



TO: Board of Contracts and Awards
FROM: Kim Bedier, Director, Tacoma Venues & Events *KWB*
COPY: City Council, City Manager, City Clerk, SBE Coordinator, LEAP Coordinator, and Samol Hefley, Finance/Purchasing
SUBJECT: City of Tacoma Destination Marketing & Promotion and Tourism Development, and Sales, Marketing & Promotion Services for the Greater Tacoma Convention Center
Waiver of Competitive Solicitation – March 19, 2019
DATE: February 22, 2019

RECOMMENDATION SUMMARY:

Tacoma Venues & Events (TVE) requests a waiver of competitive procurement procedures and recommends that a contract be awarded to Tacoma Regional Convention & Visitors Bureau, Tacoma, WA, in the amount of \$1,596,132.00, plus any applicable taxes, for marketing and promotion services to support travel and tourism development for the City of Tacoma, and for sales, marketing and promotion services to support the sales program for the Greater Tacoma Convention Center (GTCC), for the two year term.

STRATEGIC POLICY PRIORITY:

- Foster a vibrant and diverse economy with good jobs for all Tacoma residents.
- Assure outstanding stewardship of the built environment.
- Encourage and promote an efficient and effective government, which is fiscally sustainable.

This contract is intended to proactively and cost-effectively promote travel and tourism and Tacoma as a destination, attract and secure national, state and regional convention, conference, tradeshow and other event business for the Greater Tacoma Convention Center (GTCC), and proactively pursue and secure new and recurring business to maximize the use of the City's venues, to provide for the greatest economic impact within the Greater Tacoma Area.

BACKGROUND:

ISSUE: The purpose of the agreement is to provide marketing and promotion services to support travel and tourism development for the City of Tacoma, and for sales and promotion services to support the sales and marketing program for the Greater Tacoma Convention Center. The Tacoma Regional Convention & Visitors Bureau has been contracted by the City of Tacoma to provide destination marketing services since 1989, and has provided sales and marketing services for the Greater Tacoma Convention Center since 2013.

ALTERNATIVES: The Tacoma Regional Convention & Visitors Bureau is the exclusive provider of destination marketing services 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 in January 2019. The Tacoma Regional Convention & Visitors Bureau is a non-profit corporation uniquely structured to provide destination marketing services for various governmental entities in Pierce County including the City of Tacoma, and is the sole agency providing 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 proactive and cost-effective sales and promotions services to support the sales program at the Greater Tacoma Convention Center.

CONTRACT HISTORY: New Contract

SUSTAINABILITY: The Tacoma Regional Convention & Visitors Bureau engages in the following sustainability efforts:

- 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: N/A

FISCAL IMPACT:

EXPENDITURES:

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
FUND 4165-CCOP	890400	5330100	1,596,132.00
TOTAL			\$1,596,132.00

REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
FUND 4165-CCOP	890500	4347130	\$1,596,132.00
TOTAL			\$1,596,132.00

FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: \$1,596,132.00

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? Yes

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



City of Tacoma

Date: December 11, 2018
To: Elizabeth Pauli, City Manager
From: Kim Bedier
Tacoma Venues & Events Greater Tacoma Convention Center
Subject: Authorization of Direct Negotiation for Professional Services and Personal Services over \$25,000

For your review and recommendation.

In accordance with TMC 1.06.256 (B), Tacoma Venues & Events Greater Tacoma Convention 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, with a (2) Two year term, for an amount of \$1,596,132.00, plus applicable sales tax.

Direct negotiation approval constitutes a waiver of further competitive solicitation for amendments to the subject contract provided that any such amendment(s) shall be signed by personnel as authorized in the Delegation of Procurement Signature and Approval Authority memorandum. Contract totals shall not exceed \$200,000 without City Council or Public Utility Board approval as appropriate.

EXPLANATION: This contract is for funding 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 Center for the City.

JUSTIFICATION FOR DIRECT NEGOTIATION:

1. Explain why it's in the best interest of the city to waive the competitive solicitation process.

If the City were to pursue a competitive solicitation process to engage with a firm to provide marketing and promotion services to support destination and tourism development for the City of Tacoma, only the TRCVB would provide a response at this time.

2. Is this purchase based on a previous competitive solicitation conducted by the City or other agency? If yes, provide the contract information, specification number, etc., and explain the relationship of this request to the previous contract.

No

3. Describe the screening efforts made to identify potential service providers.

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.



City of Tacoma

4. Describe the efforts made to assure that the City is receiving the lowest or best price possible.

The value of the contract is being proposed to include a three percent (3%) increase over the 2017 and 2018 funding levels for the same services, scope of work and deliverables, due to cost of living increases aligning with regional Consumer Price Index information.

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

SBE COMPLIANCE: The Department/Division has checked the [City of Tacoma Small Business Enterprise \(SBE\) website](#) for opportunities to contract with SBE firms on December 11, 2018. There are no SBE firms registered for this category of work at this time.

PROJECT COORDINATOR: Jon Houg, Tacoma Venues & Events, 253-593-7626.