



## BOARD OF SUPERVISORS AGENDA ITEM REPORT AWARDS / CONTRACTS / GRANTS

☐ Award ☒ Contract ☐ Grant

Requested Board Meeting Date: March 21, 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 hotel/motel revenue has exceeded budget projections in Fiscal Year 2023 primarily because of consumer enthusiasm for travel despite higher prices charged by transient lodging facilities. Pima County has also received an additional \$3.765M remittance of back taxes from one facility that erroneously made tax payments to City of Tucson for several years. This revenue was realized due to collaboration and coordination between Arizona Department of Revenue (ADOR) and Pima County Finance after noticing the facility was not paying County hotel/motel taxes. Due to the greater-than-expected travel activity and revenue received from the ADOR audit, we ask the Visit Tucson Contract be amended to allow the County to transfer up to \$7.3M to Visit Tucson.

**\*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 2-22-23 (1)  
Vers: 4  
pgs: 3

FEB21'23PM1239 P0

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.: One (1) AMS Version No.: 4

Commencement Date: 3-21-2023 New Termination Date: \_\_\_\_\_

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

☒ Expense ☐ Revenue ☒ Increase ☐ Decrease

Amount This Amendment: \$ 3,850,000.00

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: 02/16/2023

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

Date: 2/17/2023

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


Date: 2/17/2023



## Attractions and Tourism

**DATE:** February 16, 2023

**TO:** Jan Leshner, County Administrator

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

**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-22-401-1

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 received a one-time remittance of \$3.765M in back taxes from a facility that erroneously made tax payments to the City of Tucson for several years. In auditing the tax remittance data, Budget Division staff identified the facility was not paying hotel/motel taxes to Pima County. After collaborating with the Arizona Department of Revenue for over a year, the issue with this property was resolved and the payment of back taxes was provided to the County.

**Requested Action:** The Attractions and Tourism Department requests approval to amend CT-ED-22-401-1 to increase funds in the amount of \$3,850,000.00 for a not-to-exceed amount of \$7,300,000.00 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  
Procurement Director

Date: 2/16/2023

Concur:   
Carmine DeBonis, Deputy County Administrator

Date: 2/17/2023

Direct Select Approved:   
Jan Leshner  
County Administrator

Date: 2/17/2023

**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.: 01**

<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>	\$ 0.00
<b>Termination Date This Amendment:</b> 06/30/2023	<b>This Amendment Amount:</b>	\$3,850,000.00
	<b>Revised Total Amount:</b>	\$7,300,000.00

**CONTRACT AMENDMENT**

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

**1. Background and Purpose.**

1.1. Background. On July 1, 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 hotel/motel revenue has exceeded budget projections in Fiscal Year 2023 primarily because of consumer enthusiasm for travel despite higher prices charged by transient lodging facilities. Pima County has also received an additional \$3.765M remittance of back taxes from one facility that erroneously made tax payments to City of Tucson for several years. This revenue was realized due to collaboration and coordination between Arizona Department of Revenue (ADOR) and Pima County Finance after noticing the facility was not paying County hotel/motel taxes. Due to the greater-than-expected travel activity and revenue received from the ADOR audit, Visit Tucson's Contract is amended to allow the County to transfer up to \$7.3M to Visit Tucson.

**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 \$3,850,000.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$7,300,000.00.

**4. Forced Labor of Ethnic Uyghurs.** Pursuant to A.R.S. § 35-394, if Contractor engages in for-profit activity and has 10 or more employees, Contractor certifies it is not currently using, and agrees for the duration of this Contract to not use (1) the forced labor of ethnic Uyghurs in the

**Contract No.: CT-ED-22\*401{35103 / 01059947 / v3}**

People's Republic of China; (2) any goods or services produced by the forced labor of ethnic Uyghurs in the People's Republic of China; and (3) any contractors, subcontractors or suppliers that use the forced labor or any goods or services produced by the forced labor of ethnic Uyghurs in the People's Republic of China. If Contractor becomes aware during the term of the Contract that the Company is not in compliance with A.R.S. § 35-394, Contractor must notify the County within five business days and provide a written certification to County regarding compliance within one hundred eighty days.

**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

02/14/2023  
\_\_\_\_\_  
Date

**CONTRACTOR**

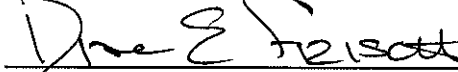
  
\_\_\_\_\_  
Authorized Officer Signature

Jose Felipe Garcia, President & CEO

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

02/14/2022  
\_\_\_\_\_  
Date

**APPROVED AS TO CONTENT**

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

02/14/2023  
\_\_\_\_\_  
Date