



DATE: February 8, 2017

MEMORANDUM TO: The Honorable Mayor and City Councilmembers

MEMORANDUM THROUGH: Bryant Powell, City Manager
Matt Busby, Assistant City Manager

MEMORANDUM FROM: Janine Solley, Economic Development Director

SUBJECT: Process Suggestions to Procure Services for the
Operation of a Local Visitor Information Center

In anticipation of need for services for the Operation of a Local Visitor Information Center (current contract expires June 30, 2017), staff would like to gather input from the council on suggested changes to the process moving forward. The city will be seeking a consultant to provide a service to current and prospective residents and visitors whereby individuals looking for information about the Apache Junction area could have access to free information and resources through a clearly identified center.

The city has contracted for and financially contributed toward the running of an official visitor center for years. The basic operations and requirements for a visitor center (as identified by the Arizona Office of Tourism) have changed little over the years. Because the basic function and purpose of a visitor center remains consistent over time, staff has no reason to believe there will be any major upcoming operational or facility requirement changes.

Our process in the past has been to release a Request for Qualifications for this service each time the contract is renewed. This process is required because of the City's Procurement Code Article 3-7 as the dollar amount paid for these services exceeds the limit

(\$25,000.00) and the service does not meet any of the professional services exemptions provided for in section 3-4-7(A).

To create greater efficiency, staff is seeking Council's input on suggested changes to the existing process:

- Release a simplified RFQ that is more closely aligned with AOT visitor center guidelines.
- Include a simplified questionnaire in the RFQ that more closely aligns with visitor center operations.
- The Scope of Work should include:
 - Operate a Visitor Information Center located within the city limits, consistent with the guidelines established by the Arizona Office of Tourism (AOT).
 - Submit timely quarterly reports to the city on activities and expenditures of public funds (utilizing a quarterly reporting form template), and report at least annually on the performance of the visitor center to Mayor and City Council at a city council session (regular or work).
- A committee (appointed by the City Manager) will review submittals to ensure the applicant(s) meets or has the capacity to meet all of the requirements for a visitor center by the start of the term of the contract, and will inform the City Manager of the committee's recommendation.
- Preference will be given to any consultant who has the designation of "Official Visitor Information Center" as recognized by the Arizona Office of Tourism, as they have demonstrated ability and are endorsed for providing such services.
- Make the term of the contract effective:
 - July 1, 2017 through June 30, 2020 (three-year term) OR
 - July 1, 2017 through June 30, 2022 (five-year term)
- Consider annual increase at the start of each new fiscal year, paid quarterly:

○ Year 1 - \$41,000 (2%)	○ Year 1 - \$41,000 (1%)
○ Year 2 - \$41,820	○ Year 2 - \$41,410
○ Year 3 - \$42,656	○ Year 3 - \$41,824
○ Year 4 - \$43,509	○ Year 4 - \$42,242
○ Year 5 - \$44,379	○ Year 5 - \$42,664

Staff will seek Council Direction to Staff at the March 21, 2017 regular meeting.