



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

☐ Award ☒ Contract ☐ Grant

Requested Board Meeting Date: June 23, 2020

* = Mandatory, information must be provided

or Procurement Director Award ☐

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

International Sonoran Desert Alliance (ISDA)

***Project Title/Description:**

Only in Ajo: Wayfinding Improvements for an Emerging Destination

***Purpose:**

Improve visitor circulation and experience through expanded way-finding signage.

***Procurement Method:**

Non-procurement contract awarded by the Board of Supervisors per Board of Supervisors Policy E36.1

***Program Goals/Predicted Outcomes:**

Double the Ajo Visitor Center traffic count from 5,000 to 10,000 visitors per year. Increase visitation numbers by 15% at Ajo points of interest and visitor-based businesses.

***Public Benefit:**

Programs reduce financial, social and academic barriers that vex underserved communities. Museum programs have been found to increase high school graduation rates and college enrollment.

***Metrics Available to Measure Performance:**

Quarterly reports are required to evaluate progress.

***Retroactive:**

No.

To: 067-6-9-20

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Revised 5/2020

52:60W 02/80/50 4-11-2020

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): 20*030Amendment No.: One (1) AMS Version No.: 2Commencement Date: 7-1-2020 New Termination Date: 6-30-2021

Prior Contract No. (Synergen/CMS): _____

☒ Expense or ☐ Revenue ☒ Increase ☐ Decrease Amount This Amendment: \$ 16,625.00Is there revenue included? ☐ Yes ☒ No If Yes \$ _____***Funding Source(s) required:** Pima County General FundFunding from General Fund? ☒ Yes ☐ No If Yes \$ 16,625.00 % _____**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 FrischDepartment: Attractions & TourismTelephone: 520.724.7356Department Director Signature/Date: Diane Frisch 06/04/2020Deputy County Administrator Signature/Date: Cur 06/05/2020County Administrator Signature/Date: C. Pulley 6/5/20
(Required for Board Agenda/Addendum Items)

Pima County Department of Attractions & Tourism

Project: Only in Ajo: Wayfinding Improvements for an Emerging Destination

Contractor: International Sonoran Desert Alliance
Post Office Box 687
Ajo, Arizona 85321

Contract No: CT-ED-20*030

Contract Amendment No: One (1)

Orig. Contract Term:	07-01-2019 to 06-30-2020	Orig. Amount:	\$17,500.00
Termination Date This Amendment:	06-30-2021	Prior Amendment Amount:	\$ 0.00
		This Amendment Amount:	\$16,625.00
		Revised Total Amount:	\$34,125.00

CONTRACT AMENDMENT NUMBER ONE

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

1. Background and Purpose.

1.1 Background. On July 1, 2019 County and Contractor entered into the above referenced agreement to provide funding for the International Sonoran Desert Alliance for the promotion of business and tourism and to improve visitor circulation and experience through expanded way-finding and signage in the Ajo area of Pima County.

1.2 Purpose. County and Contractor wish to exercise the Extension Option provided for in Section 2.2 of the agreement. But due to the potential budget impact caused by the COVID-19 pandemic, the County is reducing the funding amount under the agreement.

2. **Term.** The County is exercising the extension option to renew the contract for one additional year commencing on July 1, 2020 and terminating on June 30, 2021. If the commencement date is before the Effective Date of this amendment, the parties will, for all purposes, deem the amendment to have been in effect as of the commencement date.
3. **Maximum Payment Amount.** The maximum amount the County will spend under this Contract, as set forth in Section 4.1, is increased by \$16,625.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$34,125.00.
4. **Scope of Services.** Exhibit A to the Contract is deleted in its entirety and is replaced by a new Exhibit A (one page), attached hereto.
5. **Israel Boycott Certification.** Pursuant to A.R.S. § 35-393.01, if Contractor engages in for-profit activity and has 10 or more employees, and if this Contract has a value of \$100,000.00

or more, Contractor certifies it is not currently engaged in, and agrees for the duration of this Contract to not engage in, a boycott of goods or services from Israel. This certification does not apply to a boycott prohibited by 50 U.S.C. § 4842 or a regulation issued pursuant to 50 U.S.C. § 4842.

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

AGENCY

Signature

Printed name and title

Date

APPROVED AS TO CONTENT:

Diane Frisch, Director, Attractions & Tourism

APPROVED AS TO FORM:

Chris Straub, Deputy County Attorney

EXHIBIT A

SCOPE OF WORK

1. **Program Activities.** *Only in Ajo: Wayfinding Improvements for an Emerging Destination* Agency will:
 - 1.1. Finalize the Ajo Communications Plan;
 - 1.2. Implement the Ajo Communications Plan using County and other leveraged funds;
 - 1.3. Undertake a wayfinding design process (Rivers, Trails and Conservations Assistance Program of the National Park Service may provide technical assistance);
 - 1.4. Design, fabricate and install signage and other wayfinding assets; and
 - 1.5. Evaluate the effectiveness of advertising and signage interventions through web analytics, focus groups and intercept surveys.
2. **County Funds:** Agency will use the funds provided by County for the following:
 - 2.1. Expand signage and wayfinding assets;
 - 2.2. Digital and print circulation of new brand assets for Ajo as a destination; and
 - 2.3. Elevate tourism experiences.
3. **Target population:** Agency will serve a total of approximately 100,000 Pima County residents and visitors.
4. **Budget:** Agency will be paid as set forth below:

Expense	Amount Allocated
Salaries (including ERE)	\$2,375.00
Professional Outside Services	\$4,500.00
Travel	\$2,750.00
Rent/Utilities	-0-
Material/Supplies	\$7,000.00
Operating Expenses	-0-
Equipment	-0-
TOTAL	\$16,625.00

END OF EXHIBIT A