

ORIGINAL

El Dorado County Chamber of Commerce Visitor's Authority

Funding Agreement #3971

THIS AGREEMENT, made and entered into by and between the County of El Dorado, a political subdivision of the State of California (hereinafter referred to as "County"), and El Dorado County Chamber of Commerce Visitor's Authority, a non-profit organization duly qualified to conduct business in the State of California whose mailing address is 542 Main Street, Placerville, California 95667 (hereinafter referred to as "Recipient").

RECITALS

WHEREAS, County wishes to encourage economic development in County by supporting and promoting tourism, entertainment, business, and leisure travel activities through County's Economic Development Program; and

WHEREAS, County has appropriated funding for the purpose of providing Economic Development funding to private non-profit organizations and public agencies; and

WHEREAS, the funding provided herein will serve a public purpose and provide a valuable public benefit in that it will promote cultural activities, historical preservation activities, and/or promotional activities which enhance tourism and industry, and/or local community events which encourage a sense of community to the people of the County of El Dorado; and

WHEREAS, the parties agree the funding will be in conformity with all applicable federal, state, and local laws and use of the funding shall be in conformity with the stated Scope of Work.

NOW THEREFORE, the parties do hereby agree as follows:

ARTICLE I

Scope of Work: Recipient shall perform services and provide deliverables described in Exhibit A marked "Scope of Work" incorporated herein and made by reference a part hereof. It is understood that funding provided by County is not intended to fully fund the services and deliverables described in Exhibit A. Recipient is responsible for securing other sources of funding necessary to fully fund and deliver the services and deliverables described in Exhibit A.

ARTICLE II

Term: This Agreement shall become effective when fully executed by the parties hereto and shall cover the period of July 1, 2019 through June 30, 2021.

ARTICLE III

Payment and Use of Funds: County agrees to pay Recipient in equal installments of \$60,230.00 each in accordance with the following schedule:

Fiscal Year 2019-20:

- Installment 1: Within thirty (30) days of execution of this Agreement
- Installment 2: Not later than November 1, 2019
- Installment 3: Not later than February 1, 2020
- Installment 4: Not later than May 1, 2020

Fiscal Year 2020-21:

Funding for Fiscal Year 2020-21 is subject to County's receipt and acceptance of a detailed Scope of Work for that year. Such Scope of Work shall be submitted to the Contract Administrator no later than April 1, 2020.

- Installment 1: Not later than August 1, 2020
- Installment 2: Not later than November 1, 2020
- Installment 3: Not later than February 1, 2021
- Installment 4: Not later than May 1, 2021

Funding shall be used solely for the purposes described in Exhibit A. Recipient expressly agrees that any funds paid by County under this Agreement shall not be used, directly or indirectly, for any other purposes, without prior written approval from County.

The total amount of this Agreement shall not exceed \$481,840.00.

ARTICLE IV

Reports Required: Recipient shall submit a written Annual Report to the Contract Administrator no later than September 1st of each contract year. The Annual Report shall include a narrative summary of the activities and deliverables identified in Exhibit A, as well as an analysis demonstrating the return on investment (ROI) of the funding provided under this Agreement.

Recipient shall maintain records, books, documents, and other evidence sufficient to reflect properly all direct and indirect costs of whatever nature claimed to have been incurred in the performance of this Agreement, including any matching costs and expenses, all of which will be deemed to constitute "records" for purposes of this section. Such records shall clearly reflect the cost and scope of the services provided.

Recipient's facility or office or such part thereof as may be engaged in the performance of this Agreement and its records shall be subject at all reasonable times to inspection, audit, and reproduction by County, the state or any of its duly authorized representatives.

The provisions of this ARTICLE IV, Reports Required, shall survive termination of this Agreement.

ARTICLE V

Recognition of County: Recipient agrees to acknowledge County for the funding on all printed or internet materials generated for the Scope of Work during the term of the Agreement by using County seal and text (“Funded [in part] by El Dorado County’s Economic Development Program”) unless otherwise requested or agreed upon with County. Electronic versions of print and web-ready logo will be provided upon request. If there are no printed materials, acknowledgement of County is to be announced by Recipient verbally at the event or program.

ARTICLE VI

Local Sourcing: Recipient shall make every reasonable effort to secure and/or purchase materials, supplies, and labor from local businesses and the local labor pool. For purposes of this Agreement, a local business is one that maintains a current business license from the Treasurer Tax Collector of El Dorado County.

ARTICLE VII

Political Activity: Pursuant to California Government Code §54964, §54964.5, and §54964.6, Recipient shall not expend or authorize the expenditure of any funds provided to it pursuant to this Agreement, or use any property owned or funded in whole or in part by County, in support of any political activity including but not limited to support or opposition of a candidate for public office or any ballot measure.

ARTICLE VIII

Taxes: Recipient certifies that as of the effective date of the Agreement, it is not in default on any unsecured property taxes or other taxes or fees owed by Recipient to County. Recipient agrees that it shall not default on any obligations to County during the term of this Agreement.

ARTICLE IX

Changes to Agreement: This Agreement may be amended by mutual consent of the parties hereto. Said amendments shall become effective only when in writing and fully executed by duly authorized officers of the parties hereto.

ARTICLE X

Assignment: This Agreement is not assignable by Recipient in whole or in part without the express written consent of County.

ARTICLE XI

Fiscal Considerations: The parties to this Agreement recognize and acknowledge that County is a political subdivision of the State of California. As such, El Dorado County is subject to the provisions of Article XVI, Section 18 of the California Constitution and other similar fiscal and procurement laws and regulations and may not expend funds for products, equipment or services not budgeted in a given fiscal year. It is further understood that in the normal course of County business, County will adopt a proposed budget prior to a given fiscal year, but that the final adoption of a budget does not occur until after the beginning of the fiscal year.

Notwithstanding any other provision of this Agreement to the contrary, County shall give notice of cancellation of this Agreement in the event of adoption of a proposed budget that does not

provide for funds for the services, products or equipment subject herein. Such notice shall become effective upon the adoption of a final budget which does not provide funding for this Agreement. Upon the effective date of such notice, this Agreement shall be automatically terminated and County released from any further liability hereunder.

In addition to the above, should the Board of Supervisors during the course of a given year for financial reasons reduce, or order a reduction, in the budget for any County department for which services were contracted to be performed, pursuant to this paragraph in the sole discretion of the County, this Agreement may be deemed to be canceled in its entirety subject to payment for services performed prior to cancellation.

ARTICLE XII

Audit by California State Auditor: Recipient acknowledges that if total compensation under this agreement is greater than \$10,000.00, this Agreement is subject to examination and audit by the California State Auditor for a period of three (3) years, or for any longer period required by law, after final payment under this Agreement, pursuant to California Government Code §8546.7. In order to facilitate these potential examinations and audits, Recipient shall maintain, for a period of at least three (3) years, or for any longer period required by law, after final payment under the contract, all books, records and documentation necessary to demonstrate performance under the Agreement.

ARTICLE XIII

Default, Termination, and Cancellation:

- A. **Default:** Upon the occurrence of any default of the provisions of this Agreement, a party shall give written notice of said default to the party in default (notice). If the party in default does not cure the default within ten (10) days of the date of notice (time to cure), then such party shall be in default. The time to cure may be extended at the discretion of the party giving notice. Any extension of time to cure must be in writing, prepared by the party in default for signature by the party giving notice and must specify the reason(s) for the extension and the date on which the extension of time to cure expires.

Notice given under this section shall specify the alleged default and the applicable Agreement provision and shall demand that the party in default perform the provisions of this Agreement within the applicable period of time. No such notice shall be deemed a termination of this Agreement unless the party giving notice so elects in this notice, or the party giving notice so elects in a subsequent written notice after the time to cure has expired. In the event of termination for default, County reserves the right to take over and complete the work by contract or by any other means.

- B. **Bankruptcy:** This Agreement, at the option of the County, shall be terminable in the case of bankruptcy, voluntary or involuntary, or insolvency of Recipient.
- C. **Ceasing Performance:** County may terminate this Agreement in the event Recipient ceases to operate as a business, or otherwise becomes unable to substantially perform any term or condition of this Agreement.

ARTICLE XIV

Notice to Parties: All notices to be given by the parties hereto shall be in writing and served by depositing same in the United States Post Office, postage prepaid and return receipt requested. Notices to County shall be addressed as follows:

To County:

With a copy to:

County of El Dorado
Planning and Building Department
2850 Fairlane Court
Placerville, California 95667

County of El Dorado
Chief Administrative Office
2850 Fairlane Court
Placerville, California 95667

Attn.: Tiffany Schmid
Director

Attn.: Michele Weimer
Procurement and Contracts Manager

Notices to Recipient shall be addressed as follows:

El Dorado County Chamber Of Commerce
542 Main Street
Placerville, California 95667

Attn: Laurel Brent-Bumb, Chief Executive Officer

or to such other location as Recipient directs.

ARTICLE XV

Change of Address: In the event of a change in address for Recipient’s principal place of business, Recipient shall notify County in writing pursuant to the provisions contained in this Agreement under ARTICLE XIV, Notice to Parties. Said notice shall become part of this Agreement upon acknowledgment in writing by the County Contract Administrator, and no further amendment of the Agreement shall be necessary provided that such change of address does not conflict with any other provisions of this Agreement.

ARTICLE XVI

Indemnity: The Recipient shall defend, indemnify, and hold the County harmless against and from any and all claims, suits, losses, damages and liability for damages of every name, kind and description, including attorney’s fees and costs incurred, brought for, or on account of, injuries to or death of any person, including but not limited to workers, County employees, and the public, or damage to property, or any economic or consequential losses, which are claimed to or in any way arise out of or are connected with the Recipient’s services, operations, or performance hereunder, regardless of the existence or degree of fault or negligence on the part of the County, the Recipient, subcontractor(s) and employee(s) of any of these, except for the sole, or active negligence of the County, its officers and employees, or as expressly prescribed

by statute. This duty of Recipient to indemnify and save County harmless includes the duties to defend set forth in California Civil Code Section 2778.

ARTICLE XVII

Insurance: Recipient shall provide proof of a policy of insurance satisfactory to the County of El Dorado Risk Manager and documentation evidencing that Recipient maintains insurance that meets the following requirements:

- A. Full Worker's Compensation and Employer's Liability Insurance covering all employees of Recipient as required by law in the State of California.
- B. Commercial General Liability Insurance of not less than \$1,000,000.00 combined single limit per occurrence for bodily injury and property damage and a \$2,000,000.00 aggregate limit.
- C. Automobile Liability Insurance of not less than \$1,000,000.00 is required in the event motor vehicles are used by the Recipient in the performance of the Agreement.
- D. Recipient shall furnish a certificate of insurance satisfactory to the County of El Dorado Risk Manager as evidence that the insurance required above is being maintained.
- E. The insurance will be issued by an insurance company acceptable to Risk Management, or be provided through partial or total self-insurance likewise acceptable to Risk Management.
- F. Recipient agrees that the insurance required above shall be in effect at all times during the term of this Agreement. In the event said insurance coverage expires at any time or times during the term of this Agreement, Recipient agrees to provide at least thirty (30) days prior to said expiration date, a new certificate of insurance evidencing insurance coverage as provided for herein for not less than the remainder of term of the Agreement, or for a period of not less than one (1) year. New certificates of insurance are subject to the approval of Risk Management and Recipient agrees that no work or services shall be performed prior to the giving of such approval. In the event the Recipient fails to keep in effect at all times insurance coverage as herein provided, County may, in addition to any other remedies it may have, terminate this Agreement upon the occurrence of such event.
- G. The certificate of insurance must include the following provisions stating that:
 1. The insurer will not cancel the insured's coverage without prior written notice to County, and;
 2. The County of El Dorado, its officers, officials, employees and volunteers are included as additional insured on an additional insured endorsement, but only insofar as the operations under this Agreement are concerned. This provision shall apply to the general liability policy.

- H. The Recipient's insurance coverage shall be primary insurance as respects the County, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the County, its officers, officials, employees or volunteers shall be in excess of the Recipient's insurance and shall not contribute with it.
- I. Any deductibles or self-insured retentions must be declared to and approved by the County, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the County, its officers, officials, employees and volunteers; or the Recipient shall procure a bond guaranteeing payment of losses and related investigations, claim administration and defense expenses.
- J. Any failure to comply with the reporting provisions of the policies shall not affect coverage provided to the County, its officers, officials, employees or volunteers.
- K. The insurance companies shall have no recourse against the County of El Dorado, its officers and employees or any of them for payment of any premiums or assessments under any policy issued by any insurance company.
- L. Recipient's obligations shall not be limited by the foregoing insurance requirements and shall survive expiration of this Agreement.
- M. In the event Recipient cannot provide an occurrence policy, Recipient shall provide insurance covering claims made as a result of performance of this Agreement for not less than three (3) years following completion of performance of this Agreement.
- N. Certificate of insurance shall meet such additional standards as may be determined by the contracting County Department either independently or in consultation with Risk Management, as essential for protection of the County.

ARTICLE XVIII

Interest of Public Official: No official or employee of County who exercises any functions or responsibilities in review or approval of services to be provided by Recipient under this Agreement shall participate in or attempt to influence any decision relating to this Agreement which affects personal interest or interest of any corporation, partnership, or association in which he/she is directly or indirectly interested; nor shall any such official or employee of County have any interest, direct or indirect, in this Agreement or the proceeds thereof.

ARTICLE XIX

Interest of Recipient: Recipient covenants that it presently has no personal interest or financial interest, and shall not acquire same in any manner or degree in either: 1) any other contract connected with or directly affected by the services to be performed by this Agreement; or, 2) any other entities connected with or directly affected by the services to be performed by this Agreement. Recipient further covenants that in the performance of this Agreement no person having any such interest shall be employed by Recipient.

ARTICLE XX

Conflict of Interest: The parties to this Agreement have read and are aware of the provisions of Government Code Section 1090 et seq. and Section 87100 relating to conflict of interest of public officers and employees. Recipient attests that it has no current business or financial relationship with any County employee(s) that would constitute a conflict of interest with provision of services under this contract and will not enter into any such business or financial relationship with any such employee(s) during the term of this Agreement. County represents that it is unaware of any financial or economic interest of any public officer or employee of Recipient relating to this Agreement. It is further understood and agreed that if such a financial interest does exist at the inception of this Agreement either party may immediately terminate this Agreement by giving written notice as detailed in ARTICLE XIII, Default, Termination, and Cancellation.

ARTICLE XXI

Nondiscrimination:

- A. In completing the scope of work, employing personnel, or in any other respect to this Agreement, Recipient shall comply with all applicable nondiscrimination statutes and regulations during the performance of this Agreement including but not limited to the following: Recipient and its employees and representatives shall not unlawfully discriminate against any employee or applicant for employment because of race, religion, color, national origin, ancestry, physical handicap, mental disability, medical condition, genetic information, military or veteran status, marital status, age, gender, gender identity, gender expression, sexual orientation, or sex; Recipient shall, unless exempt, comply with the applicable provisions of the Fair Employment and Housing Act (Government Code, Sections 12900 et seq.) and applicable regulations promulgated thereunder (California Code of Regulations, Title 2, Sections 7285.0 et seq.); the applicable regulations of the Fair Employment and Housing Commission implementing Government Code, Section 12990, set forth in Chapter 5 of Division 4 of Title 2 of the California Code of Regulations incorporated into this Agreement by reference and made a part hereof as if set forth in full; and Title VI of the Civil Rights Act of 1964, as amended. Recipient and its employees and representatives shall give written notice of their obligations under this clause as required by law.
- B. Where applicable, Recipient shall include these nondiscrimination and compliance provisions in any of its agreements that affect or are related to the services performed herein.
- C. Recipient's signature executing this Agreement shall provide any certifications necessary under the federal laws, the laws of the State of California, including but not limited to Government Code Sections 12990 and 8355 and Title 2, California Code of Regulations, Section 8103.

ARTICLE XXII

County Business License: It is unlawful for any person to furnish supplies or services, or transact any kind of business in the unincorporated territory of El Dorado County without possessing a County business license unless exempt under County Code Section 5.08.070.

ARTICLE XXIII

Administrator: The County Officer or employee with responsibility for administering this Agreement is Tiffany Schmid, Director, Planning and Building Department, or successor.

ARTICLE XXIV

Partial Invalidity: If any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions will continue in full force and effect without being impaired or invalidated in any way.

ARTICLE XXV

Venue: Any dispute resolution action arising out of this Agreement, including, but not limited to, litigation, mediation, or arbitration, shall be brought in El Dorado County, California, and shall be resolved in accordance with the laws of the State of California.

ARTICLE XXVI

No Third Party Beneficiaries: Nothing in this Agreement is intended, nor will be deemed, to confer rights or remedies upon any person or legal entity not a party to this agreement.

ARTICLE XXVII

No Joint Venture: This Agreement shall not create a joint venture, partnership or any other relationship of association between the County and Recipient.

ARTICLE XXVIII

No Grant of Agency: Except as the parties may specify in writing, neither party shall have authority, express or implied, to act on behalf of the other party in any capacity whatsoever as an agent. Neither party shall have any authority, express or implied, pursuant to this Agreement, to bind the other party to any obligation whatsoever.

ARTICLE XXIX

Compliance with Laws, Rules and Regulations: Recipient shall, at all times while this Agreement is in effect, comply with all applicable laws, ordinances, statutes, rules, and regulations governing its conduct.

ARTICLE XXX

Authorized Signatures: The parties to this Agreement represent that the undersigned individuals executing this Agreement on their respective behalf are fully authorized to do so by law or other appropriate instrument and to bind upon said parties to the obligations set forth herein.

ARTICLE XXXI

Entire Agreement: This document and the documents referred to herein or exhibits hereto are the entire Agreement between the parties and they incorporate or supersede all prior written or oral Agreements or understandings.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the dates indicated below.

--COUNTY OF EL DORADO--

By: Michele Weimer

Dated: 6/28/19

Michele Weimer
Purchasing Agent
Chief Administrative Office
"County"

--EL DORADO COUNTY CHAMBER OF COMMERCE

VISITOR'S AUTHORITY--

By: Laurel Brent-Burns

Dated: 6 27 19

Laurel Brent-Burns
Chief Executive Officer and
Corporate Secretary
"Recipient"

**El Dorado County Chamber of Commerce – Visitors Authority
Scope of Work**

Upon a duly executed contract and issuance of a notice to proceed from the County contract administrator, the Recipient shall perform the following activities/deliverables:

Activity:	Deliverable(s):	Activity Completion Date:
Branding/Messaging	<ol style="list-style-type: none"> 1. Promotion / Advertising : <ol style="list-style-type: none"> a. Print 83,000 magazine travel guides and distribute them on an ongoing basis to multiple regional locations. b. Maintain and keep current a website and social media pages dedicated to visitor activities in El Dorado County. Identify new website trends to build site and page view traffic. <ol style="list-style-type: none"> 1. Increase site and page views by 5% in year to year analytics. 2. Maintain postings and website information. c. Implement an SEO (search engine optimization) strategy 2. Provide Visitor Information out of market and in market <ol style="list-style-type: none"> a. Staff Visitor Information Center which provides a comprehensive collection of local, regional and state visitor resources. b. Provide ongoing fulfillment of visitor information requests c. Respond on a timely basis to information requests regarding tourism activities, on line and by phone. 3. Develop and update curated content for use across all platforms: <ol style="list-style-type: none"> a. Increase photo library to incorporate three new areas of interest within El Dorado County’s experience pillars. b. Create 2 videos that align with branding and messaging. 	June 30, 2020
Website Development/SEO		
Visitor Information		
Content Development (Content /Photo/Video)		

Activity:	Deliverable(s):	Activity Completion Date:
<p>Content Development (Content /Photo/Video) <i>continued</i></p>	<ul style="list-style-type: none"> c. Identify & solicit guest bloggers to serve as brand ambassadors for El Dorado County d. Build an inventory of stories for distribution e. Facilitate media visits when appropriate f. Implement a collaborative familiarization tour to attract travel and activity writers 	
<p>Strategic Alliances</p>	<p>4. Networking / Partnership Building :</p> <ul style="list-style-type: none"> a. Build and maintain relationships with state and regional groups to increase knowledge regarding El Dorado County as a vacation destination. b. Develop an ongoing communication program with the local tourism officials c. Educate the community about the value of tourism to their quality of life d. Develop an annual Tourism Summit to inform, educate and encourage partnership development e. Facilitate three tourism industry networking opportunities to encourage partnership development, cross promotion and collaboration among EDC tourism businesses. 	
<p>Sales</p>	<p>5. Generate Sales Leads</p> <ul style="list-style-type: none"> a. Attend one consumer trade show consumer trade shows in targeted vertical and geographic market b. Attend other specific trade shows with neighboring destinations in Gold Country working to develop a regional presence and reduce costs at the same time. c. Take advantage of Visit California’s domestic and international sales opportunities as appropriate d. Develop a trade show evaluation form in order to identify areas of improvement and to gauge the overall effectiveness and ROI of each show for future planning 	

Activity:	Deliverable(s):	Activity Completion Date:
Interactive/Social Media Marketing Efforts	<p>6. Implement Digital Marketing Program</p> <ul style="list-style-type: none"> a. Build program to include online display ads, paid search, social media, eblasts, and video. b. Develop a content calendar to identify post content and frequency. 	
Advertising	<p>7. Update advertising efforts to reach the target segment.</p> <ul style="list-style-type: none"> a. Develop partnership opportunities guide that would encourage individual businesses and organizations to participate and unify the destination message. b. Create a cooperative advertisement insert in specific publications to create a larger El Dorado presence. 	
Research & Measurement	<p>8. Implement 3 Tiered Measurement System</p> <ul style="list-style-type: none"> a. Program Level Measurements include website analytics, email opens, and banner ad click-throughs. b. ROI Measurement designed to quantify the specific Return on Investment of the funds spent by the organization. c. Destination Level Measurements to include Occupancy rate, Average Daily Rate and RevPAR. d. Continue to implement periodic visitor profile studies e. Develop and implement an online ROI study 	