



visit  
California

# Request for Proposals

# AUDIOVISUAL SERVICES



March 9, 2022

To All Prospective Bidders:

Visit California, a privately funded nonprofit corporation, is seeking a qualified audiovisual (AV) services and production company capable of delivering exceptional quality services for a wide range of meetings and events throughout our fiscal year.

The California Travel and Tourism Commission d.b.a. Visit California is a private non-profit 501 (C)6 funded by assessed businesses that have an interest in promoting tourism to California. California Tourism is marketed exclusively by Visit California. The Tourism Assessment Program was created under the California Tourism Marketing Act in 1995 with the passage of SB 256. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism. It also authorized the establishment of a non-profit, public benefit corporation, Visit California, to oversee the promotion of California as a premier travel destination.

The total budget for this RFP is \$800,000 per year. The annual contract period for the Scope of Work contained within this RFP will be approximately July 1, 2022 to June 30, 2025. Visit California may renew the contract each subsequent year for a three-year period, at its discretion. Visit California reserves the right to adjust the budget and related services.

Attached is a RFP for those capable of meeting minimum requirements and carrying out the scope-of-work. All proposals will be carefully reviewed and evaluated based on the criteria noted in the attached document.

**Notice of Intent to Bid (a non-binding document), as well as any questions you may have to clarify this RFP, are due to Visit California no later than 4:00 p.m., Pacific Standard Time (PST), March 23, 2022.**

Sincerely,

A handwritten signature in black ink that reads "Caroline Beteta".

Caroline Beteta  
President and Chief Executive Officer  
Visit California

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VISIT CALIFORNIA  
Request for Proposals  
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**PART I**  
**BACKGROUND**



## **1. INTRODUCTION TO VISIT CALIFORNIA**

California is the leading visitor destination in the United States peaking at US\$140.6 billion in 2019 for travel and tourism related spending prior to the pandemic. Since 1998, consistent investment in the California Tourism program (a joint marketing venture of Visit California and the California Division of Tourism) has helped to maintain California's position as a top destination in the U.S.

### About Visit California

Visit California is a not-for-profit, 501 (C) (6) corporation formed in 1998 to work jointly with the State of California's Division of Tourism to implement the annual Marketing Plan, which promotes California as a premier travel destination. While these two partners (Visit California and Division of Tourism) are separate legal entities, they are commonly referred to jointly as Visit California.

Visit California's marketing budget is directly derived from assessed businesses in the travel and tourism industry, car rental assessment, and a small contribution from the State. Visit

California operates under the auspices of the Governor's Office of Business and Economic Development. Visit California's 37-member board of commissioners is composed of individuals from all 12 designated regions of California. Members represent five principal industry sectors: Accommodations, Restaurants and Retail, Attractions and Recreation, Transportation and Travel Services, and the Passenger Car Rental Industry. Twenty-four of the commissioners are elected by the approximately 18,500 assessed California businesses; the governor appoints 12; and the 37th is the director of the Governor's Office of Business and Economic Development. The Commission meets three times a year to direct Visit California's programs and activities. A 34-member statewide Marketing Advisory Committee also provides input in developing the marketing plan.

## **2. RFP PURPOSE**

The purpose of this RFP is to seek and retain a qualified audiovisual (AV) services and production company capable of delivering exceptional quality services for a wide range of meetings and events throughout each fiscal year.

## **3. CONTRACT TERM**

The initial contract term shall be one year. Visit California reserves the right to renew its agreement prior to the end of each contract term for a total of three years, provided funding to do so is appropriated for this purpose in subsequent budgets. There will be an oral review approximately six months after the contract date and subsequent reviews annually in each year the contract is renewed. Proposed renewals are also assessed



according to program direction, funding, and consistency of price and scope of work continuity.

#### **4. AVAILABLE FUNDS**

Visit California will initially fund this contract up to USD \$800,000 annually. Visit California reserves the right to adjust both the budget and related services. Each audiovisual project or production will consist of a separate budget and Scope of Work.

#### **5. EVALUATION PROCESS & CRITERIA**

Visit California will form a committee to evaluate the written proposals. The criteria for the scoring of the proposals is included as Attachment B. The committee may at any time during the evaluation process seek clarification from Proposers regarding any information contained within their proposal. Any attempt by a Proposer to contact a member of the evaluation committee outside the RFP process, in an attempt to gain knowledge or an advantage may result in disqualification of Proposer.

The top finalists chosen by the evaluation committee will be asked to provide oral presentations to the evaluation committee and allow the committee to conduct in-person office visits. All proposers and key team members working on the account should ensure they are available for the on-site visits during the dates presented in the Tentative Schedule. After the oral presentations, there will be a question and answer period. You will be notified of the total presentation time. In addition to Proposer management, key personnel performing day to day activities will be requested to attend. The criteria for the scoring of the oral presentations is included as Attachment B.

*Please note: Upon completing the selection process under this RFP, Visit California will notify the winning Proposer and all other Proposers who were not selected. Visit California's deliberations are confidential. Accordingly, while we understand that non-selected proposers may wish to ascertain reasons for their non-selection, Visit California is unable to respond to any subsequent questions and/or requests for information as to why a company was not selected.*

## 6. TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of the Commission.

<b>March 9, 2022</b>	<b>RFP public announcement</b>
<b>March 23, 2022 (4:00 pm PST)</b>	<b>Deadline for agency to submit <i>Intent to Bid</i> &amp; questions</b>
<b>March 30, 2022</b>	Q&A provided to proposers
<b>April 29, 2022 (4:00 pm PST)</b>	<b>Deadline for agency to submit proposal</b>
<b>May 6, 2022</b>	Compliance review completed – Committee review begins
<b>Week of May 30, 2022</b>	Finalists selected and notified (actual notification date may vary)
<b>Week of June 20, 2022</b>	Oral interviews conducted in Sacramento, California
<b>Week of June 27, 2022</b>	Selected proposer announced (actual notification date may vary)
<b>July 1, 2022</b>	Commencement date of new contract

## 7. MINIMUM REQUIREMENTS

***Proposals may be rejected if minimum requirements are not met.***

### Questions

All Proposers wishing clarification of this RFP must submit questions via email to: RFP Submissions [rfps@visitcalifornia.com](mailto:rfps@visitcalifornia.com) by the date and time referenced in the Tentative Schedule. ***Prior to submitting questions, please review the questions and answers located on our website at: <http://industry.visitcalifornia.com/About-Visit-California/Requests-for-Proposals>.***

### Notice of Intent to Bid

Notice of Intent to Bid, Attachment A, must be received by **March 23, 2022 at 4:00 pm, PST**. The notice must be submitted via e-mail to [rfps@visitcalifornia.com](mailto:rfps@visitcalifornia.com). The Notice of Intent to Bid is non-binding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Bid.



Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Visit California. All proposers agree that budget costs submitted with their proposals are valid for 120 days from the date Visit California receives your proposal.

#### Financial Statements

Proposers are required to demonstrate financial viability for maintaining an account of this size. Please provide **one copy** of GAAP / IAS compliant financial statements, including but not limited to:

- YoY Income Statement; and
- YoY Balance Sheet.

All of the above Financial Statements must be the most recent statements available, but no more than 12 months old. Financial statements are to be submitted in a sealed envelope. After review, all financial statements will be destroyed or returned to Proposer.

If Proposer would like a Non-Disclosure Agreement (NDA) signed, please complete, sign, and return the NDA (Attachment C) along with your *Intent to Bid* form by the date specified in the Tentative Schedule.

Financial Statements are not required to be audited.

*Please note that financial statements are not optional, but a minimum requirement, even for private companies. Proposers who do not provide financial statements will not be considered.*

#### Financials for Joint Proposals

If proposal is a joint proposal, you must submit financial statements for both Proposers.

#### Experience and Competencies

- Your company must have at least five years' proven experience in:
  - the AV industry, including specific experience in corporate events; and
  - event management and production.
- Your company must maintain an ongoing business in the AV industry as a primary function.
- Your company must possess the ability to execute all AV needs associated with Visit California's functions and events.



### Reserved Rights

All proposals submitted shall become the property of Visit California and shall not be returned to the Proposer. Visit California also reserves the right to:

- Reject any and all bids;
- Waive any or all mandatory requirements, if no proposers meet one or more of those requirements;
- Cancel this RFP;
- Revise the amount of funds available under this RFP;
- Amend this RFP as needed; and
- Not select a vendor and award a contract from this RFP.

### Contract Award

The Scope of Work and all tasks involved will be subject to negotiation between Visit California and the Awardee for the initial contract period. The details of your proposal will be used to negotiate the contract scope of work, and to evaluate your overall proposal as described in Attachment B, Written & Oral Proposal Evaluation Criteria.

## **8. BILLING & RELATED REQUIREMENTS**

### **8.1 Contract Requirements & W-9**

Winner of RFP will be required to abide by Visit California contracting requirements. This includes the conditions and terms contained within our standard Contract Template. ***Please review this template prior to submitting a proposal to ensure these terms are acceptable.*** The standard Contract Template and information on contracting requirements can be found at:

<http://industry.visitcalifornia.com/About-Visit-California/Requests-for-Proposals/>

You will also be required to submit United States Internal Revenue Service (IRS) Form W-9.

### **8.2 Internal Control Structure**

As an attachment to your proposal, please provide a detailed discussion of your internal control structure for ensuring the following controls are in place and operating effectively:

- Controls for ensuring the accuracy of invoices from Proposer's sub-contractors, and the accuracy of invoices provided to Visit California; and
- Controls for ensuring that no expenses are incurred without prior approval.

### **8.3 Billing**

We limit contractor invoicing to two invoices per month. One invoice shall be for Administration & Overhead. The other invoice shall be for out of pocket expenses. Receipts are required for all out of pocket expenses.

The budget for this RFP and all administrative and overhead payments shall be made in U.S. dollars. All program and out-of-pocket costs will be reimbursed in the currency in which they were incurred. The RFP budget shall not be adjusted for the rate of currency exchange.



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**PART II**  
**PROPOSAL**

## 1. PROPOSAL STRUCTURE

Your proposal shall contain the following sections:

- Company Background;
- Company Management & Staff;
- Sub-Contractor Requirements;
- Proposal and Scope of Work;
- Sample Event;
- Additional Proposal Requirements; and
- Financials (submitted separately in sealed envelope).

Please ensure your proposal includes the following:

- A detailed table of contents or index which lists each key section of your proposal;
- Page numbers; and
- Tabs or other methods to identify key sections of your proposal.

Please also place sections of your proposal in the order they are presented within this RFP.

## 2. COMPANY BACKGROUND

Please include the following items:

- A letter of interest;
- A description of your company's primary services;
- The year in which your company was formed;
- Your company's experience in AV production and services, including specific experience in corporate events;
- The address from which the primary work on the contract would be performed;
- Numbers of total employees and contractors; and
- A current and past client list.

## 3. COMPANY MANAGEMENT & STAFF

Please include the following items:

- The contract manager for this scope of work; and
- The individuals who will be conducting the day to day work.

For all individuals assigned to this account, please provide:

- Current resumes/biographies demonstrating qualifications related to this RFP; and
- Length of time with your company.

#### **4. SUB-CONTRACTORS<sup>1</sup>**

Please identify all proposed subcontractors for work that exceeds USD \$5,000 annually. For each sub-contractor:

- Document which portions of service they will perform;
- Describe their ability to perform the work;
- Provide the name and background of their company, if applicable;
- Discuss the percentage of labor that you contract out;
- Discuss any subcontractor service charges that may apply; and
- Discuss the consistency of staff assigned to events.

#### **5. PROPOSAL SCOPE OF WORK**

##### Overall Requirements

Visit California requires audiovisual (AV) production services for all key events held in the U.S. and select international markets. Visit California is looking for an experienced, professional AV production and management company with qualified staff who can help create, shape and execute our event vision. We are looking for a firm that is nimble and quick on its feet, with staff capable of providing technical solutions in real-time. Events range from single-day events such as cocktail networking receptions and committee meetings to multi-day events such as board meetings and conferences with multiple breakout sessions. Events are live, and there is only one opportunity to make each event a success.

To be successful, the AV production team must have the following:

- Creative vision;
- Experience managing event AV, production, and stage direction (pre, during & post event);
- Experience with virtual events;

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<sup>1</sup> The use of subcontractors is subject to approval by the President and CEO of Visit California. Therefore, not all work recommended by the proposer will necessarily be approved and not all subcontractors listed in the Proposal will necessarily be selected.

- Flexibility to address last-minute changes; and
- Ability to quickly find solutions should problems arise.

### Pre-event Planning and Design

In addition to the standard audio and visual elements, interested AV production companies must provide innovative and engaging production strategies and stage direction that aligns with Visit California's overall brand and message. Visit California's internal Event Manager will communicate event objectives prior to the start of each event, and the AV production company will be expected to present ideas that contribute and enhance the event. In some cases, the AV company may also be required to work directly with an event planner contracted separately by Visit California to complete Visit California's vision for the event.

Before selecting a venue, Visit California will require the AV company to complete a walk-through of all potential event spaces to ensure that the event's objectives can be accomplished at the proposed venues. The AV company will speak directly with the in-house AV representative from the venue and, if necessary, test equipment during the walk-through to ensure the venue meets our needs from a logistical standpoint.

After the walk-through, the AV company will be asked to give input on the potential outcome of the event at the given venue including:

- Likelihood of success in achieving the event vision;
- Additional costs or resources required following a venue site visit;
- Suggestions on seating layout and stage design; and,
- Identification of any areas of concern regarding AV production.

The AV company will also be responsible for providing a floor plan & diagrams outlining the recommended placement of AV elements for approval prior to the event, along with making any necessary changes as the Event Manager deems necessary. The AV company may be asked to help coordinate the procurement or creation of special, custom creative branding pieces to help tell the California story. Examples include specialized gobos, customized "signature" pieces such as a carpet/table/logo, step and repeats, banners and letters.

### Event AV Production & Management

The AV company will be responsible for providing all aspects of AV production and management including:

- Rental of AV equipment;
- All AV staffing and onsite AV management;

- Set-up and tear-down for each event/breakout;
- Custom design work for digital signage based on Visit California brand standards;
- Running and management of lighting/sound/video/projection/internet, etc.; and
- Placement and management of branding elements such as: gobos, video/image projection, uplighting, special effects, carpet branding, spotlighting, music, and/or custom brand pieces.

The AV company may also be tasked with running production components such as PowerPoint presentations and videos on an as-needed basis. The AV company will be responsible for making the program run smoothly and seamlessly even if there are technical hiccups. This will require nimble thinking and creative solutions. We are looking for a team that can think outside the box and propose solutions that will “make it work.”

#### Post-Event

After the event concludes, the AV company is responsible for tear-down of AV equipment. Equipment will be removed in a timely fashion, and the AV company must work with the venue to ensure no damage occurs to the event space.

## **6. ANNUAL EVENTS**

Visit California produces the following events each fiscal year:

- 2 – 3 board meetings (See *Sample Event* in the following section)
- Outlook Forum
  - [https://cdn2.webdamdb.com/md\\_MM7ZEIWOopD2.mp4?1551995266](https://cdn2.webdamdb.com/md_MM7ZEIWOopD2.mp4?1551995266)
  - [https://cdn2.webdamdb.com/md\\_AqLoMUIpdkv4.mp4?1582225204](https://cdn2.webdamdb.com/md_AqLoMUIpdkv4.mp4?1582225204)
- 2 – 3 Media events, one each in California, New York, and potentially other states.
- In conjunction with the annual Outlook Forum event, Visit California also hosts a Poppy Awards celebration every other year.

Other special events may be required. The selected company will be notified of all upcoming events near the beginning of each fiscal year. However, events may be added during the fiscal year. Events may also be located outside the U.S.

The AV production company will provide services necessary to deliver AV support at all Visit California events.

## **7. SAMPLE EVENT**

### **Sample Event Background**

#### Budget, Diagram and Rendering

Visit California holds 2 – 3 board meetings each year for its commissioners, with approximately 120 attendees. Assume that each event shall be a one-day event. PowerPoint is the preferred method for presentation, and three to five videos are played at each meeting (two to six minutes in length). Production and décor should be high quality. Audience includes CEOs of major national and global corporations. Please provide a proposal for this corporate meeting.

#### Event Setup

- Stage with podium and board table for 5 (facing audience). Stage dais must have microphones.
- PowerPoint presentation with videos.
- Venue: 5,000 square feet ballroom space with seating for 120 guests.
- Audience interaction component (Q&A).

### **Sample Project Requirements**

Please provide:

- Overall production and labor costs based on event criteria and your recommended list of equipment; and
- Diagram and design rendering of your recommended setup.

## **8. ADDITIONAL PROPOSAL REQUIREMENTS**

- Visit California holds numerous meetings and events globally each year. While most functions take place at different times, there are occasions when a meeting or event will overlap a different and simultaneous function. Please discuss how your company can scale and/or effectively manage resources between simultaneous events of various size and scope.
- Please outline your virtual strategy. While planning in-person events, there are no guarantees that it won't change to a virtual or hybrid format. Please explain how you would help a client handle virtual production and what your virtual strategy and execution is like and what experience you've had doing it.
- Please describe the staffing structure of your organization.
- Please discuss your ability to provide us with diagrams and renderings for each event.

- Please discuss how you handle changes to a scope of work and/or contract, particularly last-minute changes on-site.
- Please discuss what we could expect in terms of your labor charges. For example, are there additional charges for overtime, weekends, holidays, out of state events, out of country events, etc.?
- Please provide video and/or images of past events you have produced, including:
  - Corporate meetings, board meetings, and/or conferences;
  - Receptions; and
  - Activation and/or Special Events.
- Please provide at least three references of prior companies for which you have previously provided AV services. Provide the name, phone number, and email address of the primary contact for each company.
- Please provide a current comprehensive pricing list for all equipment and services. Include hourly labor costs for all personnel, including project managers, technicians, operators, etc.

## 9. DELIVERY OF PROPOSAL

Each bidder is required to deliver **ten** hard copies in addition to an electronic version of their proposal. Only **one** copy of Financial Statements is required. Electronic versions of the proposal must be in PDF format and sent to RFP Submissions at [rfps@visitcalifornia.com](mailto:rfps@visitcalifornia.com). Hard copies must be sent by courier such as FedEx or UPS to:

Visit California  
Request for Proposal: AV Services  
Attn: RFP Submissions  
555 Capitol Mall, Suite 1100  
Sacramento, CA 95814 USA

*Proposals may not be faxed.* **Proposals must be received by the date and time referenced in the Tentative Schedule. Late submissions will not be accepted.**



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**PART III**  
**ATTACHMENTS**

- Intent to Bid**
- Evaluation Criteria**
- Non-Disclosure Agreement**



**ATTACHMENT A**

**NOTICE OF INTENT TO BID  
Audiovisual Services**

**Due: March 23, 2022**

4:00 PM PST

**Send to:**

Jordan Kerr

Director of Finance/Controller

rfps@visitcalifornia.com

Name of Proposer:
Contact Person:
Mailing Address:
Agency URL:
Telephone:
Fax Number:
Email Address:
Signed



**ATTACHMENT B  
WRITTEN & ORAL PRESENTATION / POPOSAL EVALUATION CRITERIA**

Written proposals will be reviewed, evaluated and scored by an evaluation committee. The evaluation committee may, if they deem necessary, select certain proposers for oral interviews. Interviews apply only to the top finalists, as determined by the evaluation committee. Evaluation of written and oral proposals will be based on the following criteria.

	<b>Max. Points</b>	<b>Score</b>
<b>1. OVERALL EXPERIENCE OF FIRM</b>	20	
Our evaluation will include an assessment of such items as the history of your company, your experience as it relates to the requirements within this RFP, evidence of past performance, and related items.		
<b>2. SCOPE OF WORK</b>	20	
Our evaluation will include our assessment of your represented ability to perform duties listed in the Scope of Work and your responses to the Sample Event and other proposal information requirements.		
<b>3. FAMILIARITY WITH VISIT CALIFORNIA BRAND &amp; PRODUCT</b>	10	
Our evaluation will include our assessment of your understanding of our organization and how you integrated this knowledge into your proposal, cultural fit, and related items.		
<b>4. QUALIFICATIONS OF PERSONNEL</b>	10	
Our evaluation will include an assessment of the qualifications, experience, and creativity of your managerial team, staff, and subcontractors, and related items.		
<b>5. CAPABILITIES</b>	20	
Our evaluation will include an assessment of your past performance related to this RFP areas.		
<b>6. COST EFFECTIVENESS</b>	20	
The maximum services are provided in relation to the fees charged and value of overall project. The budget is reasonable and appropriate.		
<b>TOTAL POINTS</b>	<b>100</b>	



## ATTACHMENT C

### NON-DISCLOSURE AGREEMENT (Proposal Information)

THIS NON-DISCLOSURE AGREEMENT ("**Agreement**") is made as of \_\_\_\_\_ ("**Effective Date**") by and between \_\_\_\_\_, a \_\_\_\_\_ ("**Disclosing Party**"), and the California Travel and Tourism Commission, a California non-profit mutual benefit corporation dba Visit California ("**Receiving Party**"), on the following terms and conditions:

1. Background and Purpose. Receiving Party has issued a request for proposal to which Disclosing Party intends to respond with a proposal (the "**Proposal**"). The proposal and supporting documentation will contain certain financial and other business information that is considered confidential and proprietary information by the Disclosing Party (the "**Confidential Information**"). The Disclosing Party has agreed to provide and the Receiving Party has agreed to hold and use the Confidential Information pursuant to the terms and conditions of this Agreement.

2. Requirement to Retain Confidentiality. The Confidential Information is regarded by the Disclosing Party as highly valuable and is not known publicly. Its continued value depends, in part, on retaining its confidential nature. The requirements of this Agreement will apply to the Confidential Information for a period of three (3) years from the Effective Date.

3. Use or Disclosure of Confidential Information. The Receiving Party recognizes that the improper use, disclosure or release of all or any portion of the Confidential Information could cause substantial damage to the Disclosing Party and its affiliates and damage his potential opportunities and revenues, and otherwise have a detrimental impact on the Disclosing Party. Accordingly, all Confidential Information received by the Receiving Party shall be (a) used solely for the purpose of the Receiving Party's evaluation of the Proposal, and (b) kept confidential and shall not be disclosed by Receiving Party in any manner whatsoever, in whole or in part, to any person who is not a party to this Agreement, or (ii) used or included in any information or reports disclosed or distributed by the Receiving Party to any person who is not a party to this Agreement; provided that Receiving Party is authorized to disclose the Confidential Information to affiliates, attorneys, agents, representatives, or employees of the Receiving Party who will review the Confidential Information in connection with the Proposal, subject to the terms and conditions of this Agreement.

4. Information Not Covered by Agreement; Disclosure under Legal Compulsion. Confidential Information shall not include such portions of the Confidential Information as are or become: (i) generally available to the public other than as a result of a disclosure in violation of this Agreement, (ii) available to a party to this Agreement on a non-confidential basis from a source (other than a party to this Agreement), which source is not prohibited from disclosing such Confidential Information by a legal, contractual, or fiduciary obligation, (iii) known by the Receiving Party prior to such disclosure as shown by credible evidence, or

(iv) subject to a governmental, judicial, or administrative order, subpoena or discovery request. If the Receiving Party receives any subpoena, order or other document legally compelling the Receiving Party to disclose any of the Confidential Information, the Receiving Party shall provide the Disclosing Party with prompt written notice of such request so that the Disclosing Party may seek a protective order or other appropriate remedy and/or waive compliance with the provisions of this Agreement. If such protective order or other remedy is not obtained or not requested, the Receiving Party agrees that it shall furnish only that portion of the Confidential Information that it is advised by counsel that it is legally required to disclose and shall exercise reasonable efforts to obtain assurance that confidential treatment will be accorded the Confidential Information so disclosed. Additionally, notwithstanding the foregoing, Disclosing Party acknowledges and agrees that Receiving Party is subject to the California Public Records Act, ("PRA") and shall provide any materials and make any disclosures required for Receiving Party to comply with the PRA.

5. Safeguard Confidential Information. The Receiving Party agrees to safeguard all Confidential Information in a secure place and restrict the disclosure of any Confidential Information as provided herein.

6. Property. The Confidential Information shall remain the exclusive property of the Disclosing Party. Upon the termination of the discussions regarding the Proposal the Receiving Party shall return any documentation or recordings of the Confidential Information, together with all copies thereof, immediately to Disclosing Party, provided that Receiving Party may retain a copy in its records, pursuant to its records retention policy, subject to the continuing obligation of confidentiality with respect to such Confidential Information.

7. Attorneys' Fees; Prejudgment Interest. If the services of an attorney are required by any party to secure the performance of this Agreement or otherwise upon the breach or default of another party to this Agreement, or if any judicial remedy or arbitration is necessary to enforce or interpret any provision of this Agreement or the rights and duties of any person in relation thereto, the prevailing party shall be entitled to reasonable attorneys' fees, costs and other expenses, in addition to any other relief to which such party may be entitled.

8. Severability. If any provision of this Agreement is held by a court of competent jurisdiction to be invalid or unenforceable, the remainder of the Agreement which can be given effect without the invalid provision shall continue in full force and effect and shall in no way be impaired or invalidated.

9. Governing Law. The rights and obligations of the parties and the interpretation and performance of this Agreement shall be governed by the law of California, excluding its conflict of laws rules.

10. Notices. All notices and communications pursuant to this Agreement shall be given in writing by personal delivery, prepaid first class registered or certified mail properly addressed with appropriate postage paid thereon, or facsimile transmission, and shall be



deemed to be duly given and received on the date of delivery if delivered personally, on the second day after the deposit in the United States Mail if mailed, or upon acknowledgment of receipt of electronic transmission if sent by facsimile transmission.

11. Waiver of Breach. No covenant or condition of this Agreement can be waived except by the written agreement of the party entitled to enforce the covenant or condition. Forbearance or indulgence by either party in any regard whatsoever shall not constitute a waiver of the covenant or condition to be performed by the other party.

12. Miscellaneous. This Agreement contains the entire understanding of the parties with respect to the matters described herein. This Agreement supersedes all prior and/or contemporaneous agreements and understandings between the parties, written or oral, with respect to the matters described herein. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original document and all of which, taken together, shall be deemed to constitute but a single original document.

Each of the parties hereto has executed this Non-Disclosure Agreement as of the Effective Date first set forth above.

DISCLOSING PARTY:

RECEIVING PARTY:

\_\_\_\_\_

California Travel and Tourism Commission,  
a California non-profit mutual benefit  
corporation dba Visit California

By:\_\_\_\_\_

By:\_\_\_\_\_

Name:\_\_\_\_\_

Name:\_\_\_\_\_

Title:\_\_\_\_\_

Title:\_\_\_\_\_