

EXHIBIT C

Justification for not requiring Professional Liability
Insurance coverage at this time

**MONTEREY COUNTY DESTINATION MARKETING ORGANIZATION
dba
MONTEREY COUNTY CONVENTION AND VISITORS BUREAU
(MCCVB)**

Professional Liability Insurance Coverage

CONTRACTOR is a 501 (c) (6) non-profit organization that will provide direction to increase tourism by implementing programs that promote the Monterey County brand through advertising and website development, increasing group sales of those who have the ability to bring their business to Monterey County, and increasing and improving visitor service resources to provide opportunity to “upsell”, and have direct influence on extending visitor stays and spending.

A license is not required for the services to be provided by the CONTRACTOR therefore Professional Liability Insurance is not required at this time.

The CONTRACTOR will not be performing any work of an architectural, engineering or design nature under this agreement.