

COMMISSION AGENDA

Item No. 5B

Meeting: 01/24/2019

DATE: January 11, 2019
TO: Port Commission
FROM: John Wolfe, Chief Executive Officer
Sponsor: Evette Mason, Government Affairs Manager
SUBJECT: World Trade Center Tacoma 2019 Personal Services Agreement

A. ACTION REQUESTED

Request authorization for the Port of Tacoma's CEO or designee to enter into a Personal Services Agreement with the World Trade Center Tacoma (WTCT) for 2019 trade services.

B. BACKGROUND

State law grants public port districts a variety of powers to bring economic development to their community. At the Port of Tacoma, economic development occurs in direct ways such as through the development of publicly-owned marine terminals and industrial parks, as well as indirect ways through economic development investments. The Port's Local Economic Development Policy authorizes the Port to enter into contracts between the Port and federally-registered non-profit organizations that seek to promote Washington-state based international trade or business retention and recruitment efforts in Pierce County. These contracts include reporting requirements, financial documents and deliverables. Contracts shall be authorized by the Port Commission subject to the Port's Master Policy Resolution.

The Port of Tacoma purchased the franchise license for the WTCT in 1979 and continues to work closely with the WTCT on the shared goal of promoting international trade in the south Puget Sound area. The Tacoma-Pierce County Chamber is currently under contract with the WTCT Executive Committee for the oversight and administrative management of the WTCT.

C. SCOPE

1. WTCT staff will notify the Port's Project Manager of all inbound WTCT delegations and provide the Port an opportunity to host a delegation.
2. The written monthly report will provide the Port with a synopsis of WTCT staff activities, member feedback, new business reports and job creation.
3. Provide the Port with sponsorship benefits related to WTCT events.
4. The Port will receive sponsorship promotion at all trade mission events.
5. Access to the Consultant email and address for the Port use.
6. Twenty WTCA membership cards.
7. Paragraph about the Port on the Consultant website homepage and the Port's logo on every web page.
8. The Port will be a first-tier sponsor with the Port's logo prominently displayed on a quarterly electronic newsletter.
9. A minimum of \$100,000 in export-import sales and/or inbound investment will be realized or committed to in 2019.

10. The Senior Trade Consultant will produce successful, well-organized trade missions.
11. An International Trade and Investment Program (ITIP—formerly known as the China Trade and Investment Program) monthly report will be included with the WTCT monthly report and provide evidence of how the Port's funds were expended to support ITIP.
12. The ITIP database will be maintained, expanded and shared with the Port of Tacoma.
13. The WTCT board and ITIP steering committee will be updated on a regular basis as trade opportunities develop but at a minimum, the Senior Trade Consultant will provide written monthly reports with updated financial reports and coordinate quarterly ITIP Steering Committee meetings.
14. Provide a copy of the ITIP 2019 Work Plan by February 15, 2019.

D. TIMEFRAME

The length of the contract is January 24, 2019 to December 31, 2019.

E. FINANCIAL SUMMARY

The Commission approved 2019 budget includes \$122,500 for the WTCT. The funding amount was the same in 2018.

The distribution of the funds is \$12,500 for the franchise fee paid directly to the World Trade Association in New York, \$20,000 for the ITIP, and \$90,000 for WTCT programs and projects such as the e-commerce store, an electronic newsletter, the Globe Awards Event, trade education forums and the hosting of visiting trade delegations.

F. ECONOMIC IMPACT

WTCT has a beneficial impact on the local and regional business community. In recent years, the WTCT expanded its trade services to assist members with reducing supply chain costs and finding new electronic marketing opportunities. In addition, the WTCT also contributes to the business community by referrals to local service providers in the industries of commercial and residential real estate, logistical services, travel, and accounting and legal services. WTCT's role with local EB-5 projects contributes significantly to both the success of the project and to regional job creation and tax revenue.

G. ENVIRONMENTAL IMPACT

Not applicable.

H. NEXT STEPS

Pending Commission authorization, the Port's CEO or designee will review the contract prior to signing.