



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: David C. Snyder, Director of Economic Development

DATE: August 23, 2011

**SUBJECT: PLACER COUNTY VISITOR'S BUREAU OPERATING AGREEMENT
FOR FISCAL YEAR 2011-2012**

ACTION REQUESTED

Approve the attached agreement for Fiscal Year 2011-12 between the County of Placer and the Placer County Visitors Bureau (PCVB) in the amount of \$329,000 which includes \$190,000 for Western Slope Tourism Marketing, \$45,000 for State Fair Booth Construction and Coordination, \$40,000 from North Lake Tahoe Resort Association (NLTRA), and \$54,000 as a one-time lump-sum payment for services and expenses related to relocation to the new California Welcome Center.

BACKGROUND

The Placer County Visitors Bureau (PCVB) was formed in 1998 in cooperation with Placer County. The PCVB Board of Directors includes representation from 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.

Transient Occupancy Tax (TOT) is collected from hotel and lodging facilities in Placer County. Of the portion from Western Placer County known as the Western Slope TOT, tourism promotion is accomplished through a contract with the Placer County Visitors Bureau (PCVB). This is a one-year annual contract based on work plan and sufficient TOT revenues to fund the plan. Each month, PCVB submits a performance report to the County and invoices the Office of Economic Development (OED) for 1/12th of the agreed upon annual allotment.

In Fiscal Year 2010-11, the PCVB successfully accomplished its scope of work with funding provided by County contract. Key activities included advertising; cooperative marketing; furnishing of collateral materials, maps, books and pamphlets; participation in travel industry conferences and events; production of press releases; State Fair exhibit construction management and oversight; website enhancement and maintenance; and continue partnerships with tourism-related community organizations.

BACKGROUND (Continued)

In Fiscal Year 2011-12, the PCVB will perform these same activities with special emphasis on relocation of the California Welcome Center; maintaining a comprehensive calendar of events; the Placer County Wine Industry; State Fair booth construction and coordination; outreach to the Bay Area market segment; a Memorandum of Understanding with the NLTRA; an updated Visitor's Guide; and representation on the Placer County Economic Development Board.

The relocation of the California Welcome Center and PCVB offices will provide significant rent saving of approximately \$4,800 per month. Such operating expense savings will greatly improve the bottom line for the PCVB and allow for more aggressive external marketing efforts, enhancing the ability to complete for leisure market visitors/travelers that would be attracted to Placer County.

FISCAL IMPACT

This is a one-year annual contract renewal in the amount of \$329,000. This is a \$54,000 increase from the prior year due to the one-time general fund payment for moving costs related to relocation to the Auburn Old City Hall Complex, Auburn, California – the new California Welcome Center. The availability of this funding is based on performance of the work plan specified in Exhibit A and represents a minimum amount of TOT revenues to fund the plan. The contract for the following year will be adjusted based on the actual amount of TOT revenue received. This contract will require an increase of \$54,000 in the General Fund final budget for Economic Development for the one-time moving costs. The \$54,000 will be reimbursed over the next two years from the Western Slope TOT revenue through a reduction in the PCVB contract made possible by rent savings in the new facility. The sum total of this contract will be re-evaluated for Fiscal Year 2012-13 and adjusted in subsequent years based on available TOT revenue, PCVB expenses at the new Welcome Center site, and performance of the work plan.

T:ecd/contracts/11-12 PCVB contract...

AGREEMENT FOR PROFESSIONAL SERVICES FOR TOURISM
PROMOTION AND MARKETING PROGRAMS AND FOR OPERATING
THE PLACER COUNTY VISITORS INFORMATION CENTER AND FOR STATE FAIR
BOOTH CONSTRUCTION AND OPERATION

CONTRACT NO. _____

Begins: July 1, 2011
Ends: June 30, 2012
ADMINISTERING
AGENCY: Economic Development

WHEREAS, this Agreement is made and entered into, as of July 1, 2011, and will commence the terms of agreement, by and between the COUNTY OF PLACER, a ("County") and the PLACER COUNTY VISITOR'S 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, 2011 and ending June 30, 2012 unless canceled by either party pursuant to the cancellation provisions herein.

Executed as of the day first above stated:

PLACER COUNTY

By: _____
Robert M. Weygandt, Chairman
Placer County Board of Supervisors

Dated: _____

PLACER COUNTY VISITOR BUREAU

By: 
Jan C. Decker, Executive Director

Dated: 8/17/2011

APPROVED AS TO FORM:

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

Exhibit A

SCOPE OF WORK

County of Placer – Placer County Visitors Bureau

2011 - 2012

The Placer County Visitors 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
Auburn Area	Jim Bril	Owner, Monkey Cat Restaurant
Colfax Area	Connie Heilaman	Secretary, Owner, Interior Design Specialist
Foresthill Area	Claudia Raco	Owner, Christmas Tree Vineyard
Loomis Area	Charlotte Langston	Treasurer, Owner, Wild Chicken Coffee House
Agriculture Interests Seat	Vacant	
Attractions Interests Seat	Teena Wilkins	President/Owner, Vina Castellano Winery
Historical Interests Seat	Michael Otten	Historical Society, 3 rd Generation Placer County Resident
Arts & Culture Interests Seat	Scott Paris	Owner, High Hand Nursery, Loomis
Hospitality Interests Seat	Tammy Caulfield Reese Browning	General Manager, Holiday Inn, Auburn Owner, Old Town Pizza, Auburn
Recreational Interests Seat	Chris Fischer	ASRA District Ranger
Ex-Officio US Forest Service	Rich Johnson	Past President/Retired US Forest Service
Ex-Officio CA Dept. of Parks	Vacant	
Ex-Officio Parliamentarian	Sandra Elder	Past President/Secretary
Ex-Officio Placer County Executive	David Snyder	Director, Office of Economic Development

The PCVB shall perform and provide the following obligations of this Scope of Work (SOW) with Placer County. Successful performance of this SOW shall be evaluated according to mutually agreed upon criteria and milestones as stated below and based on submission of 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:

1. The PCVB shall work with various organizations and businesses that market to area visitors (i.e., local business associations and groups; members of the lodging industry large and small; destination resorts; wineries and vineyards; restaurants; retail businesses; farmers and ranchers; event coordinators and others) in order to promote the many Placer County attractions by:
 - Providing Welcome Guides, brochures, other materials to encourage their visitors/clientele to stay in our area rather than just “passing through” on their way to other destinations; and
 - Meeting with them frequently to consider their ideas and learn of their issues and concerns.
 - Encouraging them to promote tourism through “packaged deals” or by providing coupons to travelers, as well as other such efforts.
 - Collaborating with them to promote Placer County activities and attractions.
2. The PCVB will provide a variety of marketing services on behalf of Placer County designed to increase awareness of tourism to promote both overnight and day visitation, resulting in increased economic development for the County.
 - Developing, maintaining, updating, publishing, and distributing the Placer County Welcome Guide, plus other promotional brochures and materials (i.e., “Discover Placer County”) that create awareness and encourage visitation to Placer County.
 - Maintaining and updating the PCVB website, www.visitplacer.com, plus utilizing other electronic media promotional methods (i.e., Facebook, Twittering for specific events, group emailing, etc.).
 - Developing and implementing advertising programs that create awareness and encourage visitation to Placer County.
 - Continuing a Placer County presence by membership in tourism-related organizations (i.e., Gold Country Visitors Assoc., California Travel &
 - Tourism Commission (CTTC), organization of California Welcome Centers, and others.).
 - Providing information upon request to individuals as well as organizations (i.e., Bright Beginnings, Chambers of Commerce, school districts, employment recruiters, relocation services, etc.).
 - Attending trade shows in an effort to actively promote Placer County to consumers and travel agents. Providing public relation activities that assist in promoting the county.
 - Attending and maintaining a presence for information distribution at events and festivals.

- Coordinating and collaborating with local groups who represent a specific tourist niche to promote events, attractions and activities (i.e., arts and cultural heritage, agritourism, history, wine, eco-tourism, etc.)
3. Maintaining the PCVB and the California Welcome Center (CWC) at 13411 Lincoln Way in Auburn, CA, or another location mutually agreed upon by Placer County and the CTTC, as one of 18 official State of California Visitor Information Centers promoting travels to and within California, specializing in promotion of Placer County.
- Providing ongoing visitor information and referral services to potential and actual visitors.
 - Continuing to offer seven-day-per-week tourism information services to travelers and local residents at the CWC.
 - Offering 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.
 - Coordinating the PCVB promotional and marketing efforts with local, regional and state cooperative marketing programs.
 - Attending and participating in CWC conferences, workshops, and networking opportunities with the CTTC.
4. Developing and maintaining a visitor and tourism marketing plan. Performance and measurement components should include but not be limited to the following:
- Collecting and analyzing visitor information by monitoring monthly activity at the California Welcome Center including: telephone calls, website 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.

State Fair Exhibit, Booth

5. Design, develop and implement the annual California State Fair County display for Placer County.
- Attend the fall 2011 Meeting at the State Fair to obtain necessary materials for County participation in the California State Fair.
 - Comply with all necessary rules and regulations as spelled out in the Counties Exhibits Competition Handbook and ensure the County is duly represented at any and all meetings the State Fair conducts related to the Counties Exhibit.

Exhibit A – Scope of Work
Page Four

- Meet with the County Executive's Office and the OED to develop the theme and design of the exhibit.
- Meet with the builder of choice to develop a design based on the County approved theme.
- Meet with the builder to view the model of the exhibit and coordinate necessary meetings with County staff to approve the model.
- Develop a brochure that coordinates with the theme to hand out at the fair.
- Coordinate the printing of 15,000 of the brochures to have available and 15,000 paper or recyclable plastic bags to hand out to fairgoers and ensure their timely delivery for the Fair.
- Coordinate with stakeholders the submittal of brochures to have available at the fair, in addition to the Theme Brochure; ensure there are 15,000 of each submitted, and that they arrive at the Fairgrounds in time to be stored for use during the Fair.
- Attend mandatory meeting at the Fairgrounds to discuss Display logistics, ensure that builder attends as well.
- Prepare a list of brochure and material contributors, coordinate shipping timeline for arrival at State Fair, finalize the list and have it on display in the Booth during the State Fair in compliance with the State Fair procedure.
- Work with the OED to ensure that all forms submitted are correct and serve the purpose and intent of the County for participation in all activities necessary including Special Assistance Request Form for the Builder, Additional Ribbons/Plaque Purchase Request Form, Counties Award Ceremony RSVP Form and Ceremony Incentive Form.
- Ensure the Builder is on-site as soon as access is granted, as necessary to meet the completion deadline.
- Work with the OED to prepare the Statement of Purpose Form, provide 10 Originals on Letterhead, and submit to the State Fair on or before the deadline imposed.
- Prepare and submit the Superintendent's Award Statement by the State Fair deadline.
- Ensure the builder has started installation of the Exhibit on or before Builder Incentive Day.

- Attend the Mandatory County Reps & Builders Meeting at the State Fair and ensure that the Builder also attends.
- Coordinate and attend both Volunteer Orientations in mid-August and host one at the Placer County Visitor's Information Center.
- Ensure the builder completes the exhibit as required by the State Fair.
- Attend necessary meetings at the State Fair on Judging Day and the Awards Ceremony.
- Ensure the booth is stocked daily with the necessary materials to hand out to fairgoers.
- Ensure the Builder is conducting proper maintenance to the Exhibit in compliance with the Competition Handbook.
- Attend any necessary events as they relate to State Fair closure and ensure the builder has removed the exhibit and materials by the deadline as stated in the Competition Handbook.

North Lake Tahoe Resort Association & Placer County Visitors Bureau /Welcome Center Joint Marketing Efforts

6. PCVB shall assist with conducting marketing efforts on behalf of the North Lake Tahoe Resort Association (NLTRA) as follows:
 - CWC space dedicated specifically for NLTRA for display purposes of visitor information, lodging specials, calendars etc.
 - Direct marketing of NLTRA at visitor industry trade and travel shows when appropriate.
 - Distribution of marketing materials provided by the NLTRA at California State Fair Booth
 - Provide space to allow TV video promotion of tourist attractions and special events and represent and respond to visitor inquiries for information;
 - Assist NLTRA with development of visitor-interest events and attractions;
 - PCVB representative to participate in collaborative marketing development efforts when appropriate

PCVB shall document these activities in quarterly reports.

7. A signed lease and successful occupancy of the Auburn Old City Hall Complex by the California Welcome Center during FY 2011-12.
8. Invoicing OED via quarterly payments in the amount of \$68,750 by the 15th day of the quarter in the months of October, January, April and July up to a total of \$275,000 based on a minimum of \$190,000 in TOT funds, \$40,000 of NLTRA Marketing Funds, and \$45,000 already budgeted within the CEO, Office of Economic Development's Budget for Fiscal Year 2011-2012. A contract amendment will be processed if the Western Slope TOT funds are over and above the \$190,000.
 - a. Invoicing OED separately for a one-time lump-sum payment in the amount of \$54,000 for services and expenses related to relocation to the Auburn Old City Hall Complex to serve as the new location of the California Welcome Center.

The term of the agreement is predicated on the receipt of a report for the previous quarter. The report will describe in narrative the work performed during that previous quarter under each of the items set forth in the Scope of Work.

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.

9. 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: CONSULTANT shall file with COUNTY concurrently herewith a Certificate of Insurance, in companies acceptable to COUNTY, with a Best's Rating of no less than A-:VII showing.

5. Hold Harmless and Indemnification Agreement: The CONSULTANT hereby agrees to protect, defend, indemnify, and hold PLACER 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 PLACER 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, the contract or agreement. CONSULTANT agrees to investigate, handle, respond to, provide defense for, and defend any such claims, demand, or suit at the sole expense of the CONSULTANT. CONSULTANT 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 CONSULTANT or the COUNTY or to enlarge in any way the CONSULTANT'S liability but is intended solely to provide for indemnification of PLACER COUNTY from liability for damages or injuries to third persons or property arising from CONSULTANT'S performance pursuant to this contract or agreement.

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

6. Worker's Compensation and Employers Liability Insurance: Worker's Compensation Insurance shall be provided as required by any applicable law or regulation. Employer's 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.

If there is an exposure of injury to CONSULTANT'S employees under the U.S. Longshoremen's and Harbor Worker's Compensation Act, the Jones Act, or under laws, regulations, or statutes applicable to maritime employees, coverage shall be included for such injuries or claims.

Each Worker's Compensation policy shall be endorsed with the following specific language:

Cancellation Notice - "This policy shall not be changed without first giving thirty (30) days prior written notice and ten (10) days prior written notice of cancellation for non-payment of premium to the County of Placer".

CONTRACTOR shall require all SUBCONTRACTORS to maintain adequate Workers' Compensation insurance. Certificates of Workers' Compensation shall be filed forthwith with the County upon demand.

7. General Liability Insurance:

A. Comprehensive General Liability or Commercial General Liability insurance covering all operations by or on behalf of CONSULTANT, providing insurance for bodily injury liability and property damage liability for the limits of liability indicated below and including coverage for:

(1) Contractual liability insuring the obligations assumed by CONSULTANT in this Agreement.

B. One of the following forms is required:

- (1) Comprehensive General Liability;
- (2) Commercial General Liability (Occurrence); or
- (3) Commercial General Liability (Claims Made).

C. If CONSULTANT 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:

One million dollars (\$1,000,000) each occurrence
Two million dollars (\$2,000,000) aggregate

D. If CONSULTANT carries a Commercial General Liability (Occurrence) policy:

(1) The limits of liability shall not be less than:

One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage)
One million dollars (\$1,000,000) for Products-Completed Operations
Two million dollars (\$2,000,000) General Aggregate

(2) If the policy does not have an endorsement providing that the General Aggregate Limit applies separately, or if defense costs are included in the aggregate limits, then the required aggregate limits shall be two million dollars (\$2,000,000).

E. Special Claims Made Policy Form Provisions:

CONSULTANT 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:

- (1) The limits of liability shall not be less than:

One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage)
One million dollars (\$1,000,000) aggregate for Products Completed Operations
Two million dollars (\$2,000,000) General 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.

8. Endorsements:

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

- A. "The County of Placer, its officers, agents, employees, and volunteers are to be covered as insured for all liability arising out of the operations by or on behalf of the named insured in the performance of this Agreement."
- B. "The insurance provided by the Consultant, including any excess liability or umbrella form coverage, is primary coverage to the County of Placer with respect to any insurance or self-insurance programs maintained by the County of Placer and no insurance held or owned by the County of Placer shall be called upon to contribute to a loss."
- C. "This policy shall not be changed without first giving thirty (30) days prior written notice and ten (10) days prior written notice of cancellation for non-payment of premium to the County of Placer"

9. Automobile Liability Insurance:

Automobile Liability insurance covering bodily injury and property damage in an amount no less than one million dollars (\$1,000,000) combined single limit for each occurrence.

Covered vehicles shall include owned, non-owned, and hired automobiles/trucks.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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

15. 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.

16. 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.

17. 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.

18. 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.

19. 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.

20. 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.

21. 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.

22. 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.

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

ACORD™ CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
4/15/2011

PRODUCER (530) 273-7213
Wells Fargo Insurance Services USA, Inc.
P O Box 1106
Grass Valley, CA 95945-4701

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURED Placer County Visitors Bureau, Inc.
13411 Lincoln Way
Auburn, CA 95603-

INSURERS AFFORDING COVERAGE		NAIC #
INSURER A:	State Compensation Insurance Fund of C	
INSURER B:		
INSURER C:		
INSURER D:		
INSURER E:		

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR ADD'L LTR	INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
		GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC				EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$
		AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS				COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$
		EXCESS/UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE RETENTION \$				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$ \$
A		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below	169717111	5/1/2011	5/1/2012	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
		OTHER				

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS
 Ref: # 103-12125-CN912422

CERTIFICATE HOLDER
 County of Placer
 c/o Ebix BPO
 P. O. Box 257, Ref#103-12125-CN912422
 Portland, MI 48875-5

CANCELLATION
 SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.
 AUTHORIZED REPRESENTATIVE 

IMPORTANT

If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

DISCLAIMER

The Certificate of Insurance on the reverse side of this form does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.

Twin City Fire Insurance Company,
a stock insurance company, herein
Called the Insurer



THE HARTFORD NON-PROFIT CHOICESM POLICY POLICY DECLARATIONS

Policy Number: NOA1304930

NOTICE: THE LIABILITY COVERAGE PARTS SCHEDULED IN ITEM 5 OF THE DECLARATIONS PROVIDE CLAIMS MADE COVERAGE. EXCEPT AS OTHERWISE SPECIFIED HEREIN, COVERAGE APPLIES ONLY TO A CLAIM FIRST MADE AGAINST THE INSURED DURING THE POLICY PERIOD AND PAYMENT OF DEFENSE COSTS REDUCE THE LIMIT OF LIABILITY. NOTICE OF A CLAIM MUST BE GIVEN TO THE INSURER AS SOON AS PRACTICABLE AFTER A NOTICE MANAGER BECOMES AWARE OF SUCH CLAIM, BUT IN NO EVENT LATER THAN NINETY (90) CALENDAR DAYS AFTER THE TERMINATION OF THE POLICY PERIOD, OR ANY EXTENDED REPORTING PERIOD. PLEASE READ THE POLICY CAREFULLY AND DISCUSS THE COVERAGE WITH YOUR INSURANCE AGENT OR BROKER.

ITEM 1: Named Entity and Address: Placer County Visitors Council
13411 Lincoln Way
Auburn, CA 95603

ITEM 2: Program Administrator: Aon Association Services
a division of Affinity Insurance Services Inc.
1120 20th Street, NW Suite 600
Washington, DC 20036

Aon Association Services, a Division of Affinity Insurance Services, Inc. in CA (Insurance License #0795465), MN & OK a Division of AIS Affinity Insurance Agency, Inc. in NY a Division of AIS Affinity Insurance Agency.

Program Affiliation: Non-Profit Specialty Group
Directors' and Officers' Liability Insurance Program

ITEM 3: Policy Period:

(A) Inception Date: 10/20/2010
(B) Expiration Date: 10/20/2011
12:01 a.m. local time at the address shown in ITEM 1

ITEM 4: Premium: \$2,003.00

ITEM 5: Liability Coverage Part Elections:

Only those **Liability Coverage Parts** and Coverage Features that are designated with an "X" are included under this Policy

"Combined Aggregate Limit of Liability For All **Liability Coverage Parts**" \$2,000,000

"Defense Outside the Limit of Liability "

Uncapped – Subject to Section IV. Limit of Liability of the Common Terms and Conditions.

"Defense Outside the Limit of Liability (50%)"

Capped at 50% of each purchased Coverage Part Aggregate Limit of Liability - Subject to Section IV. Limit of Liability of the Common Terms and Conditions. Also, if both the "Combined Aggregate Limit of Liability For All **Liability Coverage Parts**" and the "Defense Outside the Limit of Liability (50%)" options are selected, the maximum aggregate defense outside the limits paid by the Insurer shall be equal to 50% of the "**Combined Aggregate Limit of Liability For All Liability Coverage Parts.**"

COVERAGE PART	AGGREGATE LIMIT OF LIABILITY	RETENTION	PRIOR OR PENDING DATE	COVERAGE FEATURES
<input checked="" type="checkbox"/> Directors, Officers and Entity Liability	\$2,000,000	Insured Person Liability \$0 Corporate Reimbursement \$5,000	10/20/2002	<input checked="" type="checkbox"/> Entity Liability Coverage Retention: \$5,000 Prior or Pending Date: 10/20/2002
<input checked="" type="checkbox"/> Employment Practices Liability	\$2,000,000	\$5,000	10/20/2002	<input checked="" type="checkbox"/> Third Party Liability Coverage
<input checked="" type="checkbox"/> Fiduciary Liability	\$100,000 Defense Costs	\$0	10/20/2002	<input type="checkbox"/> Settlement Program Coverage Retention: Not Covered Prior or Pending Date: Not Covered <input type="checkbox"/> HIPAA Sub-limit of Liability: Not Covered

ITEM 6: Non-Liability Coverage Part Elections:

Only those **Non-Liability Coverage Parts** that are designated with an "X" are included under this Policy

COVERAGE PART	LIMIT(S) OF INSURANCE	RETENTION
<input type="checkbox"/> Crime	Not Covered	Not Covered

ITEM 7: Extended Reporting Period:

(A) Duration: 1 year

(B) Premium*: 50%

* Premium for the Extended Reporting Period elected shall be the indicated percentage of the sum of the annual premium specified for all **Liability Coverage Parts** plus the annualized amounts of any additional premiums charged during the Policy Period.

The Extended Reporting Period is not available for the **Non-Liability Coverage Parts**.

ITEM 8: Endorsements:

This Policy includes the following endorsements at issuance:

NP 00 H203 00 0608
NP 00 H208 00 0608
NP 00 H211 00 0608
NP 00 H210 00 0608
NP 00 H400 00 0608
NP 00 H230 00 0608
NP 00 H247 00 0608

NP 00 H375 00 0608
NP00H413000608
EL 04 R111 01
HR 04 H003 00
HR 04 H026 00

ITEM 9: Address for Notices to Insurer:

For Claims

The Hartford
Claims Department
Hartford Financial Products
2 Park Ave., 5th Floor
New York, New York 10016
HFPClaims@thehartford.com
Fax: (212) 277-0945

For all notices other than Claims:

Aon Association Services
1120 20th Street, NW, Suite 600
Washington, D.C. 20036
Fax: 800-701-1982

Date of Issue: 08/17/2010