



# Monterey County

## Board Order

168 West Alisal Street,  
1st Floor  
Salinas, CA 93901  
831.755.5066

### Agreement No.: A-12304

Upon motion of Supervisor Salinas, seconded by Supervisor Armenta, and carried by those members present, the Board of Supervisors hereby:

- a. Approved the Fiscal Year 2012-13 Development Set-Aside (DSA) Agency/Professional Services Agreement (“Agreement”), Scope of Services and Work Plans for the Monterey County Destination Marketing Organization dba Monterey County Convention and Visitors Bureau (MCCVB); and
- b. Authorized the Interim Assistant CAO of the County of Monterey to execute the Agreement for the term of July 1, 2012 through June 30, 2013, in an amount not to exceed \$826,737.

PASSED AND ADOPTED on this 28th day of August 2012, by the following vote, to-wit:

AYES: Supervisors Armenta, Calcagno, Salinas, Parker, and Potter

NOES: None

ABSENT: None

I, Gail T. Borkowski, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 76 for the meeting on August 28, 2012.

Dated: August 29, 2012  
File Number: 12-772

Gail T. Borkowski, Clerk of the Board of Supervisors  
County of Monterey, State of California

By *Danise Hancock*  
Deputy

**COUNTY OF MONTEREY AGREEMENT FOR PROFESSIONAL SERVICES**  
**(MORE THAN \$100,000)\***

This Professional Services Agreement ("Agreement") is made by and between the County of Monterey, a political subdivision of the State of California (hereinafter "County") and:  
Monterey County Destination Marketing Org., dba Mo.. Co. Convention and Visitors Bureau (MCCVB),  
(hereinafter "CONTRACTOR").

In consideration of the mutual covenants and conditions set forth in this Agreement, the parties agree as follows:

1. **SERVICES TO BE PROVIDED.** The County hereby engages CONTRACTOR to perform, and CONTRACTOR hereby agrees to perform, the services described in **Exhibit A** in conformity with the terms of this Agreement. The services are generally described as follows:  
Provide 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 Co., and increasing & improving visitor resources to provide opportunity to "upsell" and influence extending stays and spending .
2. **PAYMENTS BY COUNTY.** County shall pay the CONTRACTOR in accordance with the payment provisions set forth in **Exhibit A**, subject to the limitations set forth in this Agreement. The total amount payable by County to CONTRACTOR under this Agreement shall not exceed the sum of \$ 826,737.00.
3. **TERM OF AGREEMENT.** The term of this Agreement is from July 1, 2012 to June 30, 2013, unless sooner terminated pursuant to the terms of this Agreement. This Agreement is of no force or effect until signed by both CONTRACTOR and County and with County signing last, and CONTRACTOR may not commence work before County signs this Agreement.
4. **ADDITIONAL PROVISIONS/EXHIBITS.** The following attached exhibits are incorporated herein by reference and constitute a part of this Agreement:

**Exhibit A**    **Scope of Services/Payment Provisions**  
Exhibit B    MCCVB FY 2012-13 Work Plan  
Exhibit C    Justification: Professional Liability

**5. PERFORMANCE STANDARDS.**

5.01. CONTRACTOR warrants that CONTRACTOR and CONTRACTOR's agents, employees, and subcontractors performing services under this Agreement are specially trained, experienced, competent, and appropriately licensed to perform the work and deliver the services required under this Agreement and are not employees of the County, or immediate family of an employee of the County.

5.02. CONTRACTOR, its agents, employees, and subcontractors shall perform all work in a safe and skillful manner and in compliance with all applicable laws and regulations. All work performed under this Agreement that is required by law to be performed or supervised by licensed personnel shall be performed in accordance with such licensing requirements.

\*Approved by County Board of Supervisors on August 28, 2012

5.03. CONTRACTOR shall furnish, at its own expense, all materials, equipment, and personnel necessary to carry out the terms of this Agreement, except as otherwise specified in this Agreement. CONTRACTOR shall not use County premises, property (including equipment, instruments, or supplies) or personnel for any purpose other than in the performance of its obligations under this Agreement.

## 6. PAYMENT CONDITIONS.

6.01. CONTRACTOR shall submit to the Contract Administrator an invoice on a form acceptable to County. ~~If not otherwise specified, the CONTRACTOR may submit such invoice periodically or at the completion of services, but in any event, not later than 30 days after completion of services.~~ The invoice shall set forth the amounts claimed by CONTRACTOR for the previous period, together with an itemized basis for the amounts claimed, and such other information pertinent to the invoice as the County may require. The Contract Administrator or his or her designee shall certify the invoice; either in the requested amount or in such other amount as the County approves in conformity with this Agreement, and shall promptly submit such invoice to the County Auditor-Controller for payment. The County Auditor-Controller shall pay the amount certified within 30 days of receiving the certified invoice. *(See Exhibit-A, Sec. B1 & B2)*

6.02. CONTRACTOR shall not receive reimbursement for travel expenses unless set forth in this Agreement.

## 7. TERMINATION.

7.01. During the term of this Agreement, the County may terminate the Agreement for any reason by giving written notice of termination to the CONTRACTOR at least thirty (30) days prior to the effective date of termination. Such notice shall set forth the effective date of termination. In the event of such termination, the amount payable under this Agreement shall be reduced in proportion to the services provided prior to the date of termination.

7.02. The County may cancel and terminate this Agreement for good cause effective immediately upon written notice to CONTRACTOR. "Good cause" includes the failure of CONTRACTOR to perform the required services at the time and in the manner provided under this Agreement. If County terminates this Agreement for good cause, the County may be relieved of the payment of any consideration to CONTRACTOR, and the County may proceed with the work in any manner, which County deems proper. The cost to the County shall be deducted from any sum due the CONTRACTOR under this Agreement.

8. **INDEMNIFICATION.** CONTRACTOR shall indemnify, defend, and hold harmless the County, its officers, agents, and employees, from and against any and all claims, liabilities, and losses whatsoever (including damages to property and injuries to or death of persons, court costs, and reasonable attorneys' fees) occurring or resulting to any and all persons, firms or corporations furnishing or supplying work, services, materials, or supplies in connection with the performance of this Agreement, and from any and all claims, liabilities, and losses occurring or resulting to any person, firm, or corporation for damage, injury, or death arising out of or connected with the CONTRACTOR's performance of this Agreement, unless such claims, liabilities, or losses arise out of the sole negligence or willful misconduct of the County. "CONTRACTOR's performance" includes CONTRACTOR's action or inaction and the action or inaction of CONTRACTOR's officers, employees, agents and subcontractors.

## 9.0 INSURANCE.

### 9.01 Evidence of Coverage:

Prior to commencement of this Agreement, the Contractor shall provide a "Certificate of Insurance" certifying that coverage as required herein has been obtained. Individual endorsements executed by the insurance carrier shall accompany the certificate. In addition the Contractor upon request shall provide a certified copy of the policy or policies.

This verification of coverage shall be sent to the County's, Contracts/Purchasing Department, unless otherwise directed. The Contractor shall not receive a "Notice to Proceed" with the work under this Agreement until it has obtained all insurance required and such, insurance has been approved by the County. This approval of insurance shall neither relieve nor decrease the liability of the Contractor.

### 9.02 Qualifying Insurers:

All coverage's, except surety, shall be issued by companies which hold a current policy holder's alphabetic and financial size category rating of not less than A- VII, according to the current Best's Key Rating Guide or a company of equal financial stability that is approved by the County's Purchasing Manager.

### 9.03 Insurance Coverage Requirements:

Without limiting CONTRACTOR's duty to indemnify, CONTRACTOR shall maintain in effect throughout the term of this Agreement a policy or policies of insurance with the following minimum limits of liability:

Commercial general liability insurance, including but not limited to premises and operations, including coverage for Bodily Injury and Property Damage, Personal Injury, Contractual Liability, Broadform Property Damage, Independent Contractors, Products and Completed Operations, with a combined single limit for Bodily Injury and Property Damage of not less than \$1,000,000 per occurrence.

Exemption/Modification (Justification attached; subject to approval).

Business automobile liability insurance, covering all motor vehicles, including owned, leased, non-owned, and hired vehicles, used in providing services under this Agreement, with a combined single limit for Bodily Injury and Property Damage of not less than \$1,000,000 per occurrence.

Exemption/Modification (Justification attached; subject to approval).

Workers' Compensation Insurance, if CONTRACTOR employs others in the performance of this Agreement, in accordance with California Labor Code section 3700 and with Employer's Liability limits not less than \$1,000,000 each person, \$1,000,000 each accident and \$1,000,000 each disease.

Exemption/Modification (Justification attached; subject to approval).

Professional liability insurance, if required for the professional services being provided, (e.g., those persons authorized by a license to engage in a business or profession regulated by the California Business and Professions Code), in the amount of not less than \$1,000,000 per claim and \$2,000,000 in the aggregate, to cover liability for malpractice or errors or omissions made in the course of rendering professional services. If professional liability insurance is written on a “claims-made” basis rather than an occurrence basis, the CONTRACTOR shall, upon the expiration or earlier termination of this Agreement, obtain extended reporting coverage (“tail coverage”) with the same liability limits. Any such tail coverage shall continue for at least three years following the expiration or earlier termination of this Agreement.

Exemption/Modification (Justification attached; subject to approval).

#### 9.04 Other Insurance Requirements.

All insurance required by this Agreement shall be with a company acceptable to the County and issued and executed by an admitted insurer authorized to transact Insurance business in the State of California. Unless otherwise specified by this Agreement, all such insurance shall be written on an occurrence basis, or, if the policy is not written on an occurrence basis, such policy with the coverage required herein shall continue in effect for a period of three years following the date CONTRACTOR completes its performance of services under this Agreement.

Each liability policy shall provide that the County shall be given notice in writing at least thirty days in advance of any endorsed reduction in coverage or limit, cancellation, or intended non-renewal thereof. Each policy shall provide coverage for Contractor and additional insureds with respect to claims arising from each subcontractor, if any, performing work under this Agreement, or be accompanied by a certificate of insurance from each subcontractor showing each subcontractor has identical insurance coverage to the above requirements.

Commercial general liability and automobile liability policies shall provide an endorsement naming the County of Monterey, its officers, agents, and employees as Additional Insureds with respect to liability arising out of the CONTRACTOR'S work, including ongoing and completed operations, and shall further provide that such insurance is primary insurance to any insurance or self-insurance maintained by the County and that the insurance of the Additional Insureds shall not be called upon to contribute to a loss covered by the CONTRACTOR'S insurance. The required endorsement form for Commercial General Liability Additional Insured is **ISO Form CG 20 10 11-85 or CG 20 10 10 01 in tandem with CG 20 37 10 01 (2000)**. The required endorsement form for Automobile Additional Insured endorsement is **ISO Form CA 20 48 02 99**.

Prior to the execution of this Agreement by the County, CONTRACTOR shall file certificates of insurance with the County's contract administrator and County's Contracts/Purchasing Division, showing that the CONTRACTOR has in effect the insurance required by this Agreement. The CONTRACTOR shall file a new or amended certificate of insurance within five calendar days after any change is made in any insurance policy, which would alter the information on the certificate then on file. Acceptance or approval of insurance shall in no way modify or change the indemnification clause in this Agreement, which shall continue in full force and effect.

CONTRACTOR shall at all times during the term of this Agreement maintain in force the insurance coverage required under this Agreement and shall send, without demand by County, annual certificates to County's Contract Administrator and County's Contracts/Purchasing Division. If the certificate is not received by the expiration date, County shall notify CONTRACTOR and CONTRACTOR shall have five calendar days to send in the certificate, evidencing no lapse in coverage during the interim. Failure by CONTRACTOR to maintain such insurance is a default of this Agreement, which entitles County, at its sole discretion, to terminate this Agreement immediately.

## 10. RECORDS AND CONFIDENTIALITY.

- 10.01 Confidentiality. CONTRACTOR and its officers, employees, agents, and subcontractors shall comply with any and all federal, state, and local laws, which provide for the confidentiality of records and other information. CONTRACTOR shall not disclose any confidential records or other confidential information received from the County or prepared in connection with the performance of this Agreement, unless County specifically permits CONTRACTOR to disclose such records or information. CONTRACTOR shall promptly transmit to County any and all requests for disclosure of any such confidential records or information. CONTRACTOR shall not use any confidential information gained by CONTRACTOR in the performance of this Agreement except for the sole purpose of carrying out CONTRACTOR's obligations under this Agreement.
- 10.02 County Records. When this Agreement expires or terminates, CONTRACTOR shall return to County any County records which CONTRACTOR used or received from County to perform services under this Agreement.
- 10.03 Maintenance of Records. CONTRACTOR shall prepare, maintain, and preserve all reports and records that may be required by federal, state, and County rules and regulations related to services performed under this Agreement. CONTRACTOR shall maintain such records for a period of at least three years after receipt of final payment under this Agreement. If any litigation, claim, negotiation, audit exception, or other action relating to this Agreement is pending at the end of the three year period, then CONTRACTOR shall retain said records until such action is resolved.
- 10.04 Access to and Audit of Records. The County shall have the right to examine, monitor and audit all records, documents, conditions, and activities of the CONTRACTOR and its subcontractors related to services provided under this Agreement. Pursuant to Government Code section 8546.7, if this Agreement involves the expenditure of public funds in excess of \$10,000, the parties to this Agreement may be subject, at the request of the County or as part of any audit of the County, to the examination and audit of the State Auditor pertaining to matters connected with the performance of this Agreement for a period of three years after final payment under the Agreement.
- 10.05 Royalties and Inventions. County shall have a royalty-free, exclusive and irrevocable license to reproduce, publish, and use, and authorize others to do so, all original computer programs, writings, sound recordings, pictorial reproductions, drawings, and other works of similar nature produced in the course of or under this Agreement. CONTRACTOR shall not publish any such material without the prior written approval of County.

11. **NON-DISCRIMINATION.** During the performance of this Agreement, CONTRACTOR, and its subcontractors, shall not unlawfully discriminate against any person because of race, religious creed, color, sex, national origin, ancestry, physical disability, mental disability, medical condition, marital status, age (over 40), or sexual orientation, either in CONTRACTOR's employment practices or in the furnishing of services to recipients. CONTRACTOR shall ensure that the evaluation and treatment of its employees and applicants for employment and all persons receiving and requesting services are free of such discrimination. CONTRACTOR and any subcontractor shall, in the performance of this Agreement, fully comply with all federal, state, and local laws and regulations, which prohibit discrimination. The provision of services primarily or exclusively to such target population as may be designated in this Agreement shall not be deemed to be prohibited discrimination.
12. **COMPLIANCE WITH TERMS OF STATE OR FEDERAL GRANT.** If this Agreement has been or will be funded with monies received by the County pursuant to a contract with the state or federal government in which the County is the grantee, CONTRACTOR will comply with all the provisions of said contract, to the extent applicable to CONTRACTOR as a subgrantee under said contract, and said provisions shall be deemed a part of this Agreement, as though fully set forth herein. Upon request, County will deliver a copy of said contract to CONTRACTOR, at no cost to CONTRACTOR.
13. **INDEPENDENT CONTRACTOR.** In the performance of work, duties, and obligations under this Agreement, CONTRACTOR is at all times acting and performing as an independent contractor and not as an employee of the County. No offer or obligation of permanent employment with the County or particular County department or agency is intended in any manner, and CONTRACTOR shall not become entitled by virtue of this Agreement to receive from County any form of employee benefits including but not limited to sick leave, vacation, retirement benefits, workers' compensation coverage, insurance or disability benefits. CONTRACTOR shall be solely liable for and obligated to pay directly all applicable taxes, including federal and state income taxes and social security, arising out of CONTRACTOR's performance of this Agreement. In connection therewith, CONTRACTOR shall defend, indemnify, and hold County harmless from any and all liability, which County may incur because of CONTRACTOR's failure to pay such taxes.
14. **NOTICES.** Notices required under this Agreement shall be delivered personally or by first-class, postage pre-paid mail to the County and CONTRACTOR'S contract administrators at the addresses listed below:

FOR COUNTY:	FOR CONTRACTOR:
Gene Rogers, Interim Assistant CAO	Tammy Blount, President/CEO: MCCVB
Name and Title	Name and Title
Economic Development Department 168 West Alisal Street, 3rd Floor Salinas, CA 93901	765 Wave Street Monterey, CA 93940
Address	Address
831-755-5390	831-657-6409
Phone	Phone

## 15. MISCELLANEOUS PROVISIONS.

- 15.01 Conflict of Interest. CONTRACTOR represents that it presently has no interest and agrees not to acquire any interest during the term of this Agreement, which would directly or indirectly conflict in any manner or to any degree with the full and complete performance of the professional services required to be rendered under this Agreement.
- 15.02 Amendment. This Agreement may be amended or modified only by an instrument in writing signed by the County and the CONTRACTOR.
- 15.03 Waiver. Any waiver of any terms and conditions of this Agreement must be in writing and signed by the County and the CONTRACTOR. A waiver of any of the terms and conditions of this Agreement shall not be construed as a waiver of any other terms or conditions in this Agreement.
- 15.04 Contractor. The term "CONTRACTOR" as used in this Agreement includes CONTRACTOR's officers, agents, and employees acting on CONTRACTOR's behalf in the performance of this Agreement.
- 15.05 Disputes. CONTRACTOR shall continue to perform under this Agreement during any dispute.
- 15.06 Assignment and Subcontracting. The CONTRACTOR shall not assign, sell, or otherwise transfer its interest or obligations in this Agreement without the prior written consent of the County. None of the services covered by this Agreement shall be subcontracted without the prior written approval of the County. Notwithstanding any such subcontract, CONTRACTOR shall continue to be liable for the performance of all requirements of this Agreement.
- 15.07 Successors and Assigns. This Agreement and the rights, privileges, duties, and obligations of the County and CONTRACTOR under this Agreement, to the extent assignable or delegable, shall be binding upon and inure to the benefit of the parties and their respective successors, permitted assigns, and heirs.
- 15.08 Compliance with Applicable Law. The parties shall comply with all applicable federal, state, and local laws and regulations in performing this Agreement.
- 15.09 Headings. The headings are for convenience only and shall not be used to interpret the terms of this Agreement.
- 15.10 Time is of the Essence. Time is of the essence in each and all of the provisions of this Agreement.
- 15.11 Governing Law. This Agreement shall be governed by and interpreted under the laws of the State of California.
- 15.12 Non-exclusive Agreement. This Agreement is non-exclusive and both County and CONTRACTOR expressly reserve the right to contract with other entities for the same or similar services.



- 15.13 Construction of Agreement. The County and CONTRACTOR agree that each party has fully participated in the review and revision of this Agreement and that any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in the interpretation of this Agreement or any amendment to this Agreement.
- 15.14 Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same Agreement.
- 15.15 Authority. Any individual executing this Agreement on behalf of the County or the CONTRACTOR represents and warrants hereby that he or she has the requisite authority to enter into this Agreement on behalf of such party and bind the party to the terms and conditions of this Agreement.
- 15.16 Integration. This Agreement, including the exhibits, represent the entire Agreement between the County and the CONTRACTOR with respect to the subject matter of this Agreement and shall supersede all prior negotiations, representations, or agreements, either written or oral, between the County and the CONTRACTOR as of the effective date of this Agreement, which is the date that the County signs the Agreement.
- 15.17 Interpretation of Conflicting Provisions. In the event of any conflict or inconsistency between the provisions of this Agreement and the Provisions of any exhibit or other attachment to this Agreement, the provisions of this Agreement shall prevail and control.

*This space left blank intentionally*

IN WITNESS WHEREOF, County and CONTRACTOR have executed this Agreement as of the day and year written below.

**COUNTY OF MONTEREY**

**CONTRACTOR**

By: \_\_\_\_\_  
Purchasing Officer

Date: \_\_\_\_\_

By: [Signature]  
Department Head (if applicable)

Date: 8/23/12

By: \_\_\_\_\_  
Board of Supervisors (if applicable)

Date: \_\_\_\_\_

Approved as to Form<sup>1</sup>

By: [Signature]  
County Counsel

Date: 8/23/12

Approved as to Fiscal Provisions<sup>2</sup>

By: [Signature]  
Auditor/Controller

Date: 8/23/12

Approved as to Liability Provisions<sup>3</sup>  
INSURANCE LANGUAGE

By: [Signature]  
Risk Management

Date: 8-23-12

Monterey Co. Destination Marketing Org  
Contractor's Business Name\*

By: [Signature]  
(Signature of Chair, President, or Vice-President)\*

Tammy Blount, President & CEO  
Name and Title

Date: August 16, 2012

By: N/A  
(Signature of Secretary, Asst. Secretary, CFO, Treasurer or Asst. Treasurer)\*

Date: \_\_\_\_\_  
Name and Title

County Board of Supervisors' Agreement Number: A-12304

\*INSTRUCTIONS: If CONTRACTOR is a corporation, including limited liability and non-profit corporations, the full legal name of the corporation shall be set forth above together with the signatures of two specified officers. If CONTRACTOR is a partnership, the name of the partnership shall be set forth above together with the signature of a partner who has authority to execute this Agreement on behalf of the partnership. If CONTRACTOR is contracting in an individual capacity, the individual shall set forth the name of the business, if any, and shall personally sign the Agreement.

<sup>1</sup> Approval by County Counsel is required

<sup>2</sup> Approval by Auditor-Controller is required

<sup>3</sup> Approval by Risk Management is necessary only if changes are made in paragraph 8 or 9

**EXHIBIT-A**  
**SCOPE OF SERVICES**  
**Professional Service Agreement**  
**Between**  
**THE COUNTY OF MONTEREY ECONOMIC DEVELOPMENT DEPARTMENT**  
**And**  
**MONTEREY COUNTY DESTINATION MARKETING ORGANIZATION dba**  
**MONTEREY COUNTY CONVENTION AND VISITORS BUREAU (MCCVB)**

This EXHIBIT A shall be incorporated by reference as part of Professional Services Agreement dated July 1, 2012, governing work to be performed under the above referenced Agreement, the nature of the working relationship between the County of Monterey Economic Development Department (“COUNTY”) and the Monterey County Destination Marketing Organization, dba Monterey County Convention and Visitors Bureau (MCCVB) (“CONTRACTOR”), and specific obligations of the CONTRACTOR.

**A. SERVICES TO BE PROVIDED**

CONTRACTOR shall provide services and staff, and otherwise do all things necessary for or incidental to the performance of work, as set forth below:

The CONTRACTOR acts as the County’s marketing channel to maximize the benefits of tourism to the County of Monterey 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. The cumulative effect of these programs acts to expand the revenue base through Transient Occupancy Tax and Sales Tax generated by visitors.

The purpose of the CONTRACTOR is to drive business opportunities for tourism development through compelling marketing & sales initiatives that maximizes the benefits of tourism to the County of Monterey.

The Monterey County Convention and Visitors Bureau shall develop and implement a Program that is consistent with the FY 2012-13 Annual Work Plan.

**Goal 1 – Expand Effectiveness of Marketing & Communications**

**Strategy** - Create desire and excitement of the destination and promoting the brand of Monterey County through advertising and website development.

**Measures:**

<b>1. Marketing</b>	
Ad Effectiveness	*New Benchmark Study
Web Visitation ( <a href="http://www.seemonterey.com">www.seemonterey.com</a> )	1,050,000
<b>Communications</b>	
Earned Media	\$25,000,000
Social Media	Facebook: 23,500 Twitter: 5,971

**Goal 2 – Increase Group Sales**

**Strategy** - Produce qualified leads for group business to those who have the ability to bring their business to Monterey County.

**Measures:**

<b>2. Group Sales</b>	
Leads	785
Lead Room Nights	240,250
Booked Room Nights	69,730

**Goal 3 – Expand Impact of Visitor Services Program**

**Strategy 3** - Extend stays, influence spending, and visitor distribution by maximizing the visitor services resources available in the region.

**Measures:**

<b>3. Visitor Services</b>	
Influence Index	**New Benchmark Study
Visitor Referrals/Inquiries	111,100

*\*Ad Effectiveness: there has been no previous research measuring the effectiveness of MCCVB advertising. This new study will be conducted with respondents within target market areas to determine ad recall, response and influence of MCCVB advertising in 2012-13. This will be an annual study.*

*\*\*Influence Index: while referrals and reservations are tracked through visitor services, there has been no previous research measuring the direct influence on those who are helped in the visitor information center. This is an important step in measuring the economic impact of visitor services.*

The 2012-13 Work Plan is incorporated as part of this Agreement.

**B. PAYMENT PROVISIONS: COMPENSATION, PAYMENT SCHEDULE AND MISCELLANEOUS MATTERS**

**B1. Compensation**

The amount of compensation allocated to CONTRACTOR for Fiscal Year 2012/2013, which is the period July 1, 2012 – June 30, 2013, shall not exceed \$826,737. Payment of compensation is based upon the performance of all things necessary for or incidental to the Scope of Services identified in Section A. Compensation shall be paid to CONTRACTOR in twelve monthly installments in the amount equal to 1/12<sup>th</sup> of the total allocated above.

**B2. Standard Payment Schedule**

CONTRACTOR shall be paid the equivalent of the first three monthly installments (July, August and September) within 45 days after this Agreement has been approved by the Board of Supervisors, Thereafter, CONTRACTOR shall be paid on the 5<sup>th</sup> day of each month through June of the fiscal year. Payments falling on non-business days may be delayed to the next business day.

**B3. Monthly Performance Reports**

CONTRACTOR shall produce the following performance monthly reports in a format provided by County.

<u>Due Date</u>	<u>Report Period</u>
November 20, 2012	July 1, 2012 – October 31, 2012 ( 4 month report)
March 20, 2013	July 1, 2012 – February 29, 2013 (8 month report)
July 20, 2013	July 1, 2012- June 30, 2013 (12 month report)

**B4. Annual Work Plan and Budget**

The CONTACTOR shall submit an Annual Work Plan and Budget on the date noted below for review and approval by the Board of Supervisors, Economic Opportunity Committee (EOC), and/or the Administrative Committee of the EOC.

<u>Due Date</u>	<u>Report Period</u>
April 20, 2013	FY 2013-2014 Annual Work Plan and Budget

**B5. Determination of Compliance**

CONTRACTOR is expected to substantially meet or exceed the stated goals, objectives, tasks and performance measures. CONTRACTOR is expected to provide various reports, documents, plans, and other deliverables in a timely manner. Furthermore, CONTRACTOR is expected to cooperate with Economic Development Department staff, the Economic Opportunity Committee and Board of Supervisors in conducting its responsibilities of this Agreement.

The determination of whether performance meets standard is at the sole judgment of County. County will review periodic progress reports and perform other monitoring tasks at its discretion to make its determination. This may include making site visits and reviewing related records, which CONTRACTOR shall make readily available upon request.

In the event County determines CONTRACTOR is not meeting its expectations as expressed above, in whole or in part, County reserves the right to determine the appropriate remedy. These remedies could include, but are not limited to, requiring a corrective action plan, disallowance of costs, changing the compensation schedule, reduction of future allocations and/or termination of the Agreement.

**B6. Modifications to the Scope of Work**

The Economic Development Director or his/her designee may approve modifications to the specific tasks described in the Scope of Work with the concurrence of the Administrative Committee of the Monterey County Economic Opportunity Committee. Such modifications must be in writing. Any modification to compensation must be approved by the Board of Supervisors.

**B7. CONTRACTOR Finances, Budget, Audits and Financial Statements**

CONTRACTOR is expected to operate in a financially sound manner in accordance with generally accepted accounting principles. This is a requirement of eligibility to receive an allocation from County. By signing this Agreement, CONTRACTOR acknowledges that this requirement is met.

CONTRACTOR agrees that its Board of Directors will approve an annual budget applicable to its fiscal year. A copy of that adopted budget will be provided to County with 10 business days of its adoption.

CONTRACTOR shall provide County with a copy of its most recent annual audit and subsequent annual audits that may be completed during this Agreement's during its duration. Such audits shall be provided within 10 business days of their presentation to the Board of Directors.

CONTRACTOR shall provide County with financial statements covering the end of the second quarter and fourth quarter of CONTRACTOR'S fiscal year. Such statements shall be provided within 10 business days of their presentation to the Board of Directors. County reserves the right to request more frequent financial statements which shall be provided by CONTRACTOR within 10 business days if such request is made.

CONTRACTOR agrees to notify County if there any budget or financial issues that are likely to materially adversely affect the ability of CONTRACTOR to achieve the Scope of Work in Section A. Such notification shall be made in a timely manner, which shall be construed as no later than 10 days after such information is made available to the Board of Directors.

**B8. Acknowledgement of County Funding**

The Monterey County Board of Supervisors shall be acknowledged for the funding support to CONTRACTOR and explicit funding support for any project, event or initiative funded by the Agreement. This acknowledgement shall be included in any written materials, advertisements or banners associated with the project, event or initiative where it is customary to list sponsors. It is CONTRACTOR'S responsibility to pass this requirement through to its Subcontractors or funded organizations that may be involved in any project, event or initiative funded by County. CONTRACTOR shall ensure that their compliance with this requirement. Failure to acknowledge this funding support may result in projects, events or initiatives being deemed by County as ineligible to receive future funds.

**B9. Written Publications**

CONTRACTOR shall provide County with a copy of any final written or visual publication and any other work product (e.g. print advertisement) that is funded in whole or in part by this agreement. CONTRACTOR'S website shall prominently display that the County of Monterey Board of Supervisors is a major funding partner or contributor to CONTRACTOR. Said documents shall be provided within 10 business days of their publication.

**B10. Unincorporated Area Representation and Service**

CONTRACTOR is encouraged to include on its Board individuals who reflect the interests of unincorporated areas of the County of Monterey and ensure that CONTRACTOR'S services apply to unincorporated as well as incorporated areas of the County. A list of current Board Members shall be included in the periodic reports required.

**B11. Presentations**

CONTRACTOR shall be required to provide periodic presentations to the Board of Supervisors, Economic Opportunity Committee (EOC), and/or the Administrative Committee of the EOC with reasonable advance notification. In addition, CONTRACTOR is expected to attend meetings of the bodies upon request.

**B12. Submittal of Communications, Documents, Reports and Other Deliverables**

Submittals shall be submitted to the County's Economic Development Director or his designee at the following address:

Economic Development Director  
County of Monterey  
Economic Development Department  
168 West Alisal Street, 3<sup>rd</sup> Floor  
Salinas, CA 93901



**EXHIBIT B**

**MONTEREY**  
COUNTY CONVENTION AND VISITORS BUREAU

**Monterey County Convention & Visitors Bureau**

**Final Revised  
FY 2012-2013 Work Plan**

**DSA Request**

**Monterey County Convention & Visitors Bureau  
FY 12-13 Work Plan**

Executive Summary

The Monterey County Convention and Visitors Bureau (MCCVB) FY 12-13 Work Plan will establish a foundational and fundamental business plan/model prioritizing market development investment to efficiently generate key business results. The work plan's intent is to parallel the organization's program of work with the customers' marketing and sales cycle in the decision to purchase travel.

During February, March and April information and data was gathered from community stakeholders and customers. A long-term strategic plan was developed and adopted in May.

Driven by the organization's vision, mission and objectives, a business plan including marketing, communications, sales and services initiatives, was approved by the MCCVB Board in June, 2012. The new business plan includes specific measurable goals for each component of the plan.

The MCCVB is the regional destination marketing organization charged with marketing Monterey County as a region. The pillars of the County's Economic Development Strategy are important components to be incorporated into the business plan initiatives of 2012-2013. Partnerships and leveraged investment is critical to the success of marketing & sales programming. Our community and customers benefit most when we work together to maximize our potential as a destination.

**MCCVB STRATEGIC PLAN**

**Vision:** *Inspire the world to experience our extraordinary destination*

**Mission:** *Drive business growth through compelling marketing & sales initiatives that maximize the benefits of tourism to our guests and members*

**Values:** Integrity – we will at all times be trustworthy, honest, and do what we say we’re going to do

Strategic – our plans will be an efficient and clearly defined road map to achieve the targeted goals of the organization

Visionary – we will develop, share & inspire others to realize our ideal future

Leadership – we will define our vision and advocate for it allowing our guests and members to benefit from our destination marketing and sales efforts

Accountability – we will be responsible for our results, actions and words

Passionate – we will create success using passion about our profession and achieving results

**Strategic Priorities:**

**Create a consistent and dynamic marketing message**

- We will use our iconic and differentiating experiences to create compelling desire from our customers to choose our destination.

**Invest in market opportunities**

- MCCVB will invest in markets with the strongest propensity to drive business growth including maintenance of strong markets and new investment in emerging ones.

**Increase customer dialogue to grow market share**

- MCCVB will have ongoing dialogue with our customers to increase loyalty, create destination ambassadors and consistently improve market share and the effectiveness of our marketing & sales initiatives.

**Strengthen relationships with our community through inclusion, transparency and accountability**

- Through outreach, education and personal experiences we will communicate our business plan, its initiatives and goals, and our progress toward them.

**Build a high performance talent culture that attracts and maintains strong leadership**

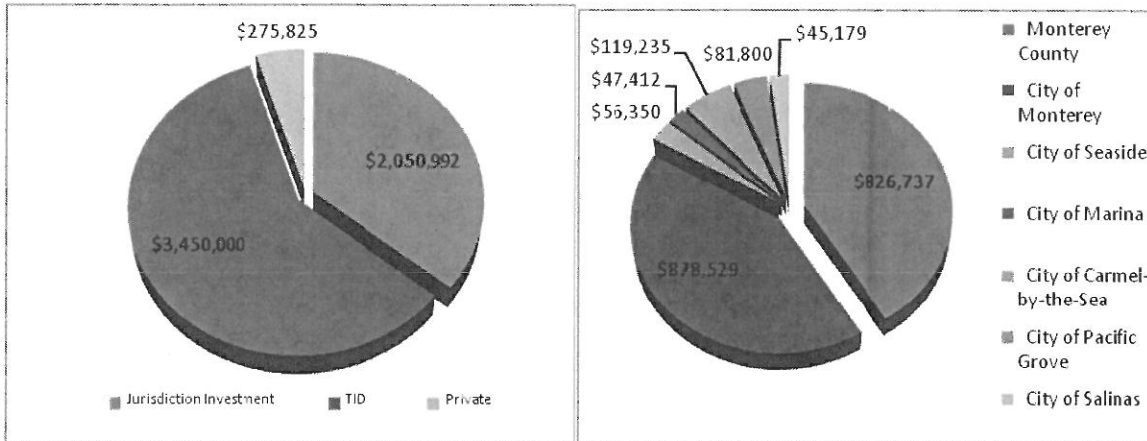
# MONTEREY

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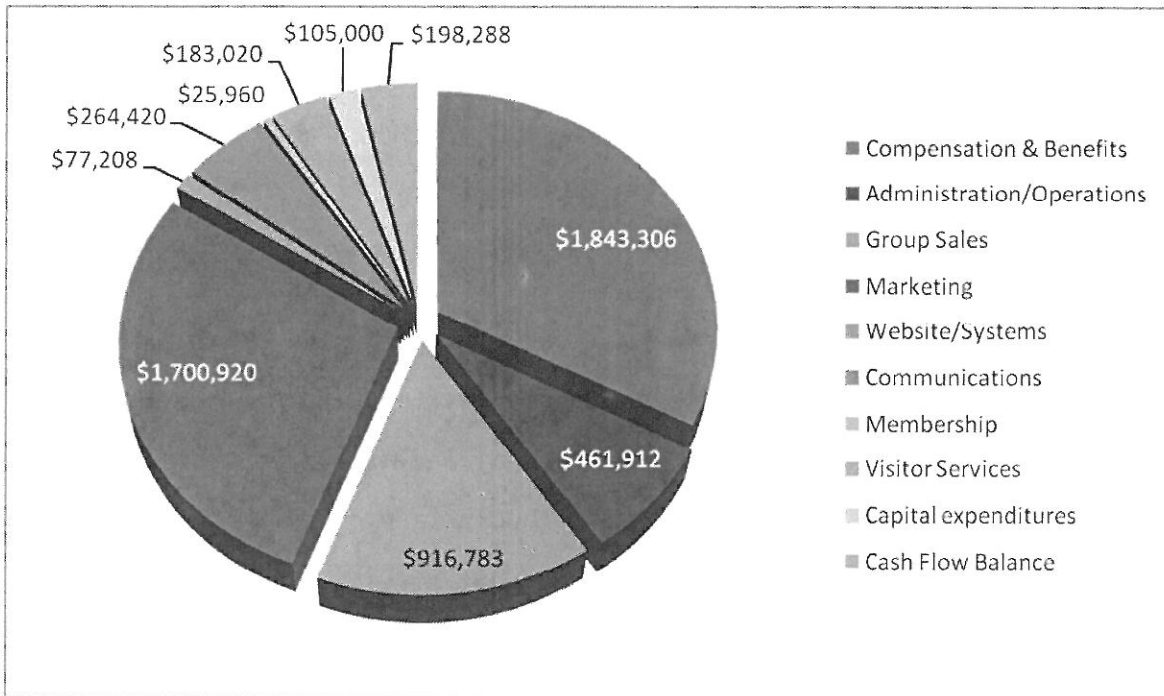
- MCCVB will recruit and retain experienced, innovative and successful talent to its Board and Staff to ensure our destination reaches and exceeds its potential economic and social benefit from tourism.

## MCCVB 2012-2013 Budget Overview

### REVENUES



### EXPENDITURES



## **Organizational Goals & Objectives**

The MCCVB markets the destination to drive business opportunities for tourism development. The three main areas through which this is accomplished are:

**Marketing & Communications** – creating desire and excitement for the destination

**Group Sales** – producing qualified leads for group business

**Services** – extend stays, influence spending, regional visitor distribution

## **PROGRAMS:**

**Marketing & Communications (\$441,885):** Marketing includes promoting the brand of Monterey County through advertising and website development. Communications integrates with marketing by utilizing social media and media relations to “earn” publicity that is user-generated or editorial in nature, therefore supporting advertising and marketing messages through credible, objective sources, and expanding the reach of our marketing, allowing for resource leveraging and a holistic view from target customers. Marketing & communications messaging tells the story of the destination, with focus on our natural and special assets – outdoor adventure, ecotourism opportunities, wine and food, golf and of course the scenic beauty of the region. The diversity of our tourism assets allows us to target a broad range of customers from wine connoisseurs to sports enthusiasts to photographers to families or travelers from San Francisco and other nearby cities looking for an extraordinary getaway.

**Group Sales (\$301,057):** Sales is an essential component to destination marketing and especially important to our region. Group visitors typically spend more than leisure customers, and fill occupancy needs in shoulder seasons when leisure visitation is lower. Group Sales involves one-to-one relationship building with group travel decision makers, and matching their needs with appropriate venues in the region. Through prospecting, trade shows, sales missions and client events, MCCVB generates high-quality leads that are delivered to hotels and venues for bid opportunities. The Groups Sales department at MCCVB finds, develops and services clients by ensuring the value proposition of the destination is developed and promoted to those who have the ability to bring their business to Monterey County.

**Services (\$83,795):** The MCCVB Visitor Services program’s purpose is to directly affect economic impact. Visitor Centers provide an opportunity to “upsell”, and have direct influence on extending visitor stays and how visitors spend their time and money. More than 100,000 travelers are helped annually at the Visitor Center at El Estero Park, where lodging, restaurant and attraction reservations and referrals are made. It is also important to maximize the visitor services resources available in the region. Several visitor centers are operated in individual communities by various entities. It is our plan to hold an information services summit to begin to share best practices and resources among these organizations. Partnership with the Monterey County Business Council and the Monterey Bay Ambassador program is a key part of bringing these entities together for more effective, unified approach in economic influence of visitors already in the destination. In addition, “Destination Services”

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offered to meeting planners extend stays and spending of meeting attendees by adding itineraries, providing information desks and other services to conferences and group events.

**Total - \$826,737**

**Performance Measures:**

<b>Marketing</b>	
Ad Effectiveness	*New Benchmark Study
Web Visitation ( <a href="http://www.seemonterey.com">www.seemonterey.com</a> )	1,050,000
<b>Communications</b>	
Earned Media	\$25,000,000
Social Media	Facebook: 23,500 Twitter: 5,971
<b>Group Sales</b>	
Leads	785
Lead Room Nights	240,250
Booked Room Nights	69,730
<b>Visitor Services</b>	
Influence Index	**New Benchmark Study
Visitor Referrals/Inquiries	111,100

*\*Ad Effectiveness: there has been no previous research measuring the effectiveness of MCCVB advertising. This new study will be conducted with respondents within target market areas to determine ad recall, response and influence of MCCVB advertising in 2012-13. This will be an annual study.*

*\*\*Influence Index: while referrals and reservations are tracked through visitor services, there has been no previous research measuring the direct influence on those who are helped in the visitor information center. This is an important step in measuring the economic impact of visitor services.*

The MCCVB's business plan contains a great deal of detail on the programs that Monterey County's DSA investment is a part of and is provided as a supplement to this document. The County's partnership in this program contributes greatly to a robust, integrated, partnership-oriented programs designed to drive business opportunities and bring important tourism dollars to our region.

It is vital is to remind ourselves of the significant need to market and attract visitors and conferences to choose Monterey County as preferred destination. MCCVB continues this program in order to protect and grow the tourism industry that creates 21,450 jobs throughout the County, provides \$140.7 million in tax revenues and generates \$2.1 billion in spending. (Source: Dean Runyan & Associates, 2011)

## **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.