

COMMISSION AGENDA

Item No. 7B

Meeting: 12/17/2020

DATE: December 4, 2020
TO: Port Commission
FROM: Eric Johnson, Executive Director
Sponsor: Evette Mason, Government Affairs Manager
SUBJECT: World Trade Center Tacoma 2021 Personal Services Agreement

A. ACTION REQUESTED

Request authorization for the Port of Tacoma's Executive Director or designee to enter into a Personal Services Agreement with the World Trade Center Tacoma (WTCT) for 2021 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

A full list of performance requirements and deliverables can be found within the attached contract. Notable deliverables include:

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. WTCT staff will 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 WTCT's email and address lists for 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 2021.
10. The Senior Trade Consultant will produce successful, well-organized trade missions.
11. An International Trade and Investment Program (ITIP) 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.

D. TIMEFRAME

The length of the contract is January 1, 2021 to December 31, 2021.

E. FINANCIAL SUMMARY

The Commission approved the Port of Tacoma's 2021 budget in November and it includes \$122,500 for the WTCT's Personal Services Agreement. The contract amount was the same in 2019 and 2020.

The distribution of the funds is \$12,500 for the franchise fee paid directly to the World Trade Association in New York, \$110,000 for WTCT programs including the ITIP, 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 projects and to regional job creation and tax revenue.

G. ENVIRONMENTAL IMPACT

Not applicable.

H. NEXT STEPS

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



Item No.: 7B
Meeting Date: Dec. 17, 2020

World Trade Center Tacoma 2021 Personal Services Agreement

December 17, 2020
Port of Tacoma
Commission Meeting





ACTION REQUESTED

Request Commission approval to delegate signing authority to the Port's Executive Director or his designee to enter into a Personal Services Agreement with the World Trade Center Tacoma (WTCT) for 2021 trade services.



BACKGROUND

State law grants public port districts to bring economic development to their community.

The Port's Local Economic Development Policy authorizes the Port to enter into contracts between the Port and organizations that promote trade and recruit/retain businesses in Pierce County.

The Port purchased the WTCT franchise license in 1979.

The Chamber is currently under contract with the WTCT Executive Committee for the administrative management of the WTCT.

SCOPE OF WORK HIGHLIGHTS



- Opportunities to host inbound delegations
- Monthly activity reports including business reports
- Sponsorship benefits related to WTCT events
- Promotion at all trade mission events
- Access to the Consultant email and address lists for Port use
- Twenty WTCA membership cards
- Promotion on WTCT website
- Promotion on electronic newsletter
- Minimum of \$100,000 in export-import sales and/or investment



TIMEFRAME

Contract length:

January 1, 2021 – December 31, 2021



FINANCIAL SUMMARY

The Commission approved 2021 budget includes \$122,500 for the WTCT.

Distribution	Amount
WTCA franchise fee	\$12,500
WTCT & Intl Trade & Investment Program	\$110,000
TOTAL	\$122,500



ECONOMIC IMPACTS

Assist members with reducing supply chain costs

Offers worldwide electronic marketing opportunities

Connects businesses with local companies for products, and services including real estate, logistics services, travel and legal services.

Assistance with EB-5 projects



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