



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

☐ Award ☒ Contract ☐ Grant

Requested Board Meeting Date: June 22, 2021

\* = 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 & 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 (OMO). As the County's official OMO, 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 FY20-21, 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:**

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.

**\*Retroactive:**

No.

TO: COB 6-10-21 42  
Vers.: 5  
pgs.: 2

**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\*388  
Amendment No.: Two (2) AMS Version No.: 5  
Commencement Date: ~~5-18-2021~~ 6-22-2021 New Termination Date: \_\_\_\_\_  
Prior Contract No. (Synergen/CMS): \_\_\_\_\_  
☒ Expense or ☐ Revenue ☐ Increase ☐ Decrease Amount This Amendment: \$ 300,000.00  
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, Director

Department: Attractions & Tourism

Telephone: 520.724.7355

Department Director Signature/Date: Diane Frisch

Deputy County Administrator Signature/Date: Jane

County Administrator Signature/Date: C. R. DeLoach

(Required for Board Agenda/Addendum Items)

**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-20\*388**

**Contract Amendment No.: [02]**

<b>Orig. Contract Term:</b> 07/01/2020 - 06/30/2021	<b>Orig. Amount:</b>	\$2,000,000.00
<b>Termination Date Prior Amendment:</b> N/A	<b>Prior Amendments Amount:</b>	\$ 200,000.00
<b>Termination Date This Amendment:</b> 06/30/2021	<b>This Amendment Amount:</b>	\$ 300,000.00
	<b>Revised Total Amount:</b>	\$2,500,000.00

**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 better than expected increase of hotel/motel bed taxes this fiscal year, County wishes to pass increase to Contractor.

**2. Term.** The Contract terminates on June 30, 2021.

**3. Maximum Payment Amount.** The maximum amount the County will spend under this Contract, as set forth in Section 1.2, is increased by \$300,000.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$2,500,000.00.

**4. 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.

**Contract No.: CT-ED-20\*388**

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Revised 4/12/21

**PIMA COUNTY**

\_\_\_\_\_  
Chair, Board of Supervisors

\_\_\_\_\_  
Date

**ATTEST**

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

\_\_\_\_\_  
Date

**APPROVED AS TO FORM**

Victoria Buchinger  
Deputy County Attorney

Victoria Buchinger  
Print DCA Name

June 8, 2021  
Date

**CONTRACTOR**

Brent DeRaad  
Authorized Officer Signature  
Brent DeRaad, President + CEO  
Printed Name and Title  
6/9/21  
Date

**APPROVED AS TO CONTENT**

Dan E. Riedel  
Department Head

6/9/21  
Date