




TO: Board of Contracts and Awards
FROM: Kim Bedier, Director, Public Assembly Facilities
Jon Houg, Deputy Director, Public Assembly Facilities 
COPY: City Council, City Manager, City Clerk, SBE Coordinator, LEAP Coordinator, and Marie Holm, Finance/Purchasing
SUBJECT: Waiver of Competitive Solicitation – Destination Marketing Organization Services for the City of Tacoma & Sales and Promotion Services for the Greater Tacoma Convention & Trade Center Contract – December 16, 2014
DATE: November 20, 2014

SUMMARY:

Public Assembly Facilities (PAF) requests a waiver of competitive procurement procedures and recommends that a contract be awarded to the **Tacoma Regional Convention & Visitors Bureau, Tacoma, WA**, in the amount of \$1,551,632.00, sales tax not applicable, for marketing and promotion service to support travel and tourism development for the City of Tacoma, and for sales and promotion service to support the sales and marketing program for the Greater Tacoma Convention & Trade Center for the two-year contract term January 1, 2015 to December 31, 2016, with one (1) automatic two-year extension until December 31, 2018. The estimated four (4) year total of the agreement, with extension, is \$3,103,264.00.

STRATEGIC POLICY PRIORITY:

- Strengthen and maintain a strong fiscal management position.
- Foster neighborhood, community, and economic development vitality and sustainability.
- Encourage and promote an open, effective, results-oriented organization.

BACKGROUND:

The purpose of the agreement is to provide marketing and promotion service to support travel and tourism development for the City of Tacoma, and for sales and promotion service to support the sales and marketing program for the Greater Tacoma Convention & Trade Center. The Tacoma Regional Convention & Visitors Bureau (Visitors & Convention Bureau prior to 2001) has been a contracted partner with the City of Tacoma since 1989 to provide destination marketing organization services, and has been a contracted partner with the Greater Tacoma Convention & Trade Center since 2013 to provide sales and marketing program support.

ALTERNATIVES: The Tacoma Regional Convention & Visitors Bureau is exclusively performing as the destination marketing organization in the Tacoma/Pierce County area; there are no alternative entities or organizations to provide these services.

COMPETITIVE ANALYSIS: In accordance with TMC 1.06.256 (B) Authorization of Direct Negotiation for Professional Services and Personal Services waiver was authorized by the City Manager on May 15, 2014. The Tacoma Regional Convention & Visitors Bureau is a non-profit corporation providing similar services to other governmental entities in Pierce County and is uniquely structured to provide the types of services required. The Tacoma Regional Convention & Visitors Bureau is the sole



agency exclusively performing the marketing and promotions services to support travel and tourism in the Tacoma/Pierce County area. It is desirable, efficient and in the best interests of the City of Tacoma to enter into a contract with a destination marketing organization to secure aggressive and cost-effective sales and promotions services to support the sales program at the Greater Tacoma Convention & Trade Center. The Tacoma Regional Convention & Visitors Bureau is exclusively performing as the destination marketing organization for the Tacoma/Pierce County area.

CONTRACT HISTORY: New contract.

SUSTAINABILITY: The Tacoma Regional Convention & Visitors Bureau engages in the following sustainability efforts onsite at the Greater Tacoma Convention & Trade Center, and at their regional offices:

- Paper, glass, cardboard, electronics, and plastics are recycled.
- Double-sided printing and copying practices are observed.
- Participates with ride-sharing and utilized public transportation whenever possible for offsite meetings and events.

SBE/LEAP COMPLIANCE: Not applicable.

RECOMMENDATION:

Public Assembly Facilities (PAF) requests a waiver of competitive procurement procedures and recommends that a contract be awarded to the **Tacoma Regional Convention & Visitors Bureau, Tacoma, WA**, in the amount of \$1,551,632.00, sales tax not applicable, for marketing and promotion service to support travel and tourism development for the City of Tacoma, and for sales and promotion service to support the sales and marketing program for the Greater Tacoma Convention & Trade Center for the two-year contract term January 1, 2015 to December 31, 2016, with one (1) automatic two-year extension until December 31, 2018. The estimated four (4) year total of the agreement, with extension, is \$3,103,264.00.

FISCAL IMPACT:

EXPENDITURES:

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
4165-CCOP	890200	5330100	\$1,551,632.00
TOTAL			\$1,551,632.00

* General Fund: Include Department



REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
4165-CCOP	890300	6311300	\$3,300,00.00
4165-CCOP	890300	4347122	\$681,350.00
		4347130	\$1,865,890.00
		4347155	\$1,357,750.00
TOTAL			\$7,204,990.00

POTENTIAL POSITION IMPACT:

POSITION TITLE	PERMANENT/ PROJECT TEMPORARY POSITION	FTE IMPACT	POSITION END DATE
TOTAL			

This section should only be completed if a subsequent request will be made to increase or decrease the current position count.

FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: N/A

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? Yes

IF EXPENSE IS NOT BUDGETED, PLEASE EXPLAIN HOW THEY ARE TO BE COVERED. N/A