



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

☐ Award ☒ Contract ☐ Grant

Requested Board Meeting Date: 05/04/2021

\* = Mandatory, information must be provided

or Procurement Director Award ☐

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

Hilton & Myers Advertising, Inc.

**\*Project Title/Description:**

Advertising and Marketing Services

**\*Purpose:**

Amendment of Award: Master Agreement No. MA-PO-20-207, Amendment No. 04. This Amendment extends the termination date to 05/27/22 and adds a partial annual award amount of \$275,000.00 for a cumulative not-to-exceed contract amount of \$1,125,000.00. Administering Department: Communications.

**\*Procurement Method:**

Pursuant to Pima County Procurement Code 11.12.060, Emergency and other limited competition procurement, on May 28, 2020, the Procurement Director approved an award of contract for an initial term of one (1) year in the annual award amount of \$500,000.00.

On June 23, 2020, the Procurement Director approved Amendment No. 01, which deleted Section 6.1.1.5 in its entirety, of the original contract retroactive to the commencement date of May 28, 2020.

On June 25, 2020, the Procurement Director approved Amendment No. 02, which added a one-time increase in the amount of \$150,000.00 for a cumulative not-to-exceed contract amount of \$650,000.00 and replaced Exhibit A: Scope of Services (2 pages) with Exhibit A-1: Scope of Services (3 pages).

On July 29, 2020, the Procurement Director approved Amendment No. 03, which added a one-time increase in the amount of \$200,000.00 for a cumulative not-to-exceed contract amount of \$850,000.00 and replaced Exhibit A-1: Scope of Services (3 pages) with Exhibit A-2: Scope of Services (3 pages).

PRCUID: 378486

Attachment: Contract Amendment No. 04.

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

Develop and implement advertising campaigns following the directions and guidance provided by Pima County staff and the Pima County Back To Business Community Updates Committee.

**\*Public Benefit:**

Successful advertising and marketing in both English and Spanish for the PCB2B committee which is designed to elevate public awareness of business and community involvement in response to the COVID-19 pandemic and to promote the overall community and its businesses during the COVID-19 pandemic.

**\*Metrics Available to Measure Performance:**

Post-Buy analysis.

**\*Retroactive:**

No.

To CoB: 4-13-21  
PgS. 4  
rev. 4

Revised 5/2020

Page 1 of 2

Procure Dept 04/14/21 PM0318

**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: MA Department Code: PO Contract Number (i.e., 15-123): 20-207

Amendment No.: 04 AMS Version No.: 04

Commencement Date: 05/28/2021 New Termination Date: 05/27/2022

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

☒ Expense or ☐ Revenue ☒ Increase ☐ Decrease Amount This Amendment: \$ 275,000.00Is there revenue included? ☐ Yes ☒ No If Yes \$ \_\_\_\_\_**\*Funding Source(s) required:** General FundFunding from General Fund? ☒ Yes ☐ No If Yes \$ \_\_\_\_\_ % 100**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: Procurement Officer, Vanessa Mendoza

Digitally signed by Vanessa Mendoza  
Date: 2021.04.07 12:12:36 -07'00'

Division Manager, Ana Wilber

Digitally signed by Ana Wilber  
Date: 2021.04.07 13:50:34 -07'00'

Department: Procurement Director, Terri Spencer

Digitally signed by Terri Spencer  
Date: 2021.04.07 17:44:10 -07'00'

Telephone: 520-724-8164

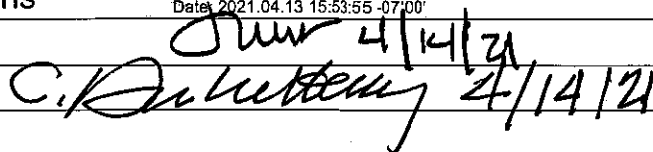
Department Director Signature/Date: Mark Evans

Digitally signed by Mark Evans  
Date: 2021.04.13 15:53:55 -07'00'

Deputy County Administrator Signature/Date: \_\_\_\_\_

County Administrator Signature/Date: \_\_\_\_\_

(Required for Board Agenda/Addendum Items)

 4/14/21

**Pima County Communications Department**

**Project: Advertising and Marketing Services**

**Contractor: Hilton & Myers Advertising, Inc.**  
3350 N. Country Club Rd  
Tucson, AZ 85716  
520-881-4550

**Contract No.: MA-PO-20-207**

**Contract Amendment No.: Four (04)**

<b>Orig. Contract Term:</b> 05/28/2020 - 05/27/2021	<b>Orig. Amount:</b>	\$ 500,000.00
<b>Termination Date Prior Amendment:</b> 05/27/2021	<b>Prior Amendments Amount:</b>	\$ 350,000.00
<b>Termination Date This Amendment:</b> 05/27/2022	<b>This Amendment Amount:</b>	\$ 275,000.00
	<b>Revised Total Amount:</b>	\$1,125,000.00

**CONTRACT AMENDMENT**

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

**1. Background and Purpose.**

1.1. Background. On May 28, 2020, Pima County ("County") and Hilton and Myers Advertising ("Contractor") entered into the above referenced agreement to provide Advertising and Marketing Services.

1.2. Purpose. County requires continued Advertising and Marketing Services, produced in both English and Spanish for the Pima County Back to Business (PCB2B) program which will elevate public awareness of business and community involvement as a direct response to the COVID-19 pandemic and promote the overall community and its businesses during the COVID-19 pandemic.

**2. Term.** The parties agree to extend the contract term for one additional year commencing on May 28, 2021 and terminating on May 27, 2022. 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 5.2, Maximum Payment Amount, is increased by \$275,000.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$1,125,000.00.

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

**Hilton & Myers Advertising, Inc.**

Douglas S. Myers  
Authorized Officer Signature

\_\_\_\_\_  
President, Hilton & Myers Advertising  
Printed Name and Title

2/22/2021  
Date

**ATTEST**

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

\_\_\_\_\_  
Date

**APPROVED AS TO FORM**

Sherry

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

2/22/2021  
Date