

COB - BOSAIR FORM

04/24/2026 11:44 AM (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: 05/12/2026

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:

- 11. Improve Job Quality for Low-Income Workers

Provide information that explains how this activity supports the selected Prosperity Initiatives Contractor markets and promotes the quality of life of the region to create potential leisure and business opportunities with Pima County owned and leased assets for meeting planners, conference attendees, leisure visitors and residents.

TO: COB, 4/27/26 (1) APR27'26AM1049PO

VERSION: 1

PAGES: 2

Collaboration with local attractions, hotels and sporting venues enhances the tourism experience and improves job quality and opportunities for local artisans and small businesses who support the tourism industry.

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: 1
Commencement Date: 05/12/2026
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:

\$500,000.00

Funding Source(s) required: Pima County General Fund

Funding from General Fund?

YES

If Yes Provide Total General Funds:

\$500,000.00

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:  Date: 4/24/26

Deputy County Administrator Signature:  Date: 4/24/26

County Administrator Signature: _____ Date: 4/25/26



PIMA COUNTY
ATTRactions & TOURISM

DATE: April 24, 2026

TO: Jan Leshner, County Administrator

FROM: Diane Frisch, Director, Attractions & Tourism

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

SUBJECT: **Request for 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**

Pursuant to Board of Supervisors Policy D29.6 III.C – Direct Selection and Procurement Procedure No. PO-50, this memorandum seeks approval to select 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.

Background: Pima 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 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. An additional \$500,000 is requested for a contract total of \$6,100,000 if needed.

Requested Action: The Attractions & Tourism Department requests Metropolitan Tucson Convention & Visitors Bureau to Promote and Enhance Tourism, Business Travel, Film Production and Youth, Amateur, Semi-Professional and Professional Sports Development and Marketing with a not to exceed amount of \$6,100,000.00 for a contract term of July 1, 2025, and will terminate on June 30, 2026.

Re: **Request for 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**
April 24, 2026

Approved as to Form: **Bruce D Collins** Digitally signed by Bruce D Collins
Date: 2026.04.24 11:00:35 -07'00'
Bruce D. Collins, CPPO
Procurement Director
Date: _____

Concur: 
Chad Kasmar
Deputy County Administrator
Date: 4/24/26

Direct Select Approved: 
Jan Leshner
County Administrator
Date: 4/25/26

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.: 01

Orig. Contract Term: 07/01/2025 – 06/30/2026	Orig. Amount:	\$5,600,000.00
Termination Date Prior Amendment: N/A	Prior Amendments Amount:	\$ 0.00
Termination Date This Amendment: 06/30/2026	This Amendment Amount:	\$ 500,000.00
	Revised Total Amount:	\$6,100,000.00

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 \$500,000.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$6,100,000.00.

2. **Heat Injury and Illness Prevention and Safety Plan.** Pursuant to Pima County Procurement Code 11.40.030, Contractor hereby warrants that if Contractor's employees perform work in an outdoor environment under this Contract, Contractor will keep on file a written Heat Injury and Illness Prevention and Safety Plan. At County's request, Contractor will provide a copy of this plan and documentation of heat safety and mitigation efforts implemented by Contractor to prevent heat-related illnesses and injuries in the workplace. Contractor will post a copy of the Heat Injury and Illness Prevention and Safety Plan where it is accessible to employees. Contractor will further ensure that each subcontractor who performs any work for Contractor under this Contract complies with this provision.

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

PIMA COUNTY

CONTRACTOR

Chair, Board of Supervisors

Authorized Officer Signature

Date

Printed Name and Title

Date

ATTEST

Clerk of the Board

Date

APPROVED AS TO FORM

APPROVED AS TO CONTENT

Bobby Yu
Deputy County Attorney

Diane E. Frisch
Diane Frisch, Director
Attractions & Tourism Department

Bobby Yu

Print DCA Name

4/17/2026

Date

4/16/2026

Date

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

APPROVED AS TO FORM

Bobby Yu
Deputy County Attorney

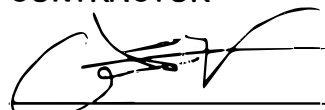
Bobby Yu

Print DCA Name

4/16/2026

Date

CONTRACTOR



Author Signature

J. Felipe Garcia V.

Printed Name and Title

4/20/2026

Date

APPROVED AS TO CONTENT

Diane E. Frisch
Diane Frisch, Director
Attractions & Tourism Department

4/17/2026

Date