

Date: May 12, 2014

To: T.C. Broadnax, City Manager

From: Kim Bedier, Director
Public Assembly Facilities / Greater Tacoma Convention & Trade Center

Subject: Authorization of Direct Negotiation for Professional Services and Personal Services over \$25,000
To further the City's destination and tourism industry through 2018, the City desires to contract with the Tacoma Regional Convention & Visitors Bureau (TRCVB)

For your review and recommendation.

TMC 1.06.256 requires competitive solicitation of all services. Wherever possible, services should be procured as a result of a request for bids, request for proposals or request for qualifications, as appropriate. TMC 1.06.256 (B) allows for direct negotiation of professional services and personal services, excluding architectural and engineering services, when determined by the city manager or director of utilities/CEO, or their respective designees, to be in the best interest of the City.

RECOMMENDATION: In accordance with TMC 1.06.256 (B), Public Assembly Facilities / Greater Tacoma Convention & Trade Center requests a waiver of the competitive solicitation process and authorization to directly negotiate with **Tacoma Regional Convention & Visitors Bureau (TRCVB), Tacoma, WA**, for marketing and promotion services to support destination and tourism development for the City, for an estimated amount of \$1,300,000.00 over the four year period (\$27,083.33 per month), sales tax not applicable.

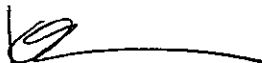
EXPLANATION: Purpose of the agreement is to fund services provided by the TRCVB that deliver tourism to the City. Contract is for a two-year period, with an automatic two-year extension until December 31, 2018 unless either party notifies the other in writing 60 days prior to the expiration of the current term that it does not wish to extend the Contract for the second two-year term.

JUSTIFICATION FOR DIRECT NEGOTIATION: The TRCVB is a nonprofit corporation providing similar services to other governmental entities in Pierce County and is uniquely structured to provide the type of services required. The TRCVB is the sole agency exclusively performing this service for the Tacoma/Pierce County area.

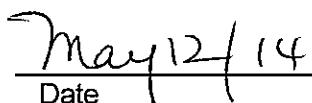
FUNDING: Funds for this purchase are available in the Convention Center Operations FUND 4165-CCOP.

HUB COMPLIANCE: HUB staff were not contacted.
There are no HUB-qualified vendors at this time.

PROJECT COORDINATOR: Jon Houg, Public Assembly Facilities, 253-593-7626.



Kim Bedier, Director




Date

AUTHORIZED:

Direct Negotiation Over \$25,000

Revised: 09/19/2012



T.C. Broadnax, City Manager

5/15/14

Date

cc: Marie Holm, Senior Buyer, Finance/Purchasing

Date: May 12, 2014

To: T.C. Broadnax, City Manager

From: Kim Bedier, Director
Public Assembly Facilities / Greater Tacoma Convention & Trade Center

Subject: Authorization of Direct Negotiation for Professional Services and Personal Services over \$25,000
To further the City's sales program at the Greater Tacoma Convention & Trade Center through 2018, the City desires to contract with the Tacoma Regional Convention & Visitors Bureau (TRCVB)

For your review and recommendation.

TMC 1.06.256 requires competitive solicitation of all services. Wherever possible, services should be procured as a result of a request for bids, request for proposals or request for qualifications, as appropriate. TMC 1.06.256 (B) allows for direct negotiation of professional services and personal services, excluding architectural and engineering services, when determined by the city manager or director of utilities/CEO, or their respective designees, to be in the best interest of the City.

RECOMMENDATION: In accordance with TMC 1.06.256 (B), Public Assembly Facilities / Greater Tacoma Convention & Trade Center requests a waiver of the competitive solicitation process and authorization to directly negotiate with **Tacoma Regional Convention & Visitors Bureau (TRCVB), Tacoma, WA**, for sales and promotion services to support the sales program at the Greater Tacoma Convention & Trade Center for the City, for an estimated amount of \$1,803,264.00 over the four year period (\$37,568.00 per month), sales tax not applicable.

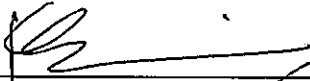
EXPLANATION: Purpose of the agreement is to fund services provided by the TRCVB that deliver a sales program to maximize economic impact and operating revenue by increasing the business and occupancy levels of the Greater Tacoma Convention & Trade Center for the City. Contract is for a two-year period, with an automatic two-year extension until December 31, 2018 unless either party notifies the other in writing 60 days prior to the expiration of the current term that it does not wish to extend the Contract for the second two-year term.

JUSTIFICATION FOR DIRECT NEGOTIATION: The Public Assembly Facilities Department and the Greater Tacoma Convention & Trade Center have determined that it is desirable to enter into a contract with a Destination Marketing Organization (DMO) to secure aggressive and cost-effective national and regional sales services for the purpose of attracting and securing national and regional event business for the Greater Tacoma Convention & Trade Center. The TRCVB, is exclusively performing as the DMO for the Tacoma/Pierce County area.

FUNDING: Funds for this purchase are available in the Convention Center Operations FUND 4165-CCOP.

HUB COMPLIANCE: HUB staff were not contacted.
There are no HUB-qualified vendors at this time.

PROJECT COORDINATOR: Jon Houg, Public Assembly Facilities, 253-593-7626.



Kim Bedier, Director

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