

# COB - BOSAIR FORM

05/18/2026 3:33 PM (MST)

Submitted by Michelle.Flanagan@pima.gov



## BOARD OF SUPERVISORS AGENDA ITEM REPORT (BOSAIR)

\*All fields are required. Enter N/A if not applicable. For number fields, enter 0 if not applicable.\*

Record Number: PO AT PO2500015062

**Award Type:** Contract

**BOSAIR Activity:** Board Meeting Request

**Requested Board Meeting Date:** 06/09/2026

**Supplier / Customer / Grantor / Subrecipient:** Metropolitan Tucson Convention & Visitors Bureau

**Project Title / Description:** Promote and enhance tourism, business travel, film production and youth, amateur, semi-professional and professional sports development and marketing.

**Purpose:** Pima County is continuing to receive several years of back taxes paid in May 2026 as a result of an Arizona Department of Revenue audit. The increase allows for the possibility that other retroactive tax payments will be made before the end of the fiscal year.

**Procurement Method:** Direct Select for Professional Services: Direct Select per Board of Supervisors Policy D29.6, III-C.

**Procurement Method Additional Info:** Direct Select per Board of Supervisors Policy D 29.6 III-C.

**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 and Impact:** 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 of Arizona.

**Strategic Plan Pillar**

- Quality of Life

**Support of Prosperity Initiative:**

- N/A

**Provide information that explains how this activity supports the selected Prosperity Initiatives** N/A

TO: COB, 5/27/26 (1)  
VERSION: 1  
PAGES: 2

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**Metrics Available to Measure Performance:**

Contractor will submit quarterly written reports to County outlining progress toward all aspects of this Agreement, including the Contractor's 2025-2026 performance measures as provided in Exhibit D of this contract.

**Retroactive:**

**NO**

**Amendment / Revised Award Information**

Record Number: PO AT PO2500015062

**Document Type:** PO  
**Department Code:** AT  
**Contract Number:** PO2500015062  
**Amendment Number:** 2  
**Commencement Date:** 06/09/2026  
**Termination Date:** 06/30/2026  
**Supplier / Subrecipient Headquarters Location:** Tucson, AZ

\* Headquarters information is not a consideration for awards

**Is the Termination Date new?**

**NO**

**Classification:** Expense  
**Adjust Level:** Increase  
**Prior Contract Number (If Applicable):** N/A

Amount This Amendment:

\$1,450,000.00

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

**Funding from General Fund?**

**YES**

If Yes Provide Total General Funds:

\$1,450,000.00

**Percent General Funds:** 100%

Contract is fully or partially funded with Federal Funds?

NO

Contract is fully or partially funded with Non-Federal Grant Funds?

NO

Department: Attractions & Tourism

Name: Michelle Flanagan

Telephone: 520.724.7356

Add GMI Department Signatures

No

Department Director Signature: Don E. Spischa Date: 5/22/2026

Deputy County Administrator Signature: Chad Hosne Date: 5/26/26

County Administrator Signature: [Signature] Date: 5/24/20



**DATE:** May 20, 2026

**TO:** Jan Leshner, County Administrator

**FROM:** Diane Frisch, Director

**Cc:** Chad Kasmar, Deputy County Administrator  
Bruce Collins, Procurement Director

**SUBJECT:** Amendment Request – Direct Selection of Professional Services from Metropolitan Tucson Convention & Visitors Bureau, dba Visit Tucson to Promote and Enhance Tourism, Business Travel, Film Production and Youth, Amateur, Semi-Professional and Professional Sports Development and Marketing Contract Number PO2500015062

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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 promote and enhance tourism, business travel, film production and youth, Amateur, Semi-Professional and Professional Sports Development and Marketing, and Contract Number PO2500015062 was awarded in the amount of \$5,600,000.00.

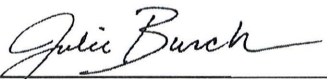
**Background:** County is continuing to receive several years of back taxes as a result of an Arizona Department of Revenue audit. The increase allows for the possibility that other retroactive tax payments will be made before the end of the fiscal year.

- Visit Tucson is currently providing above listed services to Pima County pursuant to and consistent with Board of Supervisors Resolution No. 1991-181 passed on August 6, 1991, naming Contractor as the official recognized tourism promotion agency for County.
- Visit Tucson Contract is written for FY25-FY26 with a maximum total amount of \$5,600,000.00 for the current year. Because the State of Arizona is conducting audits on revenue due to Pima County for past unpaid revenue for unincorporated Pima County lodging hotels, more dollars are continuing to come into Pima County. Per the contract and A.R.S. § 42-6108, 50% of the 6% collected is due to Contractor. Finance advised additional funds are expected to arrive before the end of June. Amendment 1 was processed for \$500,000.00 and approved by the Board of Supervisors at their May 12, 2026 meeting. An additional \$1,450,000.00 is requested for a contract total of \$7,550,000.00 if needed.

Re: Amendment Request – Direct Selection of Professional Services from Metropolitan Convention & Visitors Bureau, dba Visit Tucson to Promote and Enhance Tourism, Business Travel, Film Production and Youth, Amateur, Semi-Professional and Professional Sports Development and Marketing Contract Number PO2500015062  
May 20, 2026

**Requested Action:** The Attractions & Tourism Department requests approval to amend PO2500015062 to increase funds in the amount of \$1,450,000.00 for a not-to-exceed amount of \$7,550,000.00 to allow for continued services with Visit Tucson pursuant to the Direct Select provisions of Board of Supervisors Policy D29.6, III-C.


df/mf

Approved as to Form:   
For Bruce Collins  
Procurement Director

Date: 5/20/2026

Concur:   
Chad Kasmar  
Deputy County Administrator

Date: 5/26/26

Direct Select Approved:   
Jan Lesh  
County Administrator

Date: 5/26/26

**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**

**Contract No.: PO2500015062**

**Contract Amendment No.: 02**

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<b>Orig. Contract Term:</b> 07/01/2025 – 06/30/2026	<b>Orig. Amount:</b>	\$5,600,000.00
<b>Termination Date Prior Amendment:</b> N/A	<b>Prior Amendments Amount:</b>	\$ 500,000.00
<b>Termination Date This Amendment:</b> 06/30/2026	<b>This Amendment Amount:</b>	\$1,450,000.00
	<b>Revised Total Amount:</b>	\$7,550,000.00

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**CONTRACT AMENDMENT**

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

1. **Background and Purpose**

1.1 Background. On July 01, 2025, County and Contractor entered into the above referenced agreement to provide Promote and Enhance Tourism, Business Travel, Film Production & Youth, Amateur, Semi-Professional & Professional Sports Development & Marketing. The Term ends on June 30, 2026.

1.2 Purpose. Pima County is continuing to receive several years of back taxes paid in May 2026 as a result of an Arizona Department of Revenue audit. The increase allows for the possibility that other retroactive tax payments will be made before the end of the fiscal year.

2. **Maximum Payment Amount**. The maximum amount the County will spend under this Contract, as set forth in Section 9, is increased by \$1,450,000.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$7,550,000.00.

**SIGNATURE PAGE TO FOLLOW**

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

**CONTRACTOR**

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

Lisa Owens CFO  
\_\_\_\_\_  
Printed Name and Title

5/22/2026  
\_\_\_\_\_  
Date

**ATTEST**

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

\_\_\_\_\_  
Date

**APPROVED AS TO FORM**

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

Cindy Nguyen  
\_\_\_\_\_  
Print DCA Name

5/22/2026  
\_\_\_\_\_  
Date

**APPROVED AS TO CONTENT**

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

5/22/2026  
\_\_\_\_\_  
Date