



TO: Board of Contracts and Awards
FROM: Kim Bedier, Director, Tacoma Venues & Events *KUB*
COPY: City Council, City Manager, City Clerk, SBE Coordinator, LEAP Coordinator, and Marie Holm, Finance/Purchasing
SUBJECT: City of Tacoma Destination Marketing & Promotion and Tourism Development
Direct Negotiation for Professional Services, Contract No. 4600010413– February 28, 2017
DATE: February 10, 2017

SUMMARY:

Tacoma Venues & Events recommends an increase of \$150,000, sales tax not applicable, to the contract awarded to Tacoma Regional Convention & Visitors Bureau (TRCVB), Tacoma, WA, for a total contract amount of \$3,253,264.00, sales tax not applicable, for marketing and promotion services to support destination and tourism development for the City of Tacoma, with a contract term of four (4) years, ending December 31, 2018.

STRATEGIC POLICY PRIORITY:

- Foster a vibrant Tacoma.
- Encourage and promote an efficient and effective government, which is fiscally sustainable.

BACKGROUND:

ISSUE: Tacoma Venues & Events was granted a waiver of the competitive solicitation process in May 2014 and was authorized to directly negotiate with the Tacoma Regional Convention & Visitors Bureau (TRCVB) for marketing and promotion services to support destination and tourism development for the City of Tacoma, for an expected value of \$1,300,000 for the full four year term with exercised extension. The adopted 2017-2018 City of Tacoma Budget allocates an additional \$150,000 to the contract with the TRCVB for programs to further enhance destination marketing specific to Tacoma.

ALTERNATIVES: The alternative to the recommendation to increase funding for the TRCVB is to rescind funding as adopted in the 2017-2018 City of Tacoma Budget.

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

CONTRACT HISTORY: This contract, executed January 2015, was awarded to the Tacoma Regional Convention & Visitors Bureau through a Direct Negotiation Waiver approved May 2014. The contract has been amended as of January 2017 to extend the term until December 2018, per the agreement.

SBE/LEAP COMPLIANCE: Not applicable.

RECOMMENDATION:

Tacoma Venues & Events recommends an increase of \$150,000 to the contract awarded to Tacoma Regional Convention & Visitors Bureau (TRCVB) for a total contract amount of \$3,253,264.00 for marketing and promotion services to support destination and tourism development for the City of Tacoma.



FISCAL IMPACT:

EXPENDITURES:

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
FUND 4165-CCOP	890400	5330100	\$1,450,000
TOTAL			\$1,450,000

* General Fund: Include Department

REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
FUND 4165-CCOP	890300	4347130	\$1,450,000
TOTAL			\$1,450,000

POTENTIAL POSITION IMPACT: N/A

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: \$1,450,000

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? Yes

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