



**MEMORANDUM
ECONOMIC DEVELOPMENT**
County of Placer

TO: Honorable Board of Supervisors **DATE:** July 12, 2022
FROM: Gloria Stearns, Economic Development Manager
BY: Nicole Hinkle, Senior Economic Development Specialist
SUBJECT: Placer County Visitors Bureau 2022-2024 Contract for Professional Services

ACTION REQUESTED

1. Approve and authorize the County Executive Officer or designee to sign a contract with the Placer County Visitor's Bureau to promote and encourage tourism within Placer County, in the amount of \$1,080,000 (\$540,000 per year), for the period of July 1, 2022, through June 30, 2024.
2. Approve a FY 2022-23 budget amendment #AM-00674 for CC10006 – Economic Development in the amount of \$140,000 and cancel General Fund Reserves in the amount of \$140,000.

BACKGROUND

The Placer County Visitors Bureau (PCVB) has committed itself to become a strong voice for tourism and economic development in Placer County with a mission to promote the entire county from Placer Valley, through the Foothills and into the North Tahoe Basin. In doing so, PCVB identified five primary areas of focus to achieve the desired positioning for the organization: Creating a Strong Distinguishable Brand (Strategic Brand Research and Foundational Creative); Robust Content Creation and Delivery; Partner Development and Engagement; Earned and Paid Media, and Improved Visibility and Retail Options for the California Welcome Center – Auburn.

During the 2020-22 contract the beginning of the contract period was marked by the travel and tourist industry being essentially shut down due to the COVID-19 pandemic. During this time, the PCVB pivoted from promoting visitation to marketing a robust shop local campaign. As the State began to reopen for travel in the spring and summer of 2021, PCVB ramped up its content creation, marketing, and advertising efforts, pitching media organizations with a summer press release, and organized a three-day content photo shoot that will provide the basis for several robust "Live at Its Peak" campaigns in the coming fiscal year.

To focus on the robust content creation and delivery, PCVB also completed an overhaul of the existing Visit Placer website, which subsequently led to the creation of content blog, with a series of mainly evergreen articles that could be highlighted through digital channels. The Digital Channels and Social Media Investment has increased significantly over the previous two years.

The Visit Placer Instagram had a 28.8% increase, Facebook likes increased by 13.3%, and Twitter saw a 38% increase.

In 2019, travel and tourism were a \$1.5 billion industry in Placer County and accounted for nearly 15,000 jobs and generated about \$50 million in local taxes. The industry cratered in 2020 with the global pandemic and Placer's tourism spending dollars sank to \$800 million, accounting for 11,500 jobs and about \$32 million in taxpayer revenue. With the pandemic waning, travel is restarting, and it will be vital that destinations invest in marketing efforts to help bring this important economic engine back to pre-pandemic levels as quickly as possible.

In addition, place branding has emerged as a key driver in economic development overall, as more and more people are relocating to areas with exceptional "quality of life" components and businesses are using this metric in their business location calculations. Investing in brand awareness and education is a key component in a county strategy to tell its larger economic development story.

To further the partner development and engagement, PCVB maintains an active commitment with various partners and tourism organizations. As such, PCVB works closely with Visit California, the \$131M statewide marketing program and the California Welcome Center, Auburn is included in all statewide publications that reach the consumer worldwide. In addition to Visit California, PCVB continues to have a strong partner role in the Gold Country Visitors Association (GCVA) marketing partnership by attending meetings and collaborating on partnerships. In addition to Visit California and GCVA, the PCVB has maintained collaborative efforts with other agencies such as Official California Visitors Guide, Canadian Representation, DogTrekker, International Pow Wow (IPW), Placer Valley Tourism, and South Placer Economic Development Working Group.

Through the PCVB partnership with Visit California and Gold Country Visitors Association, they have been able to participate in several press trips to generate positive media coverage of Placer County, and Visit Placer participated in several ad buys, participating in co-op sections to expand reach. The California Welcome Center (CWC), Auburn, is one of 17 officially sanctioned statewide welcome centers by Visit California. The storefront is located in Auburn and is open 360 days a year. It provides information for local, state, and international travelers on local, regional and statewide attractions, has a retail component, free internet access, parking, and bathroom access. PCVB runs and staffs the CWC, Auburn, and has made a substantial investment in the operation to improve its look and feel in retail and visibility.

The PCVB is a service organization that promotes tourism visitation and engenders a positive awareness of Placer County that strengthens the County economy through increased lodging and business sales receipts. Working with the County of Placer as an Economic Strategy, PCVB will achieve greater economic impact with the promotion of tourism sales and marketing while engaging partners in a coordinated approach.

Honorable Board of Supervisors

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The increased amount of the attached contract from prior years reflects an increased scope of work. This contract reflects a results-oriented contracting method that focuses on the outcomes and achievement of specific, measurable performance standards and requirements.

FISCAL IMPACT

The annual cost of this contract is \$540,000, for a two-year total of \$1,080,000. There is currently \$400,000 budgeted for the first year in the FY 2022-23 budget for CC10006 – Economic Development. To fund the increase in this contract due to the expanded scope, a Budget Amendment to increase appropriations by \$140,000 in this budget, with a corresponding cancellation of General Fund reserves, is included for consideration and approval. This produces an additional \$140,000 impact to the General Fund in FY 2022-23.

ATTACHMENTS

Contract

Administering Agency: Placer County Executive Office; Office of Economic Development

Contract No. _____

Contract Description: Professional Services Agreement with Placer County Visitor's Bureau

CONSULTANT SERVICES AGREEMENT

THIS AGREEMENT is made at Auburn, California, as of July 1, 2022 by and between the County of Placer, ("County"), and the **Placer County Visitor's Bureau** ("Consultant"), who agree as follows:

1. **Services.** Subject to the terms and conditions set forth in this Agreement, Consultant shall provide the services described in Exhibit A. Consultant shall provide said services at the time, place, and in the manner specified in Exhibit A.
2. **Payment.** County shall pay Consultant 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 Consultant 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 Five Hundred Forty Thousand Dollars (\$540,000) per fiscal year. Total amount of the two-year contract shall not exceed One Million and Eighty Thousand Dollars (\$1,080,000).**
3. **Facilities, Equipment and Other Materials, and Obligations of County.** Consultant 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 Consultant 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, Consultant shall be an independent Contractor and shall not be an employee of the County. County shall have the right to control Consultant only insofar as the results of Consultant's services rendered pursuant to this Agreement. County shall not have the right to control the means by which Consultant accomplishes services rendered pursuant to this Agreement.
7. **Licenses, Permits, Etc.** Consultant represents and warrants to County that it has all licenses, permits, qualifications, and approvals of whatsoever nature, which are legally required for Consultant to practice its profession. Consultant represents and warrants to County that Consultant 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 Consultant to practice its profession at the time the services are performed.
8. **Time.** Consultant shall devote such time to the performance of services pursuant to this Agreement as may be reasonably necessary for the satisfactory performance of Consultant'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. **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.

10. **Insurance.** Consultant 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:

WORKERS' COMPENSATION AND EMPLOYERS LIABILITY INSURANCE:

Workers' 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 Workers' 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."

Waiver of Subrogation - The workers' compensation policy shall be endorsed to state that the workers' compensation carrier waives its right of subrogation against the County, its officers, directors, officials, employees, agents or volunteers, which might arise by reason of payment under such policy in connection with performance under this agreement by the Consultant.

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

Sole Proprietors

If Consultant is a Sole Proprietor and has no employees, they are not required to have Workers Compensation coverage. Consultant shall sign a statement attesting to this condition, and shall agree they have no rights, entitlements or claim against County for any type of employment benefits or workers' compensation or other programs afforded to County employees.

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) Products and completed operations;
 - (2) Contractual liability insuring the obligations assumed by Consultant in this Agreement; and
 - (3) Broad form property damage (including completed operations)

Except with respect to bodily injury and property damage included within the products and completed operations hazards, the aggregate limits, where applicable, shall apply separately to Consultant's work under the Contract.

- 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 CONTRACTOR 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 one (1) year 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.

Conformity of Coverages - If more than one policy is used to meet the required coverages, such as a separate umbrella policy, such policies shall be consistent with all other applicable policies used to meet these minimum requirements. For example, all policies shall be Occurrence Liability policies or all shall be Claims Made Liability policies, if approved by the County as noted above. In no cases shall the types of policies be different.

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 an additional 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."

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.

ADDITIONAL REQUIREMENTS:

Premium Payments - The insurance companies shall have no recourse against the COUNTY and funding agencies, its officers and employees or any of them for payment of any premiums or assessments under any policy issued by a mutual insurance company.

Policy Deductibles - The Consultant shall be responsible for all deductibles in all of the Consultant's insurance policies. The maximum amount of allowable deductible for insurance coverage required herein shall be \$25,000.

CONTRACTOR's Obligations – Consultant's indemnity and other obligations shall not be limited by the foregoing insurance requirements and shall survive the expiration of this agreement.

Verification of Coverage - Consultant shall furnish the County with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the County before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the Consultant's obligation to provide them. The County reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

Material Breach - Failure of the Consultant to maintain the insurance required by this agreement, or to comply with any of the requirements of this section, shall constitute a material breach of the entire agreement.

Certificate Holder –Placer County subscribes to a service that monitors insurance certificates for compliance with the above requirements. The Certificate Holder on insurance certificates and related documents should read as follows:

County of Placer
c/o EXIGIS LLC
PO Box 4668 ECM #35050
New York, NY 10168-4668
Fax: 888-355-3599
Email: certificates-placer@riskworks.com

Upon initial award of a contract to your firm, you may be instructed to send the actual documents to a County contact person for preliminary compliance review. The County will forward those documents to Exigis LLC.

Certificates which amend or alter the coverage during the term of the contract, including updated certificates due to policy renewal, should be sent directly to Exigis LLC via fax or email as indicated above.

11. **Contractor Not Agent.** Except as County may specify in writing Consultant shall have no authority, express or implied, to act on behalf of County in any capacity whatsoever as an agent. Consultant shall have no authority, express or implied pursuant to this Agreement to Bind County to any obligation whatsoever.
12. **Assignment Prohibited.** Consultant 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. Consultant 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 Consultant to perform services pursuant to this Agreement, including those members of the Project Team as explained below, Consultant 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, Consultant agrees to perform the work under this agreement with those individuals identified. Reassignment or substitution of individuals or sub consultants named in the Project Team by Consultant 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.** Consultant 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 Consultant is engaged in the geographical area in which Consultant practices its profession. All products of whatsoever nature which Consultant 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 Consultant'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 Consultant. In the event County shall give notice of termination, Consultant shall immediately cease rendering service upon receipt of such written notice, pursuant to this Agreement. In the event County shall terminate this Agreement:
 - 1) Consultant 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 Consultant pursuant to this Agreement.
 - 3) County shall pay Consultant the reasonable value of services rendered by Consultant to the date of termination pursuant to this Agreement not to exceed the amount documented by Consultant 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 Consultant had Consultant completed the services required by this Agreement. In this regard, Consultant 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 Consultant. The

foregoing is cumulative and does not affect any right or remedy, which County may have in law or equity.

- B. Consultant may terminate its services under this Agreement upon thirty- (30) working days' advance written notice to the County.
16. **Non-Discrimination**. Consultant 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**. Consultant 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 Consultant 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 Consultant agrees to deliver reproducible copies of such documents to County on completion of the services hereunder. The County agrees to indemnify and hold Consultant 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**. Consultant 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, Consultant 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 Consultant 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. Each party waives any Federal court removal and/or original jurisdiction rights it may have.
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: Gloria Stearns, Director

Phone: 530-889-4096

CONSULTANT:

Placer County Visitor's Bureau

Attn: Rob Haswell, CEO

Phone: 530-852-2340

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.

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Executed as of the day first above stated:

COUNTY OF PLACER:

By: _____ Date: _____

Printed Name/Title: _____

Approved As to Form – County Counsel:

By: _____ Date: _____

CONSULTANT: Placer County Visitor’s Bureau

By: _____ Date: _____

Name: Rob Haswell

* Title: Chief Executive Officer

By: _____ Date: _____

Name: _____

* Title: _____

****If Consultant is a corporation, this agreement must be signed by two corporate officers; one of which 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 (California Corporations Code Sec. 313).***

Exhibits

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

EXHIBIT A

SCOPE OF SERVICES

The Placer County Visitor's Bureau (Visit Placer) 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. This SOW is for a two-year period, fiscal years 2022-2023 and 2023-2024.

Fulfillment of this agreement shall include the following tasks:

Task 1. Implement a Comprehensive Marketing Program

- a. Develop a clear marketing mission to leverage all County tourism assets to create a cohesive, scalable vision for tourism marketing in Placer County. Marketing program tactics to include but not limited to:
 - i. Engage key stakeholders that include visitors and community resources to gauge interest, including FAM trips, stakeholder receptions and key influencer outreach.
 - ii. Maintain and grow all inbound and outbound communication platforms such as website, email communication, blogs and social media.
 - iii. Coordinate the Visit Placer promotional and marketing efforts with local, regional and state cooperative marketing programs.
 - iv. Identify and promote unique visitor experience "hidden gems" within Placer County.
 - v. Create marketing assets (video, photography, blogs) that can be shared on multiple platforms and with partners where appropriate.
- b. Collect and analyze visitor information by monitoring monthly activity at the CWC and web-based analytics, including: walk-ins, telephone calls, website contacts, and social media platforms to measure effectiveness of Marketing Program.

Task 2. Create, Develop and Maintain a Strategic Plan for PCVB

- a. Create a strategic plan for the Placer County Visitors Bureau which contains a blueprint for organizational growth, defines mission, scope, priorities and fiscal sustainability.
- b. Develop appropriate timelines (one year, 3-year, 5-year, etc) to implement strategic goals that align with the overall mission of Placer County's economic development goals.
- c. Create integration points between the tourism promotion aspect of the organization with the "brick and mortar" California Welcome Center, Auburn.

Task 3. Tourism Management and Partnership Development

- a. Maintain the PCVB and the California Welcome Center (CWC) at 1103 High Street, Suite 150 in Auburn, CA, as one of 21 official State of California Welcome Centers promoting travel to and within California, specializing in promotion of Placer County, including North Lake Tahoe.
- b. Create an integrated visitor experience at the CWC that provides an experiential environment that inspires visitors to explore Placer County.
- c. Maintain memberships and active participation with local tourism industry (i.e., Gold County Visitors Association, Visit California, and Placer Valley Tourism).

Task 4. North Lake Tahoe Resort Association

- a. Visit Placer shall coordinate marketing efforts with the North Lake Tahoe Resort Association (NLTRA) where appropriate. Recognizing North Lake Tahoe as a vital asset in the Visit Placer mission, the two entities may work together to create effective tactics to best serve the County and the NLTRA.

Task 5. Partner Collaboration Efforts

- a. Where appropriate, the Placer County Visitors Bureau will work collaboratively with key County partners, including the Arts Council of Placer County, PlacerGROWN, Placer Valley Tourism, and the Placer County Vintners Association, to enhance the Placer brand. Tactics may include:
 - i. Co-marketing efforts
 - ii. Co-op advertising opportunities
 - iii. Share social media efforts
- b. PCVB will work with municipalities and Chambers of Commerce within Placer County to create a desire for the “Placer brand.” This will include direct outreach efforts, shared assets and co-promotional opportunities.

Task 6. Support Placer County Economic Development Strategy

- a. As “quality of life” has steadily risen over the past decade as a key factor in business relocation and workforce attraction and retention, highlighting Placer County’s lifestyle and brand has become a critical factor in economic development efforts. The PCVB may provide support in coordination with Placer County Economic Development where appropriate, in those efforts. Tactics may include:
 - i. Site selection outreach support
 - ii. Brand presentations
 - iii. Small-business outreach and support, including email newsletter content, webinars and training for online presence improvements, and other campaigns.
 - iv. Support for the Placer County Film Office marketing efforts.
 - v. Shared assets that promote a “quality of life” message.

Task 7. Collateral Branding and Distribution

- a. Create and distribute consistent messaging and branding for marketing mission, such as printed visitor handouts, maps, signage, images, videos, and retail items.
- b. Identify, register, curate, and monitor inventory and electronically link through website direction and social media Placer County’s tourism assets, as they relate to the experience-oriented categories.

Task 8. Performance Reporting

- a. Provide Placer County Economic Development with quarterly reports summarizing previous quarter’s activities related to this Scope of Work and supporting detail.
- b. The Fourth Quarter report shall include an annual summary, and presentation to the Placer County Board of Supervisors.

- c. Performance reports will be provided prior to each year's contract renewal request. The performance measurement program will include an evaluation by Visit Placer of specific tasks/programs.

EXHIBIT B

PAYMENT FOR SERVICES RENDERED

Maximum Limit & Fee Schedule

Consultant's compensation shall be paid at the schedule shown below. Reimbursement of travel, lodging and miscellaneous expenses is not authorized. All expenses of Consultant, including any expert or professional assistance retained by Consultant to complete the work performed under this contract shall be borne by the Consultant.

The total of all payments made under this agreement shall not exceed the amount shown in Section 2 of this contract.

Invoices

Invoices shall be submitted to County in a form and with sufficient detail as required by County. Work performed by Consultant will be subject to final acceptance by the County project manager(s).

Submit all invoices to: Placer County Office of Economic Development (OED)
Attn: Gloria Stearns, Director
145 Fulweiler Avenue, Suite 100
Auburn, CA 95603

Payment Schedule

Visit Placer shall:

- a. Document activities in quarterly reports
- b. Provide an annual report and presentation to the Board of Supervisors

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 (Exhibit A).

Placer County, in its sole discretion, may withhold or suspend part or all of quarterly payments if Visit Placer 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.

The County will make payment within thirty (30) days after the billing is received and approved by County and as outlined below:

- Invoice OED via quarterly payments in the amount of \$135,000 by the 15th of the months of September 2022, December 2022, March 2023, June 2023, September 2023, December 2023, March 2024, and June 2024 for a total of \$1,080,000.

Checks are to be made payable to:

**Placer County Visitors Bureau
1103 High Street, Suite 150
Auburn, CA 95603**