



MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

175 Fulweiler Avenue, Auburn, CA 95603-4543
(530) 889-4016 • Fax: (530) 889-4095

TO: Honorable Board of Supervisors

FROM: Thomas Miller, County Executive Officer

BY: Richard E. Colwell, Chief Assistant CEO
David C. Snyder, Director of Economic Development

DATE: June 24, 2008

SUBJECT: Approve the attached agreement between the County of Placer and the Placer County Visitor Bureau (PCVB) in an amount up to \$245,000 for Western Slope Tourism Marketing during Fiscal Year 2008-09

R. E. Colwell
J. Snyder

ACTION REQUESTED

Approve the attached agreement between the County of Placer and the Placer County Visitor Bureau (PCVB) in an amount up to \$245,000 for Western Slope Tourism Marketing during Fiscal Year 2008-09.

BACKGROUND

The Placer County Visitor Bureau (PCVB) was formed in 1998 in cooperation with Placer County. The PCVB Board of Directors includes representation from all Placer County Chambers of Commerce, hospitality, agriculture, history, arts and culture, and recreation. The U.S. Forest Service, State Department of Parks and the County Executive Office are also represented as ex-officio members of the PCVB Board.

Transit Occupancy Tax is collected from hotel and lodging facilities in Placer County. Of the portion from Western Placer County known as the Western Slope TOT, fifty percent is allocated for tourism promotions in Western Placer County through a resolution approved on June 28, 1994. The Western Slope is defined as everything west of Rainbow Lodge. Tourism promotion is accomplished through a contract with the Placer County Visitors Bureau (PCVB). Each quarter, PCVB submits a performance report to the County and invoices the Office of Economic Development (OED) for 25% of the agreed upon annual allotment.

In Fiscal Year 2007-08, the PCVB conducted the following activities with funding provided by County contract:

- Advertised in a national travel publication Travel 50 and Beyond to reach out to people who are 50 and older as they take 80% of all vacations in this Country;
- Advertised in Sunset Magazine, in cooperation with the Gold Country Visitors Association;
- Ensured that over 1,500 different collateral materials at the Visitor's Center were up-to-date;

- Provided and maintained a wide ranging variety of maps and other information on the many hiking, biking, OHV and other trails in the area;
- Made available to visitors an extensive collections of books, pamphlets and other informational periodicals (with emphasis on local authors and area experts);
- Attended the following conferences and events: Sierra Gateway Business Association (Monthly Meetings), Gold Country Visitor Association (Bi-Monthly Meetings), California Welcome Centers (Quarterly Meetings), California Travel & Tourism Commissioner Meeting, Western Association of Convention and Visitor Bureaus Tech Summit & Vendor Show Case, Amador Ag Tourism Seminar, and Outdoor Writers Association of California;
- Produced numerous press releases to media countywide;
- During FY 2007-08, nearly 66,000 visits were made to the PCVB website;
- Partnered with other community organizations, e.g., the Downtown Business Association, the Old Town Business Association, the Sierra Gateway Business Association, Placer Arts, various Chambers, North Lake Tahoe Resort Association, and Placer Valley Tourism.

In Fiscal Year 2008-09, the PCVB Board will conduct the following activities with funding provided by this contract:

- Promoting tourism activities for Placer County by maintaining a calendar of events; updating and maintaining supplies of maps, brochures, books and related materials; posting events and activities on the PCVB website and in the Welcome Center;
- Increasing awareness of tourism and overnight visitation by working cooperatively with the California Travel & Tourism Commission; exploring avenues for promoting the County's hiking trails and other outdoor recreation to the Bay Area Market segment; working cooperatively with PlacerGROWN to promote agri-tourism, working with winery's located in Placer County to coordinate marketing and visitor draw efforts;
- Managing and staffing one of only 13 California Welcome Centers statewide, 7 days a week, adding volunteers to provide expanded services; exploring opportunities for increased revenue generation by networking with other CWC's;
- Developing and implementing advertising programs by distributing updated brochures on the area's lodging facilities and restaurants; creating and distributing a promotional piece describing the natural wonders of our area; developing, promoting, and updating fulfillment and brochure collateral material; updating the Placer County Visitor's Guide magazine;
- Attending trade shows in an effort to actively promote Placer County to consumers and travel agents by participating in trade shows most aligned with PCVB goals;
- Conducting public relations activities that assist in promoting the County by meeting with local groups and associations to promote the mission of the PCVB; meeting with the regional associations to identify opportunities for PCVB participation;
- Coordinating special event applications and funding of "mini-grant" program;
- Coordinating PCVB promotion and marketing efforts with local, regional and state cooperative marketing programs by redesigning the website to support coordinated promotion and marketing efforts in an enhanced user-friendly format.

FISCAL IMPACT

The attached Placer County Visitor Center Agreement is funded with 50% of the Transient Occupancy Tax (TOT) revenues from the Western Slope. The amount of the contract up to \$245,000 of funding is in the Gold County Advertising line item for Fiscal Year 2008-09. No general fund contributions will be made toward this contract for Fiscal Year 2008-09.

AGREEMENT FOR PROFESSIONAL SERVICES FOR A TOURISM
PROMOTION AND MARKETING PROGRAM AND FOR OPERATING
THE PLACER COUNTY VISITORS INFORMATION CENTER

CONTRACT NO. _____

Begins: July 1, 2008
Ends: June 30, 2009
ADMINISTERING
AGENCY: Economic Development

WHEREAS, this Agreement is made and entered into, as of July 1, 2008, and will commence the terms of agreement, by and between the COUNTY OF PLACER, a ("County") and the PLACER COUNTY VISITOR BUREAU ("PCVB"), a nonprofit corporation, who agree as follows:

- I. SERVICES. Subject to the terms and conditions set forth in this agreement, PCVB shall provide the services described in Exhibit A. PCVB shall provide said services at the time place and in the manner specified in Exhibit A, Scope of Work.
- II. PAYMENT. County shall pay PCVB for services rendered pursuant to this agreement at the time and in the amount set forth in Exhibit A. The payment specified in Exhibit A shall be made to PCVB for services rendered pursuant to this agreement. PCVB shall submit all billings for said services to the County in the manner specified in Exhibit A.
- III. GENERAL PROVISIONS. The General Provisions set forth in Exhibit 'B' are an integral part of this agreement. Any inconsistency between said General Provisions and any other term or condition of this agreement shall be controlled by the term or condition of this agreement insofar as they are inconsistent.
- IV. EXHIBITS. All exhibits referred to herein are attached hereto and by this reference incorporated herein.
- V. TIME FOR PERFORMANCE. Time is of the essence, and failure of PCVB to perform all services in a timely manner shall constitute a material breach of this agreement.
- VI. APPROVAL OF SUBCONTRACTORS. No part of the services to be performed under this agreement shall be subcontracted without the prior written agreement of the COUNTY.
- VII. RECORDS. The PCVB shall maintain at all times complete and detailed records with regard to work performance under this agreement in a form acceptable to the COUNTY, according to generally accepted accounting and internal control principles, 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 PCVB until the COUNTY is satisfied that work of such value has been rendered by the PCVB pursuant to this agreement.
- VIII. RENEWAL. This agreement may be renewed by making a request to the Board of Supervisors through the Office of Economic Development a minimum of 60 days prior to the expiration. The extension or renewal will be based on performance of the Scope of Work items as performed by the PCVB.

IX. ANNUAL AUDIT. PCVB agrees to file with the County, Office of Economic Development, a certified copy of an annual audit of the financial statements of the PCVB within one hundred and twenty (120) calendar days of the close of the County's fiscal year, and further agrees to file official copies of all financial statements containing reference to funds herein within twenty (20) calendar days of their preparation.

X. TERM. The term of this contract is for 12 months commencing July 1, 2008 and ending June 30, 2009 unless canceled by either party pursuant to the cancellation provisions herein.

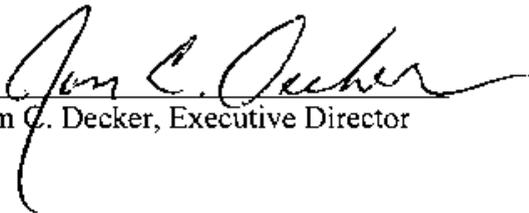
Executed as of the day first above stated:

PLACER COUNTY

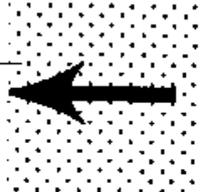
By: _____
Chairman, Board of Supervisors

Dated: _____

PLACER COUNTY VISITOR BUREAU

By: 
Jan C. Decker, Executive Director

Dated: 6/5/08



APPROVED AS TO FORM:

By: _____
Gerald O. Carden, Chief Deputy County Counsel

Exhibit A

SCOPE OF WORK

County of Placer - Placer County Visitor Bureau

2008 - 2009

The Placer County Visitor Bureau (PCVB) was developed to provide overall tourism promotion activities for Placer County. The organization consists of a thirteen voting member board of directors with representation from a variety of different regions and activities within the county.

Representation includes the following:

Seat Designation	Name	Title/Affiliation
Chamber of Commerce – Auburn	Richard Johnson	President/Retired US Forest Service
Chamber of Commerce – Colfax	Connie Heilaman	Interior Design Specialist
Chamber of Commerce – Foresthill	Larry Jordan	Past President/Fuel Load
Chamber of Commerce – Lincoln	Bobbie Park	Executive Director
Chamber of Commerce – Loomis	Cindy Fuzie	Secretary/Treasurer/Financial Planner
Chamber of Commerce – Rocklin	Currently Recruiting	
Chamber of Commerce – Roseville	Currently Recruiting	
North Lake Tahoe Resort Assn.	Currently Recruiting	
Agriculture Seat	Nancyjo Riekse	Placer County Ag. Marketing Director
Attractions Seat	Teena Wilkins	Owner, Vina Castellano Winery
Historical Seat	Michael Otten	3 rd Generation Placer County Resident
Arts & Culture Seat	Deidre Trudeau	Vice President/ezeeye IMAGING
Hospitality Seat	Mary MacLeod	General Manager Auburn Holiday Inn
Recreation Seat	Jay Galloway	Ca. Dept. of Parks and Recreation
Ex-Officio US Forest Service	Phil Sexton	Retired, US Forest Service
Ex-Officio Ca. Dept. of Parks	Currently Recruiting	
Ex-Officio Parliamentarian	Sandra Elder	Past President/Secretary
Ex-Officio Placer County Executive Office, Office of Economic Development	David Snyder Ron Yglesias	Director, Office of Economic Development Sr. Economic Development Specialist

The PCVB will continue broaden the tourism-related business membership of its Board of Directors by Dec. 31, 2008. This includes reaching out to the lodging industry large and small, destination resorts, restaurants, retail businesses and others in order to benefit from the tourism related leadership these industry sectors can provide.

The organization will provide a variety of marketing services on behalf of Placer County designed to increase awareness of tourism and overnight visitation and resulting in increased economic development for the county.

The PCVB shall perform and provide the following obligations of this Scope of Work with Placer County. Successful performance of this Scope of Work shall be evaluated according to mutually agreed upon criteria and milestones as stated below and based on quarterly activity reports, which shall be provided to Placer County, Office of Economic Development. Activity reports will be provided prior to each contract payment.

Fulfillment of this agreement shall include:

Maintaining the PCVB for the purpose of coordinating tourism promotion and marketing programs.

Developing and implementing advertising programs that create awareness and encourage visitation to Placer County.

Developing and providing updated fulfillment and brochure collateral material that promotes the activities and attractions available in Placer County.

Attending trade shows in an effort to actively promote Placer County to consumers and travel agents.

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Providing public relations activities that assist in promoting the county.

Providing ongoing visitor information services to potential and actual visitors.

Continuation of special event application and “mini-grant” program designed to meet the tourism promotion goals of the PCVB.

Coordinating the PCVB promotion and marketing efforts with local, regional and state cooperative marketing programs.

Continually updating the PCVB web site to represent and promote tourism throughout Placer County.

Developing and maintaining a visitor and tourism strategic marketing plan. The plan shall contain a performance measurement program monitored on a quarterly basis. Performance and measurement components should include but not be limited to the following:

- Monitoring the Transient Occupancy Tax revenues to Placer County on a quarterly basis.
- Collecting and analyzing visitor information by monitoring monthly activity at the California Welcome Center including: telephone calls, web site contacts, personal on-site visits, mail inquiries, and event and festival participation.
- Performance reports will be provided to the OED by the PCVB prior to each year’s contract extension request. The performance measurement program will include an evaluation by the PCVB of specific tourism marketing programs.

Maintaining the California Welcome Center at 13411 Lincoln Way in Auburn, CA, or another location mutually agreed upon by Placer County and the California Travel and Tourism Commission, as one of 13 official State of California Visitor Information Centers promoting travel to and within California, specializing in promotion of Placer County.

- Continuing to offer seven-day-a-week tourism information service to travelers and local residents at the California Welcome Center.
- Offer special amenities to customers such as: electric vehicle fuel station, public telephone, personal concierge services, maps, travel information, brochures, internet and email access, clean restrooms, handicapped access, and refreshments.
- Attend and participate in California Welcome Center conferences, workshops, and networking opportunities with the California Travel and Tourism Commission.

Invoicing OED via quarterly payments in the amount of \$61,250 by the 15th day of the quarter in the months of July, October, January, and April up to a total of \$245,000 during Fiscal Year 2008-09. The final quarterly payment will be adjusted based upon the availability of TOT sufficient to cover the amount due. The term of the agreement is predicated on the ongoing fulfillment of the terms of this agreement and based upon receipt of an activity performance report for the previous quarter. County, in its sole discretion, may withhold or suspend part or all of quarterly payments if the PCVB fails to take prompt and effective corrective action to remedy material variances from this agreement and Scope of Work within 15 days after notification by County.

Checks are to be made payable to:

Placer County Visitors Bureau
13411 Lincoln Way
Auburn, CA 95603

EXHIBIT B

GENERAL PROVISIONS

1. Independent Contractor. At all times during the term of this Agreement, employees of PCVB shall be independent contractors and at no time shall employees of the PCVB be employees of the County. County shall have no right to control PCVB's performance hereunder except only insofar as is necessary to assure that the County receives acceptable services from PCVB pursuant to this Agreement. County shall not have the right to control the means by which PCVB accomplished services rendered pursuant to this Agreement, and shall therefore, not be responsible for willful or negligent acts of PCVB.

2. Licenses, Permits, Etc. PCVB represents and warrants to County that it has all licenses, permits, qualifications, and approvals of whatsoever nature, which are legally required for PCVB to practice its profession. PCVB represents and warrants to County that PCVB shall, at its sole cost and expense, obtain and keep in effect at all times during the term of this Agreement, any licenses, permits, and approvals which are legally required for PCVB to practice its profession at the time the services are performed.

3. Time. PCVB shall devote such time to the performance of services pursuant to this Agreement as may be reasonably necessary for the satisfactory performance of PCVB'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 failing to timely perform.

4. Insurance. PCVB 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 one million dollars (\$1,000,000) each accident for bodily injury by accident, one million dollars (\$1,000,000) policy limit for bodily injury by disease, and one million dollars (\$1,000,000) each employee for bodily injury by disease.

2) If there is an exposure of injury to PCVB'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) PCVB shall require all SUBCONSULTANTS 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 PCVB, 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 Consultant 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 PCVB 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 PCVB 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:

PCVB 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 PCVB 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 PCVB, 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 two million dollars (\$2,000,000) in aggregate.

2) The insurance coverage provided by PCVB 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.

5. Indemnity. PCVB 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. PCVB agrees to investigate, handle, respond to, provide defense for, and defend any such claims, demand, or suit at the sole expense of PCVB. PCVB 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 PCVB or the County or to enlarge, in any way, PCVB'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 PCVB's performance pursuant to this contract or agreement.

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

6. Consultant Not Agent. Except as County may specify in writing, PCVB shall have no authority, express or implied, to act on behalf of County in any capacity as an agent. PCVB shall not have authority, express or implied, pursuant to this Agreement to bind County to any contractual obligation whatsoever.

7. Assignment Prohibited. PCVB may not assign any right or obligation pursuant to this Agreement. Any attempted or purported assignment of any right or obligation pursuant to this Agreement shall be void and of no legal effect.

8. Standard of Performance. PCVB 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 PCVB is engaged. All products of whatsoever nature which PCVB delivers to County pursuant to this Agreement shall be prepared in a workmanlike manner and shall conform to the standards or quality normally observed by a person practicing in PCVB's profession. A violation of the standard of performance described in this paragraph shall constitute a material breach of the agreement.

9. Designated Representative. David C. Snyder, Director of Economic Development, is the representative of the County and will administer this Agreement for the County.

Jan C. Decker, Executive Director is the authorized representative for the PCVB and will administer this Agreement for the PCVB. Changes in designated representatives shall occur only by advance written notice to the other party.

10. Notice and Correspondence.

A) Notice and correspondence to County regarding this contract should be delivered to:

David C. Snyder, Director of Economic Development
County Executive Office
175 Fulweiler Drive
Auburn, CA 95603

B) Notice and correspondence to PCVB should be delivered to:

Jan C. Decker, Executive Director
Placer County Visitor Information Center
13411 Lincoln Way
Auburn, CA 95603

11. Termination. Either party shall have the right to terminate this Agreement upon thirty (30) days notice by giving notice in writing of such termination to the other party. In the event County gives notice of termination, PCVB shall immediately cease rendering service upon receipt of such written notice, and the following shall apply:

A) PCVB 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, photocopies, photographing, computer disks and every other means of recording upon any tangible things, and form of communication or representation, including letters, words, picture, sounds, or symbols, or combinations thereof.

B) County shall have full ownership and control of all such writings or other communications delivered by PCVB pursuant to this Agreement.

C) County shall pay PCVB the reasonable value of services rendered by PCVB to the date of termination pursuant to this Agreement not to exceed the amount documented by PCVB and approved by County as work accomplished to date; provided, however, that in no event shall the County be liable for lost profits which might have been made by PCVB had PCVB completed the services required by this Agreement. In this regard, PCVB shall furnish to the County such financial information as in the judgment of the County is necessary to determine the reasonable value of the services rendered by PCVB. In the event of a dispute as to the reasonable value of the services rendered by PCVB, the decision of the County shall be final. Acceptance of payment described in this paragraph shall constitute a complete accord and satisfaction as between the parties. The foregoing is cumulative and does not affect any right or remedy, which County may have in law or equity.

12. 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 PCVB agrees to deliver reproducible copies of such documents to County on completion of the services hereunder.

PCVB, by signing this agreement, disclaims any copyright in the information published or produced in conjunction with this project.

13. Taxation of Possessory Interests. PCVB understands that this agreement may create a taxable possessory interest and that this paragraph provides consultant the statement of notification required by Revenue and Taxation Code Section 107.6.

14. 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.

15. Entirety of Agreement. This Agreement contains the entire agreement of County and PCVB with respect to the subject matter hereof, and no other agreement, statement or promise made by any party, or to any employee, offer or agent of any party which is not contained in this Agreement shall be binding or valid.

16. Governing Law. This Agreement is executed and intended to be performed in the State of California, and the laws of California shall govern its interpretation and effect. Venue for any litigation arising from this agreement shall be the Superior Court for the County of Placer.

17. Interest of PCVB. PCVB covenants that it presently has no interest and shall not acquire any interest, direct, or indirect, which would conflict in any manner or degree with the performance of its services hereunder. PCVB further covenants that in the performance of this Agreement no person having any such interest shall be employed.

18. Maintenance of Records. All records shall be maintained by PCVB until any audit is completed and all questions arising therefore are resolved or for three years after completion of the project, whichever is sooner.

19. Amendment. This Agreement may be amended at any time upon the mutual written agreement of the parties.

**PLACER COUNTY VISITORS COUNCIL
FISCAL YEAR 2007-2008 CONTRACT
WITH PLACER COUNTY OFFICE OF ECONOMIC DEVELOPMENT**

Exhibit A-1

PERFORMANCE INDICATORS	EST ANNL CONTACTS FY07-08	Jul-07	Aug-07	Sep-07	Qtrly Total	Oct-07	Nov-07	Dec-07	Qtrly Total	SIX MONTHS TOTAL
TELEPHONE	2,500	207	163	115	485	167	135	134	436	921
WEBSITE VISITS	60,000	6,505	5,344	3,934	15,783	4,398	4,710	4,509	13,617	29,400
WELCOME CTR VISITS	10,000	1,735	1,563	1,308	4,606	1,065	880	545	2,490	7,096
MAIL INQUIRIES	120		9	5	14	3	5	4	12	26
EVENT & FESTIVAL PARTICIPATION	15		1		1	1	1	0	2	3
OTHER:		14			14				0	14
EMAILED REQUESTS	60	5		3	8	4		2	6	14
SPECIAL PACKETS: (Reunions, Weddings, Meetings, Company Relocations, Real Estate Offices, etc.)	3,000	74	335	160	569	86		0	86	655
MAGAZINE AD RESP (Sunset Magazine, Travel 50 & Beyond)	1,200	134	545	661	1,340	1,173	382	659	2,214	3,554
Total Contacts:		8,674	7,960	6,186	22,820	6,897	6,113	5,853	18,863	41,683

PERFORMANCE INDICATORS	EST ANNL CONTACTS FY07-08	Jan-08	Feb-08	Mar-08	Qtrly Total	Apr-08	May-08	Jun-08	Qtrly Total	TOTAL
TELEPHONE	2,500	141	152	212	505	253	229		482	1,908
WEBSITE VISITS	60,000	5,734	5,889	6,996	18,619	6,860	7,691		14,551	62,570
WELCOME CTR VISITS	10,000	934	1,282	1,083	3,299	821	868		1,689	12,084
MAIL INQUIRIES	120	0	12	4	16	5	0		5	47
EVENT & FESTIVAL PARTICIPATION	15	1		1	2		0		0	5
OTHER:					0				0	14
EMAILED REQUESTS	60	2	2	4	8	3	4		7	29
SPECIAL PACKETS: (Reunions, Weddings, Meetings, Company Relocations, Real Estate Offices, etc.)	3,000	6	9	20	35	12	9		21	711
MAGAZINE AD RESP (Sunset Magazine, Travel 50 & Beyond)	1,200	832	121	230	1,183	433	102		535	5,272
Total Contacts:	76,895	7,650	7,467	8,550	23,667	8,387	8,903	0	17,290	41,683

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