REQUEST FOR PROPOSAL (RFP)
FOR A
CALIFORNIA WELCOME CENTER, STATEWIDE

A. INTRODUCTION

The mission of the California Welcome Center (CWC) program is to provide a statewide network of readily accessible and recognizable visitor information centers that will encourage tourism in California and provide benefits to the state economy. The California Division of Tourism (California Tourism) is required to establish conditions on which to base the designation of an entity as a CWC, and to ensure consistency of operating standards among the Centers. There are currently 14 CWCs throughout California. The purpose of this RFP is to designate an entity to provide services as a California Welcome Center in various counties throughout the state. There is to be a designated Center in each of the following regions of the state: Shasta Cascade, Desert, North Coast, Inland Empire, Gold Country, High Sierra, Central Coast, Central Valley, Los Angeles County, Orange County, San Diego County and the Bay Area. Preference will be given for designation in the High Sierra, Los Angeles and Orange County areas to increase the number of CWCs in these regions. The CWC mission document provides additional background information and outlines the role the CWCs play within California (Attachment A). In addition, proposers should review the California Code of Regulations for California Welcome Centers, which further outlines the criteria that govern the CWCs (Attachment B).

Those submitting a proposal are required to provide a $1,000 non-refundable application fee. If approved for designation as a California Welcome Center, each Center pays an annual fee of $5,000 to the California Business, Transportation and Housing Agency as required by law for reimbursement of administrative costs incurred by the State in administering the program. In addition, the Centers pay for all fees associated with required signage.

B. NOTICE OF INTENT TO PROPOSE

Notice of Intent to Propose, Attachment C, must be received by California Tourism by August 5, 2009. The notice may be faxed to California Tourism at (916) 322-3402. The notice is non-binding; however, it ensures the receipt of all items related to this RFP. Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Propose.

C. ELIGIBILITY

The applicant can be a convention center, visitor bureau, chamber of commerce, local government, state government, federal government, private entity or combination of the above. Proposer must have a permanent structure with heating and air conditioning at the proposed property site and adequate public parking facilities, including space for buses and recreational vehicles. The property must be within two miles of a major freeway or highway. The applicant must have authority to permanently display the required signage on the exterior of the proposed

property site, as well as the authority to display signage on local/city streets leading from the highway to the Center.

D. DESCRIPTION OF PROPOSER

A Proposer conference call will be held on July 20, 2009, at 10 a.m. Pacific Daylight Time (PDT). The purpose of the conference is to address any questions that the proposers may have regarding the RFP process. To join the audio conference, the proposer will need to:

a. Dial (916) 319-5433 or (916) 319-2010 and enter access code 0176257, or
b. To have the system call you, got to: http://conf.visitcalifornia.com/call/0176257

After the conference, all proposers needing additional clarification of this RFP must submit questions in writing to California Tourism, using the contact information in Section G, by 5 p.m. PDT on August 5, 2009. Questions will not be answered after this date.

Proposals, due September 8, 2009, must be accompanied by a non-refundable application fee of $1,000 made out to the California Business, Transportation and Housing Agency, with a notation "application fee, California Welcome Center," and sent to Sophia Thompson at the address in Section G.

Proposals must address each item listed below and in the Proposal Plans, giving details of how requirements will be met. Proposals may be rejected if these requirements are not met.

1. Provide the proposer's name, address, county, telephone and fax numbers, and e-mail address.
2. Provide the name of the operating entity of the proposed center, i.e. Chamber of Commerce, City, County, etc.
3. Provide the name and title of the Director or Manager, with address, telephone and facsimile numbers and e-mail address.

E. PROPOSAL PLANS AND SCORING CRITERIA

Proposal shall contain the following information and shall be scored according to the criteria listed under each section.

1. **Site Plan (0 to 20 points)** The physical address of the proposed Center.
   (a) Size and location of property. Include a description of the proximity to tourist attractions, restaurants and lodging, and distance from major freeways or highways. Locations that have tourist attractions and visitor amenities nearby will receive a higher score.
   (b) Central heating and air conditioning capacity.
   (c) Description of the architectural theme of the facility and how it is representative of local surroundings.

(d) Restroom facilities and ADA compatibility.

(e) Describe the interior display space, which must include the following: Layout for information racks, service desk and rest rooms. The layout must include plans that allow, at a minimum, eight 3' W' x 2'D x 6' H display racks, or 25' of linear wall space, or 51 square feet of open space dedicated to brochure display racks, space for a 42 " plasma screen, and wall space for a 4' x 5' map of California. Include details and plans for space that will be dedicated to dioramas, regional displays or exhibits (Refer to section E, paragraph 4(c) of this document and Attachment A, "Regional and Statewide Promotion" section).

(f) Direct high-speed Internet access.

(g) Describe parking facilities, including RV and bus parking.

2. Marketing Plan (0 to 20 points)

(a) Public Relations.
Describe any public relations efforts that will promote the proposed center.

(b) Direct Sales.

(1) Provide a list of any merchandise to be sold at the center, the benefit the merchandise has to the traveler and the competitive pricing of the merchandise with other local vendors.

(2) Provide a list of any and all commercial establishments attached to the proposed property and the level of service it will provide to the traveler.

(3) Provide a list of any travel services provided at the center, including travel arrangements, ticket booking service and Internet service. Locations that provide travel services to the visitor will receive a higher score.

(4) Provide a signed statement that the California Welcome Center shall not provide any direct real estate, time-share sales, or telemarketing.

(5) Describe any other plans to promote the center through direct sales.

(c) Print Advertising.
Describe any plans to promote the Center through print advertising.

3. Financial Plan (0 to 20 points)

Describe funding sources and financial ability to meet hours of operation standards, staffing, and payment of the annual $5,000 fee as well as costs for Caltrans freeway signage and directional city signage. Financial plan should also include funds for occasional assessments for joint marketing purposes, such as printing of promotional CWC brochures, as well as attendance at the CWC management meetings, with three meetings per year located throughout California.

4. Operational Plan (0 to 30 points)

(a) Description of proposed staffing, which shall include a manager with decision-making authority. Include number of full-time and part-time staff, and indicate paid or volunteer. Each center is required to be staffed during operating hours. Describe proposed uniforms or name tags that will distinguish the staff from the customers.

Describe staff's ability to populate and continually update your region's section on the visitcwc.com Web site.

(b) Describe in detail the plan to gather, display and maintain visitor brochures and travel-related information from throughout the state. Information must promote the local region as well as the entire state.

(c) Describe plans to incorporate dioramas, regional displays, or exhibits. Describe how the region, as well as the entire state, will be promoted visually and describe plans to depict to visitors the things to do and see in your region. Locations that have creative and detailed plans for displays will be scored higher.

(d) Provide plans for maintaining the building, restrooms and grounds surrounding the center.

(e) Provide a certificate of insurance stating that there is comprehensive general liability insurance in effect for the property, with a combined single limit of not less than one million dollars per occurrence for bodily injury and property liability combined.

(f) Provide a description of general office equipment.

(g) Provide proposed operating hours and describe how they meet the needs of travelers in the area.

(h) Describe plans to train staff on current visitor information including new attractions, events, destinations and accommodations in the region and throughout the atate.

(i) Provide authorization by the property owner that the applicant can display required signage on the exterior of the proposed property and evidence that signage will be in compliance with any relevant city or county ordinances.

(j) Provide the method that will be used for tracking and recording the number of visitors to the Center on a monthly basis.

(k) Provide a description of visitor traffic pattern (including an estimate of current visitor numbers as well as projected numbers), and why a center is warranted in the said area. If another California Welcome Center is located within 50 miles of the proposed location, provide a description of how the visitor traffic patterns will support both centers.

5. Local or Community Support (0 to 10 points)

Provide a letter from at least two of the following supporting the establishment of a California Welcome Center in the area.

(a) The community's principal destination marketing organization

(b) Tourism association

(c) City or county

Eligible proposals receiving between 85 and 100 points shall be considered for designation and a site visitation shall be scheduled. **The site visitation, to verify the site and operational plan, and the proposer's understanding of the California Welcome Center responsibilities, will be awarded up to an additional 20 points, beyond the original score.** The designation, which is for a five-year period, will be awarded to the proposer(s) receiving the highest cumulative score. At the end of the five years, the Center shall submit in writing a letter of intent to continue operation of the Center. California Tourism will then re-evaluate the effectiveness and appropriateness of continuing a Center designation at the same location. California Tourism reserves the right not to designate a California Welcome Center as a result of this RFP.

F. TENTATIVE SCHEDULE

Request for Proposal Released	July 1, 2009
Proposer's Conference Call (916) 319-5433; access code 0176257	July 20, 2009
Written Questions and Notice of Intent to Propose (Non-binding document) Due Date	**August 5, 2009**
Question and Answer Summary E-mailed (and response from Proposer's Conference)	August 17, 2009
Proposal Due Date	**September 8, 2009**
Evaluation Scoring by Committee	September 18, 2009
Site Visits	Week of September 21, 2009
CWC Designation Awarded	October 6, 2009

Note: These dates represent a tentative schedule of events. California Tourism reserves the right to modify these dates.

G. DELIVERY OF PROPOSAL

Each proposer is required to deliver five (5) typed copies of the proposal, along with a $1,000 non-refundable application fee, to California Tourism at the address listed below, **no later than 5 p.m. Pacific Daylight Time (PDT), September 8, 2009**. The proposal may **not** be faxed or e-mailed, but may be sent by courier such as Federal Express, UPS, etc., to:

California Division of Tourism
c/o Sophia Thompson
California Welcome Center Manager
980 9th Street, Suite 480
Sacramento, CA 95814

Attachment A

Mission Statement – California Welcome Center Program

California Division of Tourism
Business, Transportation and Housing Agency
980 9th Street, Suite 480 ~ Sacramento, CA 95814
(916) 322-1266 Telephone
(916) 322-3402 Fax
visitcwc.com
tourism.visitcalifornia.com

California Welcome Center Mission

The mission of the California Welcome Center (CWC) program is to provide a statewide network of readily accessible and recognizable visitor information centers that will encourage tourism in California and provide benefits to the state economy. The CWCs are located within the state on major thoroughfares or near destinations, such as attractions.

Background

With the signing of Senate Bill 1983 in 1994, the California Division of Tourism (California Tourism) was authorized to establish conditions on which to base the designation of an entity as a California Welcome Center, and to ensure consistency of operating standards among the Welcome Centers. Assembly Bill 1356, approved by the Governor in August, 2004, authorized continuation of the CWC program under the Business, Transportation and Housing Agency.

Regional & Statewide Promotion

The CWCs must prominently promote their immediate area and give travelers a reason to stay in the region a little longer, but they are also required to represent the entire state. Consequently, the CWCs are required to provide professionally designed displays that include information about traveling within California and the immediate region. The CWCs are encouraged to partner with their local community, convention and visitors bureaus, and other agencies to create exhibits.

All CWCs provide destination, attraction, performing arts, and accommodations brochures from throughout the state. Not more than ten percent of the literature offered at a CWC may represent

non-California entities. Most of the CWCs also feature some or all of the following: advertiser display boards, reservation services, Internet access, regional and California merchandise, attraction ticket sales, and flat screen advertising.

Operating Standards

CWCs are independently operated and are subject to the standards developed by California Tourism, with established hours of operation convenient to visitors and easy access to travelers. CWCs, **which must be open seven days a week**, may be operated by convention and visitor bureaus, chambers of commerce, government, private entities, or a combination of these. California Tourism staff conducts both announced and unannounced inspections of the CWCs to ensure compliance with operating standards.

The Department of Transportation (Caltrans) is responsible for the installation and maintenance of highway signs identifying CWCs. The CWCs are responsible for the cost of signage. As of June 2009, Caltrans estimated the cost per sign as follows:

Freeway sign	$1,009	Installation	$1,450
Ramp/street sign	$177	Installation	$200

Costs of signs vary depending on size and number of characters used.

Traveling Bear Logo

The CWC logo sign continues to broaden the branding image. Its design includes a reflective blue background with a white border and white lettering reading "California Welcome Center." Adjacent to the lettering is a cutaway of a bear crossing into a reflective yellow map outline of the State of California. This traveling bear symbol is a copyrighted mark of the state and is authorized for use by California Tourism. When using the logo on printed material, CWCs must include the phrase "A joint marketing partnership with the California Travel and Tourism Commission."

Revenue/Partnerships

Several of the CWCs have found a variety of companies, individuals and public agencies for sponsorships or partnerships. Whether the contributions are monetary or provide staff, displays, land, or building materials, many opportunities exist and are encouraged.

Following are three examples of CWC partnerships:

- **CWC Anderson** – USDA Forest Service; Bureau of Land Management; National Park Service; Sierra Pacific Industries; Redding Rancheria; Benderson Development; City of Anderson; City of Redding; Shasta Cascade Wonderland Association, among others.
- **CWC Arcata** – Eureka/Humboldt Co. CVB; Redwood Empire Association; Humboldt State University; County of Del Norte; Humboldt County Museum Assoc.; U.S. Fish & Wildlife Service, among others.
- **CWC Barstow** – Bureau of Land Management; Public Lands Interpretive Association; San Bernardino County Parks Dept.; National Park Service; Mojave National Preserve; City of Big Bear; Disney, among others.

The CWCs are free to independently determine a method for obtaining, displaying and maintaining visitor brochures and travel-related information from throughout the State. Currently, each of the CWCs has chosen to contract independently for brochure services through Certified Folder Display Service, Inc. Through this arrangement, each CWC receives statewide information to distribute, and also receives revenue for brochures they display.

The individual CWCs have also incorporated various additional methods for generating revenue. Examples of revenue generation include selling advertising space, forming public/private partnerships, selling California related merchandise, or adding a café or Internet services.

Welcome Center Locations

- Anderson (Shasta Cascade)
- Arcata (North Coast)
- Auburn (Gold Country)
- Barstow (Deserts)
- Merced (Central Valley)
- Oxnard (Central Coast)
- Oceanside (San Diego County)
- Pismo Beach (Central Coast)
- San Bernardino (Inland Empire)
- San Francisco (San Francisco Bay Area)
- Santa Rosa (North Coast)
- Truckee (High Sierra)
- Tulare (Central Valley)
- Yucca Valley (Deserts)

Benefits of State/CWC Partnership

As valued travel industry partners, the CWCs are listed at no cost in the following State or California Travel and Tourism Commission funded marketing endeavors:

- The CWCs are promoted throughout the *California Official State Visitor's Guide and Travel Planner* (CVG), which has a circulation of 500,000 copies distributed worldwide, as well as 100,000 copies being downloaded. This exposure is valued at $86,000 per year in advertising. In addition, the CWCs are highlighted on each regional map in the CVG. A digital version of the CVG is available online via visitcalifornia.com.

- The California *Official State Map* places information about the CWCs on the back panel of the map, which is premium placement. If this space were sold, it would be valued at $45,000.

- The *California Road Trips* guide promotes the CWCs throughout the publication, and also contains a listing that provides CWC contact information and directions and has an advertising value of $26,000. One million copies of this publication are distributed annually.

- Each CWC is listed on the California Tourism Web site (visitcalifornia.com) under "Welcome Centers," on the Travel Tools section and on each regional page. Many are also featured in various trip itineraries. The site receives an average of 200,000 unique visits per month.

- As an official state-designated office, CWCs have an exclusive agreement with Caltrans to have freeway signage directing motorists to their location, in addition to smaller "trailblazer" signs on local city streets to further direct motorists off the freeway and to their site. Freeway signage increases the number of visitors to the CWCs.

Application Process

A committee of travel industry experts, including representatives from the California Travel and Tourism Commission (CTTC), the California Division of Tourism, and the California Welcome Center Program, meet periodically and consider inquiries from entities interested in being designated as a CWC. The area where an entity is located is reviewed to determine visitor traffic patterns, proximity to other CWCs, and overall need for a CWC. A Request for Proposal is issued in those areas that the committee feels would benefit from a CWC, and applications are accepted in accordance with California Code of Regulations Section 5372. Currently the committee's priority is to increase the number of CWCs in the High Sierra, Los Angeles and Orange County regions of the state before considering other requests.

Those submitting a proposal are required to provide a $1,000 non-refundable application fee. If approved for designation as a California Welcome Center, each CWC pays an annual fee of $5,000 to the California Business, Transportation, and Housing Agency as required by law for reimbursement of administrative costs incurred by the State in administering the program.

Information

Sophia Thompson
(916) 445-1094
sthompson@tourism.ca.gov

Attachment B

Business, Transportation and Housing Agency
California Welcome Center Program
California Code of Regulations
Title 10, Chapter 7.67, Sections 5370-5377

§ 5370. Definitions.

The following definitions shall apply to the regulations contained in this chapter:
(a) "Agency" means the Business, Transportation and Housing Agency.

(b) "California Welcome Center" means a visitor information center, designated by the State which is accessible to and recognizable by tourists and which encourages tourism in California.

(c) "Center" means the property proposed as a California Welcome Center.

(d) "Office" means the Office of Tourism, also known as the Division of Tourism, within the Business, Transportation and Housing Agency.

(e) "Major Holiday" means New Year's Day, Easter Sunday, Thanksgiving, and Christmas.

Note: Authority cited: sections 13995.151 Government Code. Reference: sections 13995.150 and 13995.151, Government Code.

§ 5371. Eligibility.

(a) To be eligible for designation as a California Welcome Center, an applicant shall meet the following requirements:

(1) The applicant shall be a convention center, visitor bureau, chamber of commerce, local government, state government, federal government, private entity or combination of the above.

(2) The applicant shall have a permanent structure with heating and air conditioning at the proposed property site and adequate public parking facilities, including buses and recreational vehicles.

(3) The property shall be within two (2) miles of a major interstate freeway or highway.

(4) The applicant shall have authority to permanently display the required signage on the exterior of the proposed property site. Applicant shall also have authority to display signage on local/city streets leading from the highway to the Center.

Note: Authority cited: sections 13995.151, Government Code. Reference: sections 13995.150, 13995.152 and 13995.153, Government Code.

§ 5372. Application Process.

(a) The Office shall provide a Solicitation of an open application period for a California Welcome Center to all interested persons and shall post it on the Office website. The Solicitation shall be for a designated area(s), based on the necessity for a new or replacement Center. The Solicitation shall include a description of the Application process and the Application deadline. The Application deadline shall be no earlier than thirty (30) calendar days following the mailing of the Solicitation.

(b) Not later than the deadline described in the subsection (a), each Applicant shall submit an original and four (4) copies of a completed Application to the Office.

(c) Not later than sixty (60) calendar days following the deadline described in subsection (a), the Agency shall mail to each Applicant that submitted an Application either a notice disapproving the request or a letter of conditional designation. The letter of conditional designation shall indicate that the final designation is conditioned upon execution of an agreement between the Applicant and the Agency.

Note: Authority cited: sections 13995.151, Government Code. Reference: sections 13995.150, Government Code.

§ 5373. Application. General Information.

The General Information Section of the application shall contain the following information:
(a) Applicant Information

(1) The Applicant's name, address, county, telephone and facsimile numbers, e-mail address (if applicable).

(2) Operating entity of the proposed center, i.e. Chamber of Commerce, City, County, etc.

(3) The name and title of the Applicant's Director or Manager and address and telephone and facsimile number, if different than subsection (a) (1).

(b) A non-refundable application fee of $1,000.

(c) Proposal plans as specified in Section 5374.

Note: Authority cited: section sections 13995.151, Government Code. Reference: sections 13995.151, Government Code.

§ 5374. Proposal Plans and Scoring Criteria.

(a) Proposal shall contain the following information and shall be scored on the criteria listed under each section.

(1) Site Plan. (0 to 20 points)

(A) The physical address of the proposed Center.

(B) Size and location of property. Include a description of the proximity to tourist attractions, restaurants and lodging and distance from major freeways or highways.

(C) Central heating and air conditioning capacity.

(D) The architectural theme of the facility and how it is representative of local surroundings.

(E) Restroom facilities and Americans with Disabilities Act (ADA) compliance.

(F) An interior display space to include the following: Lay out for information racks, service desk and rest rooms. The lay out must include plans that allow, at a minimum, eight 2' x 3' display racks, or 25' of linear wall space, or 51 square feet of open space dedicated to brochure display racks, and space for a 42" plasma screen.

(G) Direct Internet access, preferably with speed of 128kb or better, for visitor use.

(H) Parking facilities, including RV and bus parking.

(2) Marketing Plan. (0 to 20 points) The marketing plan shall include the following:

(A) Public Relations.

1. Describe any public relations efforts that will promote the proposed center.

(B) Direct Sales

1. A list of any merchandise to be sold at the center, the benefit the merchandise has to the traveler and the competitive pricing of the merchandise with other local vendors.

2. A list of any and all commercial establishments attached to the proposed property and the level of service it will provide to the traveler.

3. A list of any travel services provided at the center, including travel arrangements, ticket booking service and internet service.

4. A commitment that the California Welcome Center shall not provide any real estate or time-shares sales, or engage in or support telemarketing.

5. Describe any other plans to promote the center through direct sales.

(C) Print Advertising

1. Describe any plans to promote the Center through print advertising.

(3) Financial Plan. (0 to 20 points) The financial plan shall describe or include the following:

(A) Funding sources and financial ability to meet hours of operation, on-going marketing activities and payment of the annual $5,000 fee.

(4) Operational Plan. (0 to 30 points) The operational plan shall include the following:

(A) Description of proposed staffing which shall include a manager with decision-making authority. Include number of full-time and part-time staff, and indicate paid or volunteer. Describe proposed uniforms or name tags that will distinguish the staff from the visitors.

(B) Commitment to operate seven days a week, except for major holidays.

(C) Describe in detail the plan to gather, display and maintain visitor brochures and travel-related information from throughout the State.

(D) Building Maintenance. Provide plans for maintaining the building, restrooms and grounds surrounding the center.

(E) Proof of insurance on the proposed property. The Applicant shall furnish to the Office a certificate of insurance stating that there is comprehensive general liability insurance in effect for the property with a combined single limit of not less than one million dollars per occurrence for bodily injury and property liability combined.

(F) Office Equipment.

(G) Operating hours and how they meet the needs of travelers in that area.

(H) Training Plans for Staff.

(I) Authorization by the property owner that the applicant can display signage for a California Welcome Center on the exterior of the proposed property and evidence that signage will be in compliance with any relevant city or county ordinances or applicable conditions, covenants and restrictions.

(J) Provide the method used for tracking the number of visitors to the Center.

(K) Description of visitor traffic patterns including current and projected visitor numbers and determination of whether a center is warranted in said area. If another California Welcome Center is located within 50 miles of the proposed location, description of how the visitor traffic patterns will support both centers.

(5) Local or Community Support (0 to 10 points)

(A) A letter from at least two of the following: the community's principal destination marketing organization, tourism association, city or county, supporting the establishment of a California Welcome Center in the area.

(b) Eligible Proposals receiving between eighty-five (85) and one hundred (100) points shall be considered for designation and a site visitation shall be scheduled.

(c) Site visitation. (0-20 Points) A site visitation of the proposed Center will be conducted to verify the site and operational plan and to evaluate the Applicants understanding of the role of a California Welcome Center.

(d) The Agency shall award the designation to the Applicant(s) receiving the highest score.

(e) The designation shall be for a five-year period, with the first year being a probationary period. At the end of the five years, the Center shall submit in writing a letter of intent to continue operation of the Center and the Office shall re-evaluate the effectiveness and appropriateness of continuing a Center designation at the same location.
Note: Authority cited: sections 13995.151, Government Code. Reference: sections 13995.150, 13995.151, 13995.152, 13995.153, and 13995.154, Government Code.

§ 5375. Continuing Responsibility of CWC.

(a) Upon designation as a California Welcome Center, the Center shall be required to comply with the following:

(1) An annual maintenance fee of $5,000 shall be paid to the Office on a fiscal year basis. This payment shall be due either in a lump sum of $5,000 due July 1, or quarterly payments of $1,250 each due July 1, October 1, January 1 and April 1.

(2) The Center shall pay for all fees associated with required signage, including permits, construction and placement of signs.

(3) The Center shall report to the Office the number of visitors for each month, by the sixth of the following month.

(4) The Center shall request approval from the Office in order to use the Traveling Bear logo, the "California Welcome Center" or the Find Yourself Here logo on any merchandise, uniforms or signage. The Center shall submit the request to the Office.
(5) All merchandise sold in the Center shall be appropriate for all ages of travelers.

(6) The Center shall provide on-going training to their personnel including current visitor information on new attractions, events, destinations and accommodations in their region and throughout the State.

(7) The Center shall display all local (city and county in which the center is located), state and federal governmental tourism information at no cost to the governmental agency. The Center may charge other organizations for the costs of displaying and providing visitor information, including graphic displays and brochures.

(8) The operating entities of each center shall promote the California Tourism Website (www.visitcalifornia.com) and the California Welcome Center Website (www.visitcwc.com) in advertising, in promotional activities, in related collateral, on the physical premises, and on their website.

(9) The Center's manager or a designated representative with decision-making authority shall attend a minimum of three manager's meetings each year. The Office shall establish the meeting dates and places and will provide the managers the opportunity to share current visitor information including new attractions, events, destinations and accommodation in their region.

(10) The Center shall be required to pass periodic site inspections by Office staff. The site inspections shall not occur more frequently than once a year. The site inspection will verify that the Center is continually meeting the site specifications in the original proposal.

Note: Authority cited: sections 13995.151 Government Code. Reference: sections 13995.150, 13995.151, 13995.152, and 13995.153, Government Code.

§ 5376. Revocation of Designation.

(a) Failure to comply with the provisions in Section 5375, shall be cause for revocation of the California Welcome Center's designation.

(1) The Office shall provide written notice to a California Welcome Center that fails to comply with one or more the requirements in Section 5375. The notice shall describe the deficiencies and shall include a deadline for correction of the deficiencies.

(2) If the California Welcome Center fails to correct the deficiencies as required in subsection (a)(1), the designation shall be revoked. The revocation shall be effective 30 days after the deadline specified in subsection (a)(1).

Note: Authority cited: sections 13995.151, Government Code. Reference: sections 13995.150, 13995.152, and 13995.153, Government Code.

§ 5377. Appeal Process.

(a) Appeal of the revocation shall be in writing and shall include the following:

(1) Name and address of California Welcome Center making the appeal.

(2) Statement of the basis of the appeal.

(3) Documentation which supports the position of the California Welcome Center, submitted under the penalty of perjury.

(b) An appeal by a California Welcome Center shall be served on the Office within 30 days of the effective date of the revocation.

(c) The Office shall respond in writing to the appeal by the California Welcome Center within 30 days.

(d) The California Welcome Center can appeal the Office's decision to the Agency Secretary by submitting a copy of the original complaint and the Office's written decision within 30 days of the date of the Office's decision.

(e) The Secretary shall respond in writing within 30 days of receipt of the California Welcome Center's appeal and submission.

Note: Authority cited: section sections 13995.151 and 13995.155, Government Code. Reference: sections 13995.150, 13995.151, 13995.152, and 13995.153, Government Code.

Attachment C

Notice of Intent to Propose
California Welcome Center, Statewide

Due by August 5, 2009 by 5:00 p.m.

FAX or send to:

Sophia Thompson
Program Manager, California Welcome Centers
California Division of Tourism
980 9th Street, Suite 480
Sacramento, CA 95814
Tel: (916) 445-1094
Fax: (916) 322-3402
sthompson@tourism.ca.gov

Name of Proposer:	El Dorado Hills Chamber of Commerce
Contact Person:	Debbie Manning
Mailing Address:	981 Governor Dr. St. 103
Telephone:	916 933 1335
Fax:	916 933 5908
E-mail:	debbie@eldoradohillschamber.org
Signature and Title:	Debra H. Manning President & CEO

June 30, 2009