



MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

175 Fulweiler Avenue, Auburn, CA 95603-2133
(530) 889-4016 • Fax:(530) 889-4095

DATE: April 15, 2008

TO: Honorable Board of Supervisors

FROM: Rich Colwell, Chief Assistant, CEO
David C. Snyder, Director

SUBJECT: **Approve competitively-bid contract with Dean Runyan Associates in the amount of \$57,500 to complete a county-wide study on Tourism and approve a Budget Revision in the amount of \$42,500 to appropriately budget expenditures and offsetting revenues**

ACTION REQUESTED

Approve the attached competitively-bid contract with Dean Runyan Associates in the amount of \$57,500 to complete a county-wide study on Tourism and approve a budget revision in the amount of \$42,500 to appropriately budget expenditures and offsetting revenues.

BACKGROUND

The Travel and Tourism (Leisure & Hospitality) industry in Placer County provides employment for 18,500 workers. The industry has grown 52.9% since 1996, the third highest growth rate county-wide after financial activities and educational/health services.

The Placer County Office of Economic Development is working cooperatively with all three regional tourism organizations in this effort. The North Lake Tahoe Resort Association (NLTRA), Placer County Visitor's Bureau (PCVB), and Placer Valley Tourism (PVT) are each contributing funding and have representatives on the Study Steering Committee.

The Study will demonstrate the wide range of economic benefits generated by tourism and related activities. Its findings will provide high quality economic information for planning, policy and marketing purposes. The selected consultant has a wealth of experience nationally and locally and their research will be divided into four main tasks that will examine economic trends and impacts of the industry, assess secondary effects of the industry, analyze the economic contributions of tourism and related visitors, and provide research support for tourism-related organizations.

ENVIRONMENT IMPACT

None.

FISCAL IMPACT

Approve a budget revision in the amount of \$42,500 to appropriately budget expenditures and offsetting revenues under this competitively-bid contract and the Office of Economic Development's share of \$15,000 has been included in Fiscal Year 2007-08's budget.

Attached Contract

Administering Agency: Placer County Office of Economic Development

Contract No. _____

Contract Description: Study of Economic Benefits of Travel & Tourism
in Placer County

CONSULTANT SERVICES AGREEMENT

THIS AGREEMENT is made at Auburn, California, as of _____, 2008, by and between the County of Placer, ("County"), and **Dean Runyan Associates, Inc.**, (Contractor"), who agree as follows:

1. **Services.** Subject to the terms and conditions set forth in this Agreement, Contractor shall provide said services at the time, place, and in the manner specified in Exhibit A.
2. **Payment.** County shall pay Contractor for services rendered pursuant to this Agreement at the time and in the amount set forth in Exhibit B. The payment specified in Exhibit B shall be the only payment made to Contractor for services rendered pursuant to this Agreement. Consultant shall submit all billings for said services to County in the manner specified in Exhibit B; or, if no manner be specified in Exhibit B, then according to the usual and customary procedures which consultant uses for billing clients similar to County. The amount of the contract shall not exceed **fifty-seven thousand, five-hundred dollars (\$57,500).**
3. **Facilities, Equipment and Other Materials, and Obligations of County.** Contractor shall, at its sole cost and expense, furnish all facilities, equipment, and other materials which may be required for furnishing services pursuant to this Agreement.
4. **Exhibits.** All exhibits referred to herein will be attached hereto and by this reference incorporated herein.
5. **Time for Performance.** Time is of the essence. Failure of Contractor to perform any services within the time limits set forth in Exhibit A shall constitute material breach of this contract.
6. **Independent Contractor.** At all times during the term of this Agreement, Contractor shall be an independent Contractor and shall not be an employee of the County. County shall have the right to control Contractor only insofar as the results of Contractor's services rendered pursuant to this Agreement. County shall not have the right to control the means by which Contractor accomplishes services rendered pursuant to this Agreement.
7. **Licenses, Permits, Etc.** Contractor represents and warrants to County that it has all licenses, permits, qualifications, and approvals of whatsoever nature, which are legally required for Contractor to practice its profession. Contractor represents and warrants to County that Contractor shall, at its sole cost and expense, keep in effect or obtain at all

times during the term of this Agreement, any licenses, permits, and approvals which are legally required for Contractor to practice its profession at the time the services are performed.

8. **Time.** Contractor shall devote such time to the performance of services pursuant to this Agreement as may be reasonably necessary for the satisfactory performance of Contractor's obligations pursuant to this Agreement. Neither party shall be considered in default of this Agreement to the extent performance is prevented or delayed by any cause, present or future, which is beyond the reasonable control of the party.

9. **Insurance.** Contractor shall file with County a Certificate of Insurance, with companies acceptable to County, with a Best's Rating of no less than A:VII showing the following coverage:

A. Workers' Compensation and Employers' Liability Insurance

- 1) Workers' Compensation Insurance shall be provided, as required, by any applicable law or regulation. Employers' liability insurance shall be provided in amounts not less than five hundred thousand dollars (\$500,000) each accident for bodily injury by accident, five hundred thousand dollars (\$500,000) policy limit for bodily injury by disease, and five hundred thousand dollars (\$500,000) each employee for bodily injury by disease.
- 2) If there is an exposure of injury to Contractor's employees under the U.S. Longshoremen and Harbor Workers' Compensation Act, the Jones Act, or under laws, regulations or statutes applicable to maritime employees, coverage shall be included for such injuries or claims.
- 3) Each Worker's Compensation policy shall be endorsed with the following specific language:

Cancellation Notice "This policy shall not be canceled or materially changed without first giving thirty (30) days' prior written notice to the County."
- 4) Contractor shall require all sub-Contractors to maintain adequate Workers' Compensation Insurance. Certificates of Workers' Compensation shall be filed forthwith with the County upon demand.

B. General Liability Insurance

- 1) Comprehensive General Liability or Commercial General Liability insurance shall be provided covering all operations by, or on behalf of Contractor, covering bodily injury liability and property damage liability for the limits of liability indicated below and including coverage for contractual liability insuring the obligations assumed by Contractor in this Agreement.
- 2) One of the following forms is required:
 - a) Comprehensive General Liability;
 - b) Commercial General Liability (Occurrence); or
 - c) Commercial General Liability (Claims Made).

- 3) If Contractor carries a Comprehensive General Liability policy, the limits of liability shall not be less than a Combined Single Limit for bodily injury, property damage, and Personal Injury Liability of:
 - a) One million dollars (\$1,000,000) each occurrence;
 - b) One million dollars (\$1,000,000) aggregate.
- 4) If Contractor carries a Commercial General Liability (Occurrence) policy:
 - a) The limits of liability shall not be less than:
 - i) One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage);
 - ii) One million dollars (\$1,000,000) for Products-Completed Operations;
 - iii) One million dollars (\$1,000,000) General Aggregate.
 - b) If the policy does not have an endorsement providing that the General Aggregate Limit applies separately to this contract, or if defense costs are included in the aggregate limits, then the required aggregate limits shall be two million dollars (\$2,000,000).
- 5) Special Claims Made Policy Form Provisions:
 Contractor shall not provide a Commercial General Liability (Claims Made) policy without the express prior written consent of County, which consent, if given, shall be subject to the following conditions:
 - a) The limits of liability shall not be less than:
 - i) One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage);
 - ii) One million dollars (\$1,000,000) aggregate for Products-Completed Operations;
 - iii) One million dollars (\$1,000,000) General Aggregate.
 - b) The insurance coverage provided by Contractor shall contain language providing coverage up to six (6) months following the completion of the contract in order to provide insurance coverage for the hold harmless provisions herein if the policy is a claims made policy.

C. Endorsements:

Each Comprehensive or Commercial General Liability policy shall be endorsed with the following specific language:

- 1) "The County, its officers, agents, employees and volunteers, and the County of Placer, its officers, agents, employees and volunteers, are to be covered as insureds for all liability arising out of operations, or on behalf of, the named insured in the performance of this Agreement."
- 2) "The insurance provided by the Contractor, including any excess liability or umbrella form coverage, is primary coverage to the County with respect to any insurance or self-insurance programs maintained by County, and no

insurance held or owned by County shall be called upon to contribute to a loss."

- 3) "This policy shall not be canceled or materially changed without first giving thirty (30) days' prior written notice to County."

D. Automobile Liability Insurance

- 1) Automobile Liability insurance shall be provided covering bodily injury and property damage in an amount no less than one million dollars (\$1,000,000) combined single limit for each occurrence.
- 2) Covered vehicles should include owned, non-owned, and hired automobiles/trucks.

E. Professional Liability Insurance (Errors and Omissions)

- 1) Professional Liability Insurance for Errors and Omissions coverage shall be provided in the amount of not less than five hundred thousand dollars (\$500,000) in aggregate.
- 2) The insurance coverage provided by Consultant shall contain language providing coverage up to six (6) months following the completion of the contract in order to provide insurance coverage for the hold harmless provisions herein if the policy is a claims made policy.

10. **Indemnity.** Contractor hereby agrees to protect, defend, indemnify, and hold the County free and harmless from any and all losses, claims, liens, demands, and causes of action of every kind and character including, but not limited to, the amounts of judgments, penalties, interest, court costs, legal fees, and all other expenses incurred by the County arising in favor of any party, including claims, liens, debts, personal injuries, death, or damages to property (including employees or property of the County) and without limitation by enumeration, all other claims or demands of every character occurring or in any way incident to, in connection with or arising directly or indirectly out of this contract or agreement. Contractor agrees to investigate, handle, respond to, provide defense for, and defend any such claims, demand, or suit at the sole expense of the Contractor. Contractor also agrees to bear all other costs and expenses related thereto, even if the claim or claims alleged are groundless, false, or fraudulent. This provision is not intended to create any cause of action in favor of any third party against Contractor or the County or to enlarge, in any way, the Contractor's liability but is intended solely to provide for indemnification of the County from liability for damages or injuries to third persons or property arising from Contractor's performance pursuant to this contract or agreement.

As used above, the term "County" means Placer County or its officers, agents, employees and volunteers.

11. **Contractor Not Agent.** Except as County may specify in writing Contractor shall have no authority, express or implied, to act on behalf of County in any capacity whatsoever as an agent. Contractor shall have no authority, express or implied pursuant to this Agreement to Bind County to any obligation whatsoever.

12. **Assignment Prohibited.** Contractor may assign its rights and obligations under this Agreement only upon the prior written approval of County, said approval to be in the sole discretion of County.

13. **Personnel.**

A. Contractor shall assign only competent personnel to perform services pursuant to this Agreement. In the event that County, in its sole discretion, at any time during the term of this Agreement, desires the removal of any person or persons assigned by Contractor to perform services pursuant to this Agreement, including those members of the Project Team as explained below, Contractor shall remove any such person immediately upon receiving notice from County of the desire of County for removal of such person or persons.

B. Notwithstanding the foregoing, if specific persons are designated as the "Project Team" in Exhibit A, Contractor agrees to perform the work under this agreement with those individuals identified. Reassignment or substitution of individuals or subcontractors named in the Project Team by Contractor without the prior written consent of County shall be grounds for cancellation of the agreement by County, and payment shall be made pursuant to Section 15 (Termination) of this Agreement only for that work performed by Project Team members.

14. **Standard of Performance.** Contractor shall perform all services required pursuant to this Agreement in the manner and according to the standards observed by a competent practitioner of the profession in which Contractor is engaged in the geographical area in which Contractor practices its profession. All products of whatsoever nature which Contractor delivers to County pursuant to this Agreement shall be prepared in a substantial first class and workmanlike manner and conform to the standards or quality normally observed by a person practicing in Contractor's profession.

15. **Termination.**

A. County shall have the right to terminate this Agreement at any time by giving notice in writing of such termination to Contractor. In the event County shall give notice of termination, Contractor shall immediately cease rendering service upon receipt of such written notice, pursuant to this Agreement. In the event County shall terminate this Agreement:

- 1) Contractor shall deliver copies of all writings prepared by it pursuant to this Agreement. The term "writings" shall be construed to mean and include: handwriting, typewriting, printing, Photostatting, photographing, and every other means of recording upon any tangible thing any form of communication or representation, including letters, words, pictures, sounds, or symbols, or combinations thereof.
- 2) County shall have full ownership and control of all such writings delivered by Contractor pursuant to this Agreement.
- 3) County shall pay Contractor the reasonable value of services rendered by Contractor to the date of termination pursuant to this Agreement not to

exceed the amount documented by Contractor and approved by County as work accomplished to date; provided, however, that in no event shall any payment hereunder exceed the amount of the agreement specified in Exhibit B, and further provided, however, County shall not in any manner be liable for lost profits which might have been made by Contractor had Contractor completed the services required by this Agreement. In this regard, Contractor shall furnish to County such financial information as in the judgment of the County is necessary to determine the reasonable value of the services rendered by Contractor. The foregoing is cumulative and does not affect any right or remedy, which County may have in law or equity.

- B. Contractor may terminate its services under this Agreement upon thirty- (30) working days' advance written notice to the County.
16. **Non-Discrimination**. Contractor shall not discriminate in its employment practices because of race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, or sex in contravention of the California Fair Employment and Housing Act, Government Code section 12900 et seq.
17. **Records**. Contractor shall maintain, at all times, complete detailed records with regard to work performed under this agreement in a form acceptable to County, and County shall have the right to inspect such records at any reasonable time. Notwithstanding any other terms of this agreement, no payments shall be made to Contractor until County is satisfied that work of such value has been rendered pursuant to this agreement. However, County shall not unreasonably withhold payment and, if a dispute exists, the withheld payment shall be proportional only to the item in dispute.
18. **Ownership of Information**. All professional and technical information developed under this Agreement and all work sheets, reports, and related data shall become the property of County, and Contractor agrees to deliver reproducible copies of such documents to County on completion of the services hereunder. The County agrees to indemnify and hold Contractor harmless from any claim arising out of reuse of the information for other than this project.
19. **Waiver**. One or more waivers by one party of any major or minor breach or default of any provision, term, condition, or covenant of this Agreement shall not operate as a waiver of any subsequent breach or default by the other party.
20. **Conflict of Interest**. Contractor certifies that no official or employee of the County, nor any business entity in which an official of the County has an interest, has been employed or retained to solicit or aid in the procuring of this agreement. In addition, Contractor agrees that no such person will be employed in the performance of this agreement without immediately notifying the County.
21. **Entirety of Agreement**. This Agreement contains the entire agreement of County and Contractor with respect to the subject matter hereof, and no other agreement, statement, or promise made by any party, or to any employee, officer or agent of any party, which is not contained in this Agreement, shall be binding or valid.

22. **Alteration.** No waiver, alteration, modification, or termination of this Agreement shall be valid unless made in writing and signed by all parties, except as expressly provided in Section 15, Termination.
23. **Governing Law.** This Agreement is executed and intended to be performed in the State of California, and the laws of that State shall govern its interpretation and effect. Any legal proceedings on this agreement shall be brought under the jurisdiction of the Superior Court of the County of Placer, State of California, and Contractor hereby expressly waives those provisions in California Code of Civil Procedure §394 that may have allowed it to transfer venue to another jurisdiction.
24. **Notification.** Any notice or demand desired or required to be given hereunder shall be in writing and deemed given when personally delivered or deposited in the mail, postage prepaid, and addressed to the parties as follows:

COUNTY OF PLACER:

Placer County Office of Economic Development
 Attn: David C. Snyder, Director
 175 Fulweiler Avenue
 Auburn, California 95603
 Phone: (530) 889-4016
 Fax: (530) 889-4095

CONSULTANT:

Dean Runyan Associates, Inc.
 Attn: Leon Aliski
 833 SW 11th Avenue, Suite 920
 Portland, Oregon 97205
 Phone: (503) 226-2973
 Fax: (503) 226-2984

Any notice so delivered personally shall be deemed to be received on the date of delivery, and any notice mailed shall be deemed to be received five (5) days after the date on which it was mailed.

Executed as of the day first above stated:

COUNTY OF PLACER

By: _____

Printed Name/Title: Jim Holmes, Chairman Placer County Board of Supervisors

Approved As to Form – County Counsel:

By: 

Printed Name/Title: Gerald O. Carden, Chief Deputy County Counsel

CONSULTANT – Dean Runyan Associates, Inc.*

By: DR

Name: DEAN RUNYAN

Title: President/Vice President

By: DR

Name: DEAN RUNYAN

Title: Secretary

**If a corporation, agreement must be signed by two corporate officers; one must be the secretary of the corporation, and the other may be either the President or Vice President, unless an authenticated corporate resolution is attached delegating authority to a single officer to bind the corporation.*

Exhibits

- A. Scope of Services
- B. Payment for Services Rendered

EXHIBIT A

SCOPE OF SERVICES

Dean Runyan Associates, Inc., (DRA) will describe and explain the economic significance of travel and tourism to Placer County. The basic research project involves measuring the economic impact of travel to Placer County, including details for three distinct sub-regions: *North Lake Tahoe, Gold Country and Placer Valley*. The travel impact analyses will include measurements of travel spending, earnings, and employment generated by traveler spending, as well as the resulting municipal, county and state tax revenue. Such detailed findings will assist community and regional decision makers in monitoring the travel & tourism industry, and help fine-tune strategic marketing and economic development plans.

The travel impact measurements will be produced using the Regional Travel Impact Model (RTIM), a computerized model developed by DRA which analyzes travel spending as well as the associated earnings, employment and state and local tax revenue. The economic impact estimates for Placer County will be consistent and comparable with the county and statewide estimates prepared annually for the California Travel and Tourism Commission (from 1991 to present). Findings will be prepared for 2002 through 2007, a five-year time series. Findings for 2007 would be considered preliminary and based on all data that are available by the middle of 2008. Estimated impacts for previous years will be based on tax, employment, lodging and other data. This method also establishes a means of preparing comparable findings in the future on an annual or periodic basis.

Task 1: Economic Trends and Impacts of the Tourism Industry

This research will define, document, and describe the scope of the travel & tourism industry in Placer County. Economic impacts will include employment and earnings by industry for each major economic sector, and fiscal impacts in terms of sales-generated tax receipts at the local and state level. Breakouts for North Lake Tahoe, Gold Country and Placer Valley will be included.

A breakdown of the travel spending, earnings, employment and tax revenue by type of business and by type of traveler accommodation will also be provided. These classifications are as follows:

<u>Type of Accommodation</u>	<u>Type of Business</u>
Hotel, Motel, B&B	Accommodations
Private Campgrounds	Eating, Drinking
Public Campgrounds	Food Stores
Friends, Relatives	Ground Transportation
Vacation Home	Recreation
Day Travel	Retail Sales
	Air Transportation
	Travel Arrangement

This task involves collecting a variety of other data from local, state and federal agencies and other sources, including but not limited to transient lodging tax receipts, employment and

earnings data, and retail sales tax receipts. DRA will assemble, review, revise and organize data as necessary.

In addition, as part of this research effort, a detailed analysis of transient lodging tax receipts in the region will be performed. DRA will analyze and verify the accuracy of the information supplied, in particular, its distribution by taxing jurisdiction. Further, DRA will assess/compare economic impacts of inbound vs. outbound leisure/vacation travel within Placer County's footprint.

Task 2: Secondary Economic Trends and Impacts of the Tourism Industry

Indirect economic impacts refer to the economic activity generated after visitors make purchases in the region for goods and services. These indirect impacts generally stem from purchases made by businesses as part of their operations, plus the purchases of employees to the extent that their businesses are supported by visitor expenditures. Estimating indirect impacts provides a useful picture of all economic impacts generated by travel and tourism in the region, including both the magnitude of these impacts and the dispersion of impacts throughout the economy.

DRA would measure the indirect impacts using an input/output model developed specifically for the county, with the primary RTIM findings used as input. The RTIM model is an industry specific model designed to take into account unique specifications relating to the travel and tourism industry and provides the most reliable direct impact measurements. The input/output model is used where it is most appropriate, to measure indirect effects. DRA's analysis will identify and describe sectors that act as primary suppliers of goods and services to the travel & tourism industry.

Task 3: Attractions Assessment and Visitor Analysis

In order to describe current patterns and trends, this task would estimate and describe attendance trends and overall visitor-oriented activity for the area's key attractions, and to the extent possible, the sub-regions within the county. DRA will work with the Placer County Tourism Study Steering Committee to identify key attractions and collect visitor-related information. Visitor attraction-specific information would be collected including total golf rounds, skier days, number of casino visitors, and winery-related visitor information from the wineries located in Placer Valley. The information will also serve as a validity check for the transient occupancy and sales tax-based increases/decreases measured in terms of economic impacts.

DRA will utilize this information to develop a Placer County Visitor Profile summary report by analyzing all available and pertinent data sources including but not limited to those available from Chambers of Commerce, major visitor attractions, Visitors Associations, the State of California, State Parks, and the US Forest Service. The profile will be developed by collecting visitor data (including overnight lodging destinations, length of stay, average daily expenditures by lodging type, mode of transportation and total visitor spending) and assembling this data into a document which summarizes all salient findings into a single source report. Where available, economic data by sub-region should also be included. In order to assess any gaps in the available data and to augment other trend analysis, DRA will gather information via two primary research approaches.

1. Placer County Tourism Workshop. DRA will convene a Placer County tourism workshop which would include representatives from the county's primary DMOs (Destination

Marketing Organizations) including, but not limited to, the Placer County Visitors Bureau, North Lake Tahoe Resort Association, Placer Valley Tourism, Chambers of Commerce, California State Parks, and the US Forest Service, Foresthill District. At this workshop DRA will review available data sources, assess the county's strengths and weakness, and identify opportunities and constraints to future tourism development. During this session DRA anticipates that current and potential high economic impact market segments will also be identified and assessed.

2. **Executive Interviews.** During the workshop DRA will identify and select a sample of up to 15 tourism industry leaders with whom a series of in-depth, one-on-one interviews will be conducted. Participants may include workshop attendees and or other representatives from visitor industry associations, state and federal land managers, attractions and destinations or other private entities. DRA will devote a portion of these interviews and address a specific line of questioning to the efficacy of whether the Placer County Visitor's Bureau (PCVB) should be focused on the entire County or rather the sub-region from which it derives TOT; costs/benefits of PCVB marketing the entire County; positive/negative perceptions of the California Welcome Center; and recommended alternatives to the Mini-Grant Program.

As a result of these tasks, DRA would then assess the strengths and shortcomings of visitor-oriented attractions, and develop a basis for recommending a) how to capitalize on these strengths and b) how to enhance attractions in order to provide a more appealing product to potential visitors. DRA will focus on public and private attractions – such as the area's state parks, reservoirs and lakes, winter recreation areas, and museums -- as well as events sponsored throughout the year.

For the purpose of comparison, this task will also describe general demographics and economic conditions for a selection of visitor- and recreation-oriented destinations. The focus would include comparisons between general demographic trends, current economic conditions, and market area factors such as distance from population centers, visitor services, recreation activities and transportation. The comparison would be among counties serving as destinations for both winter and summer recreation activities.

Task 4: Research Support for Tourism-Related Organizations

1. Using the previously described research, DRA will recommend specific tourism-related metrics to track in order to help the County and its tourism-related organizations maintain a standard set of data.
2. Working with the County's primary tourism-related organizations, DRA will make projections for the impacts of two or three different visitor growth and tourism development scenarios. DRA will estimate future travel expenditures, travel-generated tax revenues, and visitor growth for Placer County (and for each sub-region).

Task 5: Prepare Report and Interpretation of Findings

DRA will deliver a written report including the travel impact estimates described above plus an analysis of the findings. A description of the methodology, terminology and data sources used

will be provided in the appendix. DRA will prepare this report in draft for the Steering Committee's review, and then finalize the report on the basis of the Steering Committee's comments and suggestions. DRA will provide five bound printed copies of the report, plus an electronic copy in Word format. DRA will also provide a pdf format copy, which DRA will post on its website for downloading purposes.

In addition, DRA will present the key findings to date at a meeting of the Steering Committee's choice in the summer of 2008 or other mutually agreed upon date.

DRA's approach will rely primarily on tax, earnings, employment and other data reported at the county level, and for this reason does not rely primarily on survey and other data that can be difficult to gather reliably at this level of detail. This approach allows for particularly reliable results for use by local constituencies.

Impact measurements would be prepared using the DRA Regional Travel Impact Model (RTIM), originally developed in the context of measuring travel impacts in California in 1985 and 1986. The model has been continually revised and improved since that time and provides reliable findings that have stood the test of repeated applications in a wide variety of locations and circumstances.

DRA methodology will be based on a "bottom-up" approach that relies primarily on data that represents each local jurisdiction as well as unincorporated areas. Although this approach requires very detailed data collection and management, it provides very reliable findings that can be easily explained and justified. Moreover, this approach allows the most reliable year-to-year comparisons.

The analysis will make use of numerous data sources, including but not limited to:

- Previously collected data and estimates of California travel impacts produced by DRA (since 1991) for the California Travel & Tourism Commission.
- County level employment and earnings from the Bureau of Economic Analysis' Regional Economic Information System (REIS). The REIS employment estimates include payroll employees and proprietors. REIS earnings estimates include payroll, other earned income and proprietor income.
- County level payroll and employment data from the California Employment Development Department.
- County Business Patterns zip code data (establishments, employment, payroll by selected SIC codes).
- Room tax receipts and other sales tax data from Placer County and other local jurisdictions.
- Housing data for vacation/seasonal homes (U.S. Census, and real estate industry sources).
- Inventory of overnight campsites from federal, state, local and commercial sources.
- Population and household estimates of the U.S. Census and California Department of Commerce.

- Survey data on travel spending and travel behavior from TNS TravelsAmerica, the U.S. Department of Transportation, and other specific travel research (to the extent available).

The following work plan and schedule are intended to illustrate the approximate time horizon we predict it will take our team to complete the tasks as depicted in this proposal.

Tasks	Schedule
Task 1 – Economic Trends and Impacts	late June/early July, 2008
Task 2 – Secondary Economic Trends and Impacts	mid July, 2008
Task 3 – Attractions Assessment and Visitor Analysis (Summer and winter)	late July, 2008
Task 4 – Research Support for Tourism-related Organizations	August, 2008
Task 5 – Prepare Report/Presentation and Interpretation of Findings	August-September, 2008

Cost Proposal

The budget for this work would be \$57,500 including travel and incidental expenses. The project would require approximately six months to complete. A budget breakout by task appears below.

Personnel	Billing Rate(\$/hr)	Economic Impacts	Secondary Impacts	Attractions Assessment/ Comp.	Research Support/ Projections	Prepare Report/Presn'	Total Hours	Total Costs
Dean Runyan Associates, Inc.								
Runyan	\$120	20	8	16	16	16	76	\$9,120
Atiski	\$80	64	32	36	32	48	212	\$16,960
Klein	\$95	56	20	4	16	16	112	\$10,640
Staff	\$50	32	4	20	12	24	92	\$4,600
Chuck Nozicka Consulting	\$110	8	0	72	40	16	136	\$14,960
Subtotal (Hrs)		180	64	148	116	120	628	
Subtotal (\$)		\$15,320	\$5,620	\$14,100	\$11,000	\$10,240		\$56,280
Mails						\$60		\$60
Travel		\$500		\$200		\$460		\$1,160
Total		\$15,820	\$5,620	\$14,300	\$11,000	\$10,760		\$57,500

Note. This cost proposal is a **not to exceed** amount and includes all travel, printing, lodging, meetings, communications, and reporting costs.

EXHIBIT B

PAYMENT FOR SERVICES RENDERED

Dean Runyan Associates, Inc. will submit an original invoice on business stationary to include the following information:

Placer County
Office of Economic Development
175 Fulweiler Avenue
Auburn, CA 95603

Contract Number

Date

Description of work performed

Dean Runyan Associates, Inc. will invoice Placer County using the following schedule and payment amounts for each task:

<u>Task Number</u>	<u>Apx. Completion Date</u>	<u>Amount</u>
Task 1	Late June/Early July 2008	\$15,820
Task 2	Mid July 2008	\$ 5,620
Task 3	Late July 2008	\$14,300
Task 4	August 2008	\$11,000
Task 5	August/September	\$10,760

Invoices will be submitted as Tasks are completed with the Invoice for Task 5 upon delivery of completed final report.

Total amount of all Invoices will not exceed the Contract amount of \$57,500.

