print DCA Name

6/12/25
Date

CONTRACTOR



Authorized Officer Signature

J. Felipe Garcia President + CEO
Printed Name and Title

6/12/2025
Date

APPROVED AS TO CONTENT



Diane Frisch, Director
Attractions & Tourism Department

6/12/2025
Date