



BOARD OF SUPERVISORS AGENDA ITEM REPORT CONTRACTS / AWARDS / GRANTS

☐ Award ☒ Contract ☐ Grant

Requested Board Meeting Date: June 18, 2019

or Procurement Director Award ☐

* = Mandatory, information must be provided

***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, & Professional Sports Development & 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's 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 FY19-20, 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:**

Increased visitation is measured by several indicators, including but not limited to monitoring regional bed tax collections, lodging occupancy, attraction attendance, State of Arizona sales tax collections, sales and sports tournament bookings and room nights.

***Retroactive:**

Yes, the effective date of this Amendment is June 10, 2019. Due to an increase in collection of hotel/motel taxes for FY19-20, County wishes to pass increase to Contractor.

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Addendum

Contract / Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e., 15-123): _____
Effective 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 22-73.

Amendment / Revised Award Information

Document Type: CT Department Code: ED Contract Number (i.e., 15-123): 17-027

Amendment No.: Three (3) AMS Version No.: Nine (9)

Effective Date: 6-10-2019 New Termination Date: 6-30-2019

Prior Contract No. (Synergen/CMS): _____

☒ Expense or ☐ Revenue ☐ Increase ☐ Decrease Amount This Amendment: \$ 493,000. - HL

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

***Funding Source(s) required:** General Fund

Funding from General Fund? ☒ Yes ☐ No If Yes \$ 493,000⁰⁰ BL % _____

Grant/Amendment Information (for grants acceptance and awards) ☐ Award ☐ Amendment

Document Type: _____ Department Code: _____ Grant Number (i.e., 15-123): _____

Effective 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 and Tourism Telephone: 520.724.7355

Department Director Signature/Date: [Signature] 6/11/19

Deputy County Administrator Signature/Date: [Signature] 6/11/2019

County Administrator Signature/Date: [Signature] 6/11/19
(Required for Board Agenda/Addendum Items)

Pima County Department of Attractions and 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-17*027

Contract Amendment No.: 03

Orig. Contract Term: 07/01/2016 - 06/30/2017	Orig. Amount:	\$	3,207,000.00
Termination Date Prior Amendment: 06/30/18	Prior Amendments Amount:	\$	6,902,000.00
Termination Date This Amendment: 06/30/19	This Amendment Amount:	\$	493,000.00
	Revised Total Amount:	\$	10,602,000.00

CONTRACT AMENDMENT

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

1. Background and Purpose.

1.1. Background. On 7-1-2016, County and Contractor entered into an agreement to promote and enhance tourism, business travel, film production & youth, amateur, semi-professional, & professional sports development and marketing.

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

2. Term. The Contract terminates on June 30, 2019.

3. Maximum Payment Amount. The maximum amount the County will spend under this Contract, as set forth in Section 1.2, is estimated to increase by \$493,000. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$10,602,000,000.

The effective date of this Amendment is June 10, 2019.

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

PIMA COUNTY

Chairman, Board of Supervisors

Date

CONTRACTOR

Bt DeRood

Brent DeRood, President & CEO
Printed Name and Title

6/10/2019
Date

ATTEST

Clerk of the Board

Date

APPROVED AS TO FORM

Regina Nassen
Deputy County Attorney

REGINA NASSEN

6.11.2019
Date

APPROVED AS TO CONTENT

Don E. S. S. S. S.
Attractions and Tourism Director

6/10/2019
Date