

REQUEST FOR PROPOSAL FOR A CALIFORNIA WELCOME CENTER 2024



Photo by Max Whittaker



REQUEST FOR PROPOSAL (RFP) FOR A CALIFORNIA WELCOME CENTER

A. INTRODUCTION

California Welcome Center Mission:

California Welcome Centers (CWC) offer unique and authentic customized visitor services for explorers interested in all that California has to offer. As a network of informational hubs, the CWCs – and their friendly, knowledgeable employees – provide visitors and local residents alike with informed suggestions on how to take advantage of a variety of experiences CWCs also serve as bands ambassadors for California tourism and benefit not only each individual visitor, but also – through influence over visitor spending – our local communities, the state and all associated stakeholders.

The California Office of Tourism (California Tourism) is required to establish conditions on which to base the designation of an entity as a CWC, and to ensure consistency of operating standards among the Centers. There are currently 23 CWCs throughout California. The purpose of this RFP is to designate an entity to provide services as a California Welcome Center in various counties throughout the state that are underserved by visitors. There is to be a designated Center in each of the following regions of the state: Shasta Cascade, Desert, North Coast, Inland Empire, Gold Country, High Sierra, Central Coast, Central Valley, Los Angeles County, Orange County, San Diego County and the Bay Area. Currently, California Tourism is accepting proposals requesting designation to serve **any California region**. If proposed location is too close to an existing center and could confuse visitors, the committee can elect to disqualify the proposal. In addition, proposers should review the California Code of Regulations for California Welcome Centers, which further outlines the criteria that govern the CWCs (Attachment B).

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

B. NOTICE OF INTENT TO PROPOSE

Notice of Intent to Propose, Attachment C, must be received by the California Office of Tourism by October 17, 2024. The notice may be emailed to rfps@visitcalifornia.com or faxed to (916) 322-3402. The notice is non-binding; however, it ensures the receipt of all items related to this RFP. Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Propose.



C. ELIGIBILITY

The applicant shall be a convention center, visitor bureau, chamber of commerce, local government, state government, federal government, private entity or combination of the above. Proposer must have a permanent structure with heating and air conditioning at the proposed property site and adequate public space, parking facilities, including space for buses and recreational vehicles. In addition, the proposer must provide significant documentation of financial support to sustain CWC for a minimum of 5 years and must serve the identified area. The property must be within two miles of a major freeway or highway. The applicant must have authority to permanently display the required signage on the exterior of the proposed property site, as well as the authority to display signage on local/city streets leading from the highway to the Center.

D. DESCRIPTION OF PROPOSER

A Proposer conference call will be held on **September 25, 2024 at 2:30 PM** Pacific Daylight Time (PDT). The purpose of the conference is to address any questions that the proposers may have regarding the RFP process. The proposer may utilize the following conference information to join the audio conference: <https://visitcalifornia.zoom.us/j/95948519577>

After the conference call, all proposers needing additional clarification of this RFP must submit questions in writing to the California Office of Tourism, using the contact information in Section G, by 5 p.m. PDT on October 17, 2024. Questions submitted after this date will not be answered.

Proposals, due November 12, 2024, must be accompanied by a non-refundable application fee of \$1,000 made out to the Office of Tourism, with a notation "application fee, California Welcome Center," and sent to the address in Section G.

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

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

E. PROPOSAL PLANS AND SCORING CRITERIA

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

1. Site Plan (0 to 20 points)

- (a) The physical address of the proposed Center.
- (b) Size and location of property. Provide the actual square footage of the proposed site or property and include a description of the proximity to tourist attractions, restaurants and lodging, and distance from major freeways or highways and its ability to fit anticipated guest traffic.
- (c) Central heating and air conditioning capacity.
- (d) Description of the architectural theme of the facility and how it is representative of local surroundings. In addition, review Attachment D for exterior and interior brand standard requirements within the California Welcome Centers Visual Identity Guidelines and detail the commitment to implementing the Basic Welcome Package, Tier 1 and Tier 2 brand elements based on location relevance. Estimated investment may fluctuate based on location, vendor availability, and guest traffic.
- (e) Restroom facilities and ADA compatibility.
- (f) Describe the interior display space, which must include the following: Layout for information racks, service desk and rest rooms. The layout must include plans that allow, at a minimum, eight 3' W' x 2'D display racks or 25' of linear wall space, or 51 square feet of open space dedicated to brochure display racks, and space for a 42 " plasma screen. Include details and plans for space that will be dedicated to dioramas, regional displays or exhibits (Refer to section E, paragraph 4(c) of this document and Attachment A, "Regional and Statewide Promotion" section).
- (g) Direct Internet access, High-speed Wi-Fi, minimum 35 mb unless otherwise noted based on location limitations.
- (h) Describe parking facilities, including RV and bus parking.
- (i) Provide a proposed timeline from conditional designation to grand opening including but not limited to:
 - a. Lease Negotiation
 - b. Tenant or Building Improvements
 - c. Other Improvements

Failure to meet timelines can result in loss of designation.

2. Marketing Plan (0 to 20 points)

(a) Public Relations.

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

(b) Direct Sales.

- (1) Provide a list of any merchandise to be sold at the center, the benefit the merchandise has to the traveler and the competitive pricing of the merchandise with other local vendors. Note, all CWCs must include retail merchandise that are both indicative of California as well as of the local region where the site is located.
- (2) Provide a list of any and all commercial establishments attached to the proposed property and the level of service it will provide to the traveler.
- (3) Provide a list of travel services to be provided at the center, including travel arrangements, ticket booking service and Internet service. Provide a signed statement that the California Welcome Center shall not provide any direct real estate, time-share sales, or telemarketing.
 - i. Real Estate Agents can utilize advertising space as part of relocation services or resources offered by the center.
- (4) Describe any other plans to promote the center through direct sales.

(c) Print Advertising.

Describe any plans to promote the Center through print advertising.

3. Financial Plan (0 to 20 points)

Identify funding sources including but not limited to; local DMO, City, Private Organizations, etc. and financial ability to sustain a CWC as well as associated expenses such as staffing, operational costs, payment of the annual \$5,000 fee, and costs for Caltrans freeway signage and directional city signage for the next 5 years. Financial plan should also include funds for occasional assessments for joint marketing purposes, such as printing of promotional CWC brochures, as well as attendance at the CWC management meetings, with three meetings per year located throughout California. California Welcome Centers should aim to operate at a breakeven or positive profit financial performance level through a core set of financial sponsors.

4. Operational Plan (0 to 30 points)

- (a) Description of proposed staffing, which shall include a manager with decision-making authority. Include number of full-time and part-time staff and indicate paid or volunteer. Each center is required to be staffed during operating hours.
- (b) Provide a signed statement including the commitment to operate seven days a week, except for major holidays.
- (c) Describe in detail the plan to gather, display and maintain visitor brochures and travel-related information from throughout the state. Information must promote the local region as well as the entire state.



- (d) Describe plans to incorporate dioramas, regional displays, or exhibits. Describe how the region, as well as the entire state, will be promoted visually and describe plans to depict to visitors the things to do and see in your region.
- (e) Provide plans for maintaining the building, restrooms and grounds surrounding the center.
- (f) Provide a certificate of insurance stating that there is comprehensive general liability insurance in effect for the property, with a combined single limit of not less than one million dollars per occurrence for bodily injury and property liability combined.
- (g) Provide proposed operating hours and describe how they meet the needs of travelers in the area.
- (h) Describe plans to train staff on current visitor information including new attractions, events, destinations and accommodations in the region and throughout the state.
- (i) Provide authorization by the property owner that the applicant can display required signage on the exterior of the proposed property and evidence that signage will be in compliance with any relevant city or county ordinances.
- (j) Provide the method that will be used for tracking and recording the number of visitors to the Center on a monthly basis, a photoelectric infrared non-directional people counter, or similar, is preferred. Implementation of existing methods for statistical collection at California Welcome Centers may be required upon designation.
- (k) Provide a description of visitor traffic pattern (including an estimate of current visitor numbers as well as projected numbers), and why a center is warranted in the said area. If another California Welcome Center is located within 50 miles of the proposed location, provide a description of how the visitor traffic patterns will support both centers.

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

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

- (a) The community's principal destination marketing organization
- (b) Tourism association
- (c) City or county
- (d) Other similar organization

Eligible proposals receiving between 85 and 100 points shall be considered for designation and a site visit shall be scheduled. **The site visit, to verify the site and operational plan, and the proposer's understanding of the California Welcome Center responsibilities, will contain an additional point score of up to 20 points, beyond the original score.** The designation, which is for a five-year period, will be awarded to the proposer(s) receiving the highest cumulative score.

The first year will be a probationary period. At the end of five years, the Center shall submit in writing a letter of intent to continue operation of the Center. The California Office of Tourism



will then re-evaluate the effectiveness and appropriateness of continuing a Center designation at the same location. The California Office of Tourism reserves the right not to designate a California Welcome Center as a result of this RFP.

F. TENTATIVE SCHEDULE

Request for Proposal Released	September 17, 2024
Proposer’s Conference Call at 2:30 PM PST https://visitcalifornia.zoom.us/j/95948519577	September 25, 2024
<u>Written Questions and Notice of Intent to Propose (Non-binding document) Due Date</u>	<u>October 17, 2024</u>
Question and Answer Summary E-mailed (And response from Proposer’s Conference)	October 23, 2024
<u>Proposal Due Date</u>	<u>November 12, 2024</u>
Evaluation Scoring by Committee (Finalists selected & notified)	December 12, 2024
Site Visits	January-February 2025
CWC Designation Awarded	February 2025

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

G. DELIVERY OF PROPOSAL

Each proposer is required to deliver five (5) printed copies of the proposal and one electronic copy along with a \$1,000 non-refundable application fee, to The California Office of Tourism at the address listed below, **no later than 5 p.m. on November 12, 2024**. The printed proposals may **not** be faxed or e-mailed, but may be sent by courier such as Federal Express, UPS, etc., to:

Attn: Sommer McCormick
California Division of Tourism
555 Capitol Mall, Ste. 1100
Sacramento, CA 95814

Electronic versions may be e-mailed to rfps@visitcalifornia.com

Attachment A

California Welcome Center Program



California Office of Tourism
555 Capitol Mall, Ste. 1100
Sacramento, CA 95814
(916) 322-1266 Telephone
(916) 322-3402 Fax

California Welcome Center Mission

California Welcome Centers (CWC) offer unique and authentic customized visitor services for explorers interested in all that California has to offer. As a network of informational hubs, the CWCs – and their friendly, knowledgeable employees – provide visitors and local residents alike with informed suggestions on how to take advantage of a variety of experiences CWCs also serve as bands ambassadors for California tourism and benefit not only each individual visitor, but also – through influence over visitor spending – our local communities, the state and all associated stakeholders.

Background

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

Regional & Statewide Promotion

The CWCs must prominently promote their immediate area and give travelers a reason to stay in the region for a longer duration, but they are also required to represent the entire state. Consequently, the CWCs are required to provide professionally designed displays that include



information about traveling within California and the immediate region. The CWCs are encouraged to partner with their local community, convention and visitors bureaus, and other agencies to create exhibits.

All CWCs are to provide destination, attraction, performing arts, and accommodations brochures from throughout the state. Not more than ten percent of the literature offered at a CWC may represent non-California entities. Most of the CWCs also feature some or all of the following: advertiser display boards, reservation services, Internet access, regional and California merchandise, attraction ticket sales, and flat screen advertising.

Operating Standards

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

The Department of Transportation (Caltrans) is responsible for the installation and maintenance of highway signs identifying CWCs. The CWCs are responsible for the cost of signage. Costs of signs vary depending on size and number of characters used.

Traveling Bear Logo

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

Revenue/Partnerships

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

The following are examples of CWC partnerships:

- **CWC, Anderson** – USDA Forest Service; Bureau of Land Management; National Park Service; Sierra Pacific Industries; Redding Rancheria; Shasta Outlets; Volcanic Legacy Scenic Byway, City of Anderson; Shasta Cascade Wonderland Association, among others.
- **CWC, Barstow** – Bureau of Land Management; Public Lands Interpretive Association; San Bernardino County Parks Dept.; National Park Service; Mojave National Preserve; City of Big Bear; Disney, among others.

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

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

Current Welcome Center Locations

- Anderson (Shasta Cascade)
 - 1699 State Highway 273, Anderson, CA 96007
- Auburn (Gold Country)
 - 1103 High St., Auburn, CA 95603-3214
- Barstow (Deserts)
 - 2796 Tanger Way, Suite 100 Barstow, CA 92311
- Cabazon (Deserts)
 - 48750 Seminole Dr. #100 Cabazon, CA 92230
- Cross Border Xpress (San Diego County)
 - 2745 Otay Pacific Drive, San Diego, CA 92154
- El Dorado Hills (Gold Country)
 - 2085 Vine Street, Suite 105 El Dorado Hills, CA 95762-7123
- Eureka (North Coast)
 - 108 F St, Eureka, CA 95501
- Fairfield (Central Valley)
 - 1 Jelly Belly Lane, Fairfield, CA 94533
- Gilroy (Central Coast)
 - 8155-6 Arroyo Circle, Gilroy, CA 95020

- Los Angeles (Los Angeles County)
 - 100 Citadel Drive, Suite 480, Los Angeles, CA 90040
- Mammoth Lakes (High Sierra)
 - 2510 Main Street, Mammoth Lakes, CA 93546
- Modesto (Central Valley)
 - 1008 12th Street, Modesto, CA 95354
- Oceanside (San Diego County)
 - 928 N Coast Highway Oceanside, CA 92054-2136
- Ontario (Inland Empire)
 - One Mills Circle, Suite 1054 Ontario, CA 91764
- Pismo Beach (Central Coast)
 - 333 Five Cities Drive, Suite 100 Pismo Beach, CA 93449
- Ridgecrest (Desert)
 - 880 N China Lake Blvd, Ridgecrest, CA 93555
- Salinas (Central Coast)
 - 1-A Station Place, Salinas, CA 93907
- San Clemente (Orange County)
 - 101 West Avenida Vista Hermosa, San Clemente, CA 92672
- San Francisco (San Francisco Bay Area)
 - Unit B16, 2nd Level, Pier 39 San Francisco, CA 94133
- Santa Rosa (North Coast)
 - 9 Fourth Street, Santa Rosa, CA 95401
- Torrance (Los Angeles County)
 - 21250 Hawthorne Blvd #500, Torrance, CA 90503
- Ukiah (North Coast)
 - 200 South School Street, Ukiah, CA 95482
- Yucca Valley (Deserts)
 - 56711 29 Palms Highway, Yucca Valley, CA 92284-2642

Benefits of State/CWC Partnership

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

- The CWCs are promoted throughout the *California Official State Visitor's Guide and Travel Planner* (CVG), which has a circulation of 500,000 copies distributed worldwide, as well as 100,000 copies being digitally downloaded. This exposure is valued at \$200,000 per year in advertising. In addition, the CWCs are highlighted on each regional map in the CVG. A digital version of the CVG is available online via visitcalifornia.com.
- The California *Official State Map* places information about the CWCs on the back panel of the map, which is premium placement. If this space were sold, it would be valued at \$49,000.
- The *California Road Trips* guide promotes the CWCs throughout the publication, and contains a listing that provides CWC contact information and directions and has an



advertising value of \$26,000. One million copies of this publication are distributed annually.

- Each CWC has an individual page on the California Tourism Web site (visitcalifornia.com) under “California Welcome Centers,” section of the website, each CWC is listed by region. Many are also featured in various trip itineraries. The site receives an average of 1.8 million unique visits per month. (www.visitcwc.com)
- As an official state-designated office, CWCs have an exclusive agreement with Caltrans to have freeway signage directing motorists to their location, in addition to smaller “trailblazer” signs on local city streets to further direct motorists off the freeway and to their site. Freeway signage increases the number of visitors to the CWCs.

Application Process

A committee of travel industry experts, including representatives from Visit California, the California Office of Tourism, and the California Welcome Center Program, meet periodically and consider inquiries from entities interested in being designated as a CWC. The area where an entity is located is reviewed to determine visitor traffic patterns, proximity to other CWCs, and overall need for a CWC. A Request for Proposal is issued in those areas that the committee feels would benefit from a CWC, and applications are accepted in accordance with California Code of Regulations Section 5372.

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

Information

California Welcome Center Program
cwc@tourism.ca.gov



Attachment B

California Welcome Center Program California Code of Regulations Title 10, Chapter 7.67, Sections 5370-5377

§ 5370. Definitions.

The following definitions shall apply to the regulations contained in this chapter:

(a) "Agency" means the Business, Transportation and Housing Agency.

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

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

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

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

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

§ 5371. Eligibility.

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

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

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

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

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

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



§ 5372. Application Process.

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

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

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

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

§ 5373. Application. General Information.

The General Information Section of the application shall contain the following information:

(a) Applicant Information

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

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

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

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

(c) Proposal plans as specified in Section 5374.

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

§ 5375. Continuing Responsibility of CWC.

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



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

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

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

(4) The Center shall request approval from the Office in order to use the Traveling Bear logo, the "California Welcome Center" or the Visit California logo on any merchandise, uniforms or signage. The Center shall submit the request to the Office of Tourism.

(5) All merchandise sold in the Center shall be appropriate for all ages of travelers.

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

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

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

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

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

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

§ 5376. Revocation of Designation.

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



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

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

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

§ 5377. Appeal Process.

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

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

(2) Statement of the basis of the appeal.

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

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

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

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

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

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



Attachment C

**Notice of Intent to Propose
California Welcome Center, Statewide**

Due by October 17, 2024 by 5:00 p.m.

Email or fax to:

rfps@visitcalifornia.com

California Welcome Center Program
California Office of Tourism
555 Capitol Mall, Suite 1100
Sacramento, CA 95814
Tel: (916) 233-0275 Fax: (916) 322-3402

<u>Name of Proposer:</u>	
<u>Contact Person:</u>	
<u>Mailing Address:</u>	
<u>Agency URL:</u>	
<u>Telephone:</u>	
<u>Fax Number:</u>	
<u>Email Address:</u>	
<u>Signature & Title:</u>	<hr/>

Attachment D

California Welcome Centers Visual Identity Guidelines

GENERAL BRAND STANDARDS FOR LOCATION SIGNATURE MARK

CLEAR SPACE



The suggested required clear space surrounding all versions of the signature mark is equal to the height of the "C" in "CALIFORNIA." Text and graphics should not be placed within the clear space, but they may align with the edge of the clear space. The clear space must be respected on all four sides of the logo.

PRIMARY COLOR PALETTE



SINGLE COLOR - CA BLUE



SINGLE COLOR - BLACK



REVERSE COLOR



REVERSE - WHITE



AMBASSADOR BADGES & APPAREL

OXFORDS, SHORT AND LONG-SLEEVED
POLOS AND VOLUNTEER BADGES
NOTE: SHIRTS ARE NON-EMBROIDERED

VOLUNTEER BADGE (MAGNETIC)



WHITE OXFORD



CA BLUE DRY-FIT
GOLF POLO



Oceanside CWC

ORANGE LONG SLEEVE POLO



VALUE: \$1,575

\$75 (24) Name Badges
\$500 (24) Oxford
\$500 (24) Dry Fit Polos
\$500 (24) Long Sleeve Polos



CALIFORNIA WELCOME CENTERS
VISUAL IDENTITY GUIDELINES

VERSION 1.0 | SUMMER 2018

CALIFORNIA

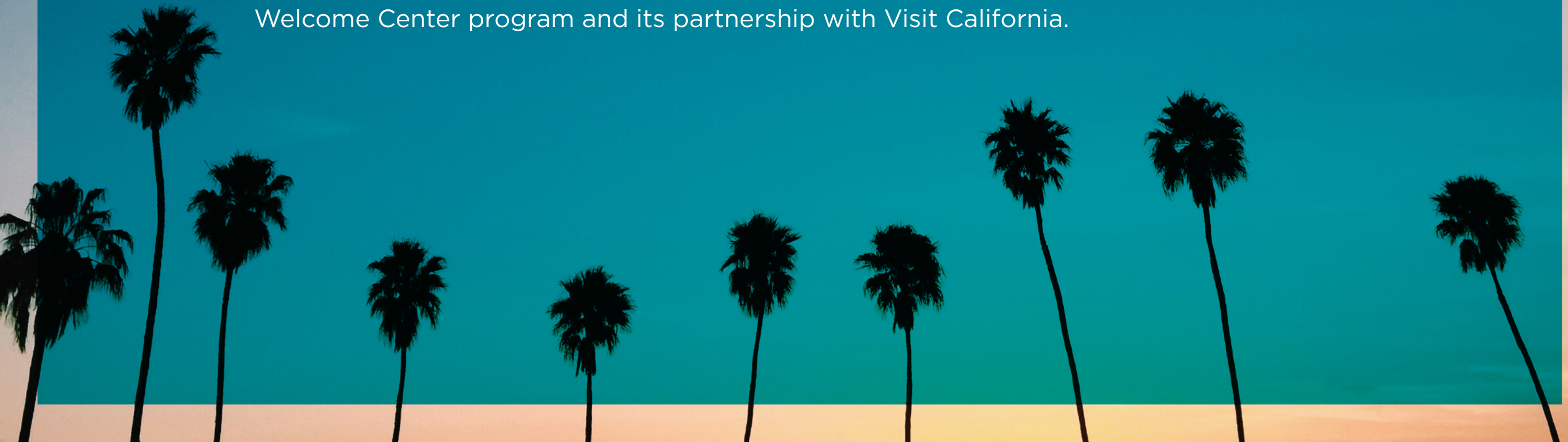
WELCOME

CENTERS

INTRODUCTION

This document will serve as a comprehensive brand style guide detailing the proper usage of brand elements. Centers should adhere to this guide for best design practices.

After executing visits, interviewing personnel and completing an audit report, emcee design has created the following California Welcome Center Visual Identity Guidelines. Identifying Centers' commonalities and designing strategic solutions to enhance each visitor's California Welcome Center experience, and with that, the overall California Welcome Center program and its partnership with Visit California.



OBJECTIVES

Main objectives of the Visual Identity Guidelines:

- **Identify and unify California Welcome Center (CWC) common traits**
- **Elevate California Welcome Center's partnership with Visit California (VCA)**
- **Create brand standards for California Welcome Centers**

STRATEGY

Approach to CWC's design solutions:

- 1. Define Brand Hierarchy**
- 2. Establish Visitor Personas**
- 3. Utilize Persona Brand Touch Points**
- 4. Leverage Visit California Brand Standards**
- 5. Establish California Welcome Center Signature Marks**
- 6. Adopt Basic Welcome Package and Incorporate Tier 1 & Tier 2 Add-ons**

1. DEFINE BRAND HIERARCHY

California Welcome Center exposure often begins along California’s buzzing highways, with branded directional signage educating drivers when nearing a Center. Because of this high-profile initial touchpoint, it is important that the exterior CWC brand remain the top priority.

Once inside, the CWC brand hierarchy shifts, with the VCA consumer brand platform - Dream Big - taking top priority. Visual and audible touch points will reinforce the abundance of activities California has to offer, coupled with the unique approach on living life to the fullest. We don’t just dream in California. We dream big.

Regional personality should be infused into the visitor experience, each local CWC will execute this differently, but an overarching brand hierarchy will help to unify and elevate the Centers.

WELCOME CENTER EXTERIOR:



Followed by:

Local brand

California Dream Big brand

WELCOME CENTER INTERIOR:



Followed by:

Local brand

California Welcome Center brand

2. ESTABLISH VISITOR PERSONAS

BATHROOM STOP

The bathroom stop visitor is comprised of guests who pop in and out of the Center for two main reasons; the bathroom or a map. Some may ask a quick question for staff, but are right back on the road. These visitors make up the majority of the CWC foot traffic, and provide the fewest opportunities for brand touch points. We consider this group to be the lowest hanging fruit for design solutions.

REST STOP

These visitors stop with intentions of a quick transaction or stretching their legs, spending a few minutes in the Center, grabbing some brochures and enjoying a brief conversation with the staff. With multiple brand engagements, visitors are more exposed to the CWC information and VCA brand elements.

TRAVEL PLANNER

These visitors take full advantage of the CWC offerings. They spend time browsing the brochure racks, looking at retail elements and interacting with digital displays. They are using the Center for in-person local knowledge, and take the time to get the full CWC experience.

3. UTILIZE PERSONA BRAND TOUCH POINTS

Established personas have three varying levels of interaction with Centers. By following visitors' journeys from their first sighting of a highway sign through their engagement inside the Centers, we can align key touch points with practical California-centric design solutions.

Goal: Provide multiple true-to-brand touch points for each persona.

- **Bathroom Stop** – Provide overt, identifiable brand hierarchy touch points for CWC visitors via large-scale signage, brand ambassadors, bathroom signs and branded maps.
- **Rest Stop** – Include well-designed browsing areas for those who take some time to look around, including branded racks, local displays and relevant retail.
- **Travel Planner** – Offer interactive displays and brand interactions to keep visitors engaged.

4. LEVERAGE VISIT CALIFORNIA BRAND STANDARDS

The regional character of each CWC should continue to play a role in the visual experience of visitors, while working to feel like it belongs to something bigger.

This can be accomplished by infusing the VCA consumer brand platform, Dream Big, into the Centers by utilizing the current brand standards and design inspiration (i.e. color schemes, suggested imagery and tone.)



A unique expression of California, the consumer Dream Big logo is fun and friendly, reflecting the California spirit. The Dream Big logo consists of the logotype, tagline, and wave. The rounded font is just like California: laid-back and casual.

The wave is symbolic of water, from the Pacific Ocean to the numerous rivers and lakes found throughout the state, while the colors CA Gold and CA Orange evoke golden sunshine, while CA Blue speaks to the endless blue ocean and sky.

Please treat this logo with care and keep it pure. Never alter it. Always use the digital artwork provided when reproducing the California Dream Big logo globally.

GENERAL BRAND STANDARDS

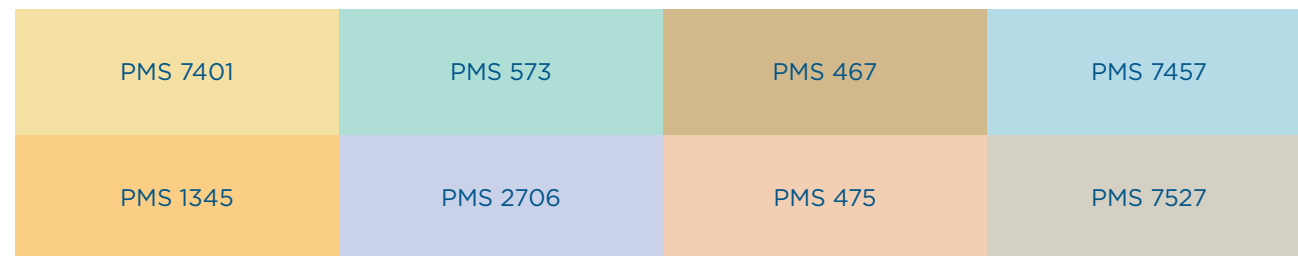
PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



TERTIARY COLOR PALETTE



TYPOGRAPHY

Geometric
Slabserif 703 BT

AaBbCcDd1234

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Geometric Slabserif 703 BT Light
Geometric Slabserif 703 BT Medium
Geometric Slabserif 703 BT Bold
Geometric Slabserif 703 BT Extra Bold

Geometric
415 BT

AaBbCcDd1234

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Geometric 415 BT Light
Geometric 415 BT Medium
Geometric 415 703 BT Black

GRAPHIC WAVE ASSETS



5. ESTABLISH CALIFORNIA WELCOME CENTER SIGNATURE MARKS

Inviting visitors to experience the fun-loving, anything-is-possible Californian lifestyle, these new signature markings seamlessly connect CWC and VCA. These approachable tie-ins can be incorporated across common touch points.





welcome

THE WELCOME SIGNATURE MARK

California is, and will always be, a welcoming place for visitors. By incorporating a script-font to the existing font suite, CWCs are reinforcing the friendly, laid-back California vibe the Golden State is known for, with the personal touch only a CWC can provide. It suggests both approachability and accessibility for visitors.

THE LOCATION SIGNATURE

Adding to (and playing off of) the new welcome signature mark, is a stylized location signature. Using the distinguished CWC logo and locking it up with a care-free, whimsical font creates a standardized, friendly, yet individualized mark for each center.



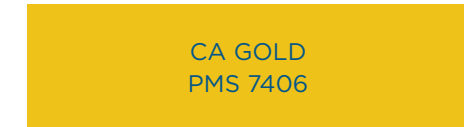
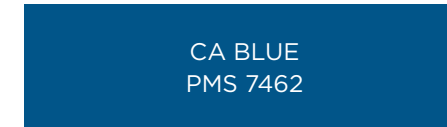
GENERAL BRAND STANDARDS FOR LOCATION SIGNATURE MARK

CLEAR SPACE



The suggested required clear space surrounding all versions of the signature mark is equal to the height of the “C” in “CALIFORNIA.” Text and graphics should not be placed within the clear space, but they may align with the edge of the clear space. The clear space must be respected on all four sides of the logo.

PRIMARY COLOR PALETTE



SINGLE COLOR - CA BLUE



SINGLE COLOR - BLACK



REVERSE COLOR



REVERSE - WHITE



welcome

6. BASIC WELCOME PACKAGE

Each CWC upon acceptance into the program will be required to adopt the “Basic Welcome Package” to the best of their location’s ability.

EXTERIOR FEATHER BANNERS

ENTRY DOOR SIGNAGE

WELCOME MAT

FRONT DESK SIGNAGE

BRAND AMBASSADOR APPAREL

FRAMED PHOTOGRAPHY

CUSTOM RESTROOM SIGNS

BRANDED BROCHURE RACKS

CALIFORNIA MAP

PENS, FIELD NOTES AND BAGS

CHARGING STATION

BACKGROUND MUSIC

INTERIOR PAINT

EXTERIOR BANNERS

TWO WEIGHTED FEATHER BANNERS



Truckee CWC



VALUE: \$600

ENTRY DOOR SIGNAGE

ENTRY DOOR BRANDING



Oceanside CWC



Truckee CWC

ALTERNATE DOOR SIGN
(When glass doors are unavailable)



VINYL CUT LOGO ON .25" PLASTIC

VALUE: \$250

WELCOME MAT

DREAM BIG WELCOME MAT

INTERIOR "WATERHOG" LOGO MAT



72"

48"



San Francisco CWC



Oceanside CWC

VALUE: \$575

FRONT DESK SIGNAGE

PRIMARY FOCAL WALL OR FRONT DESK BRANDING

PRIMARY LOCATION



California™
dream
big

30"

72"

California™
dream
big

ALTERNATE LOCATION

BANNER OR VINYL TRANSFER LOGO AVAILABLE IF RESTRICTED.



El Dorado Hills CWC



San Francisco CWC



3/8" THICK ACRYLIC

VALUE: \$1,000

AMBASSADOR BADGES & APPAREL

OXFORDS, SHORT AND LONG-SLEEVED
POLOS AND VOLUNTEER BADGES

NOTE: SHIRTS ARE NON-EMBROIDERED

VOLUNTEER BADGE (MAGNETIC)



CA BLUE DRY-FIT
GOLF POLO



Oceanside CWC



WHITE OXFORD



ORANGE LONG SLEEVE POLO

VALUE: \$1,575

- \$75 (24) Name Badges
- \$500 (24) Oxford
- \$500 (24) Dry Fit Polos
- \$500 (24) Long Sleeve Polos

FRAMED PHOTOGRAPHY

FRAMED CALIFORNIA PHOTOGRAPHY

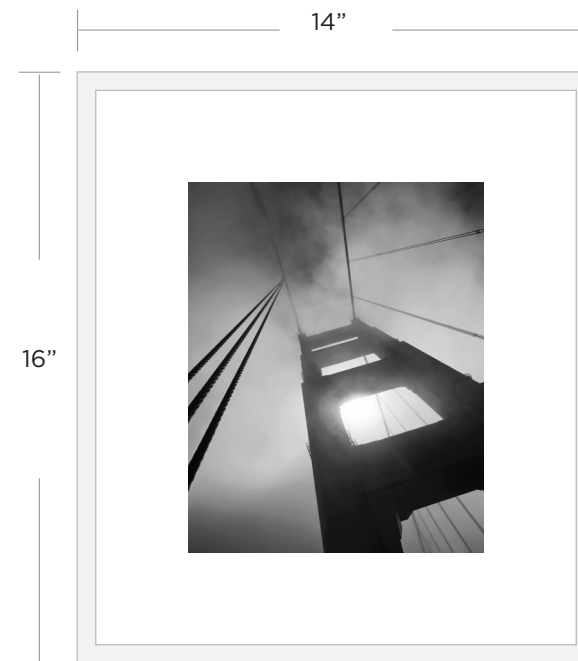
Six 16x16 frames, six 14x16 frames, three 16x20 or other combination (equaling \$300)



Ontario CWC

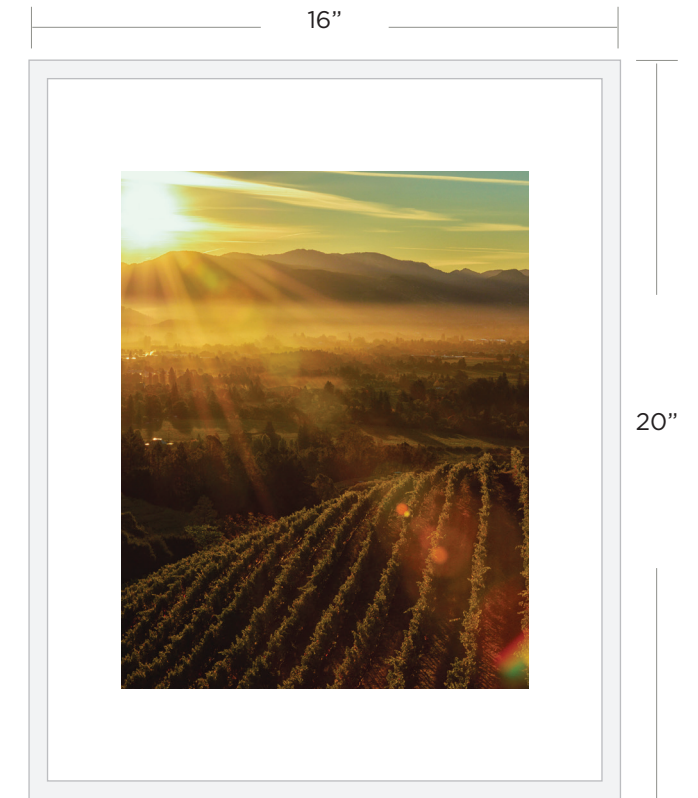


(6) FRAMED PRINTS (10"X10" PRINT)



(6) FRAMED PRINTS (8"X10" PRINT)

WHITE SATIN FRAMES WITH WHITE MATTING



(3) FRAMED PRINTS (11"X14" PRINT)

VALUE: \$300

PHOTO LIBRARY Photography for examples only. Usage rights to be confirmed and selected photography to be approved by VCA. Approved local photography is also acceptable.

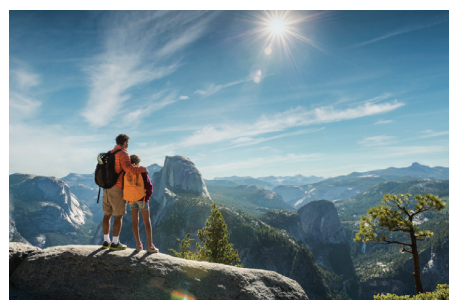
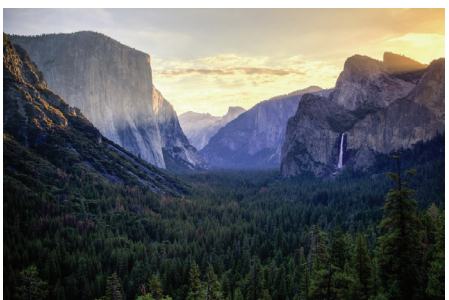
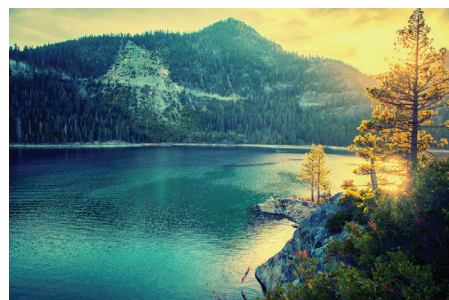
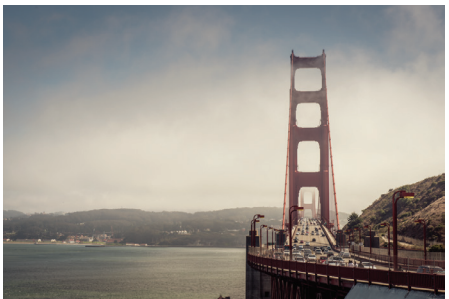
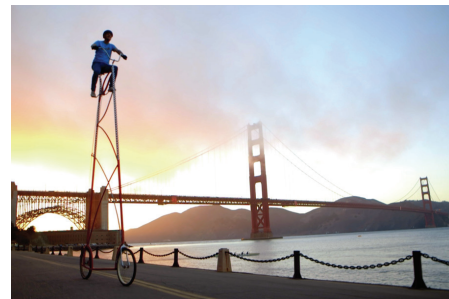
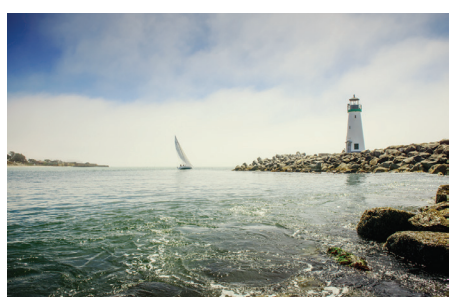


PHOTO LIBRARY Photography for examples only. Usage rights to be confirmed and selected photography to be approved by VCA. Approved local photography is also acceptable.



RESTROOM SIGNS

VCA DREAM BIG INSPIRED ADA RESTROOM SIGNAGE



SILKSCREEN OR VINYL
ON 6MM SINTRA



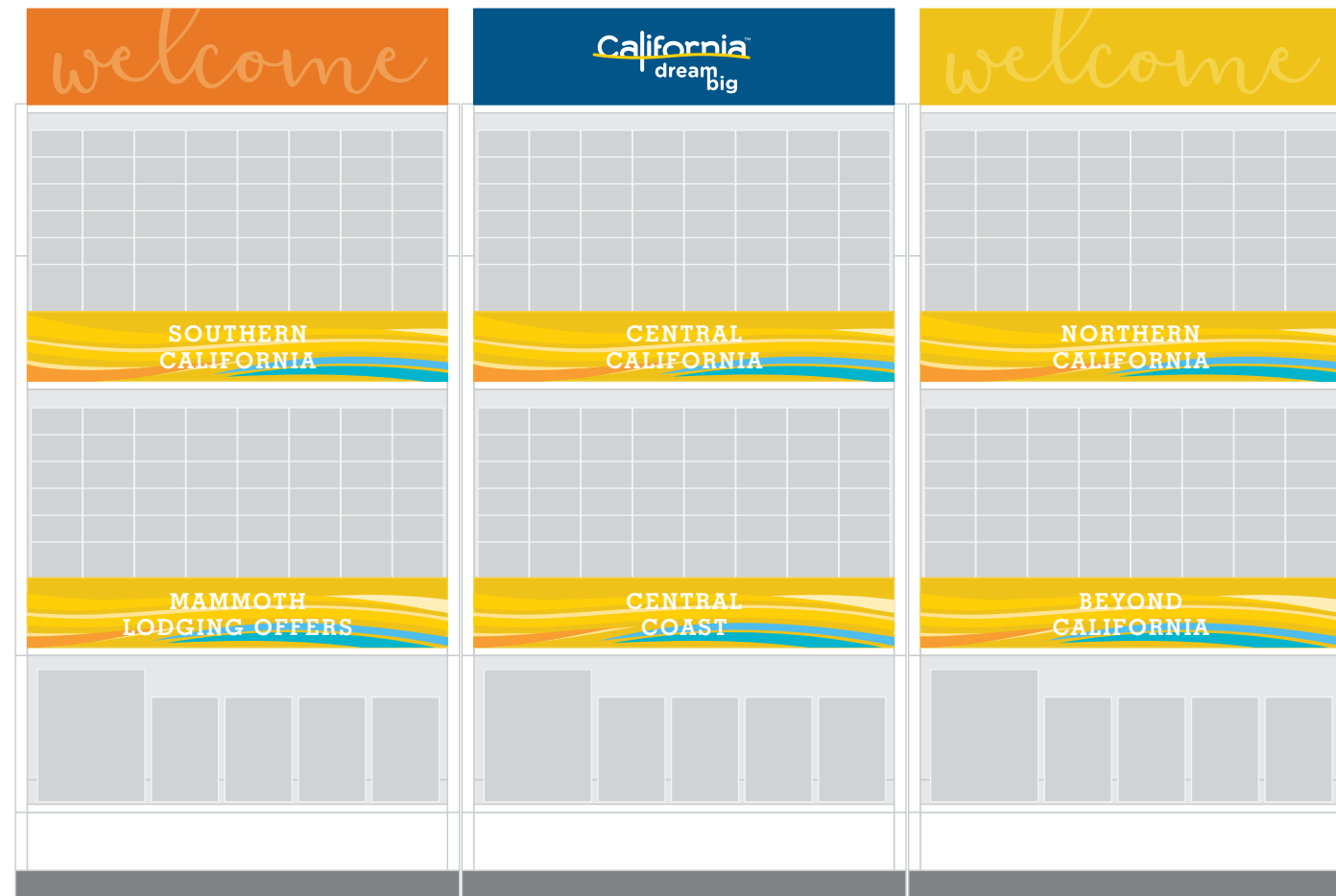
Mammoth CWC

VALUE: \$200

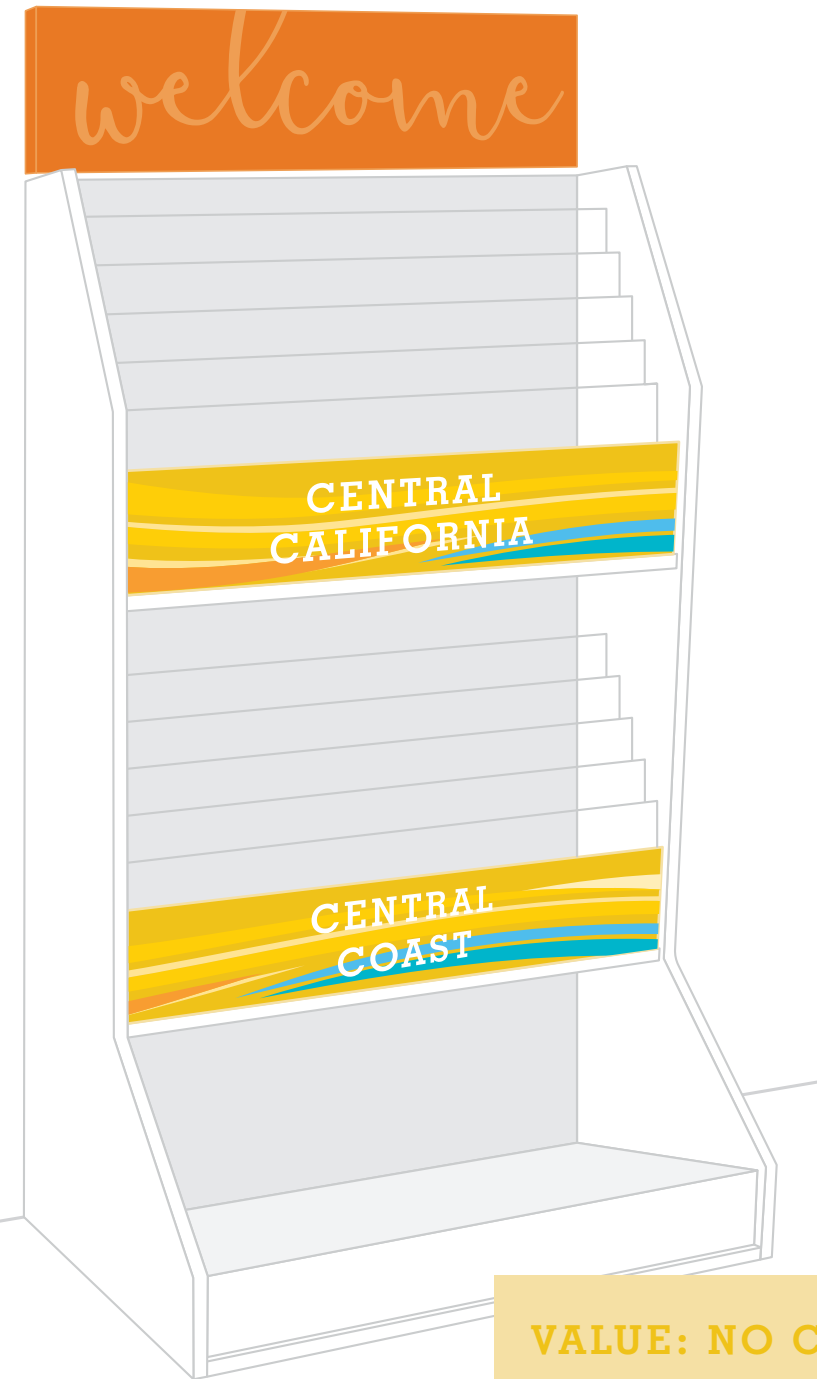
BROCHURE RACKS

BRANDED BROCHURE RACKS

Rebranded front panels and newly designed headers



EXISTING CWC
BROCHURE
RACKS



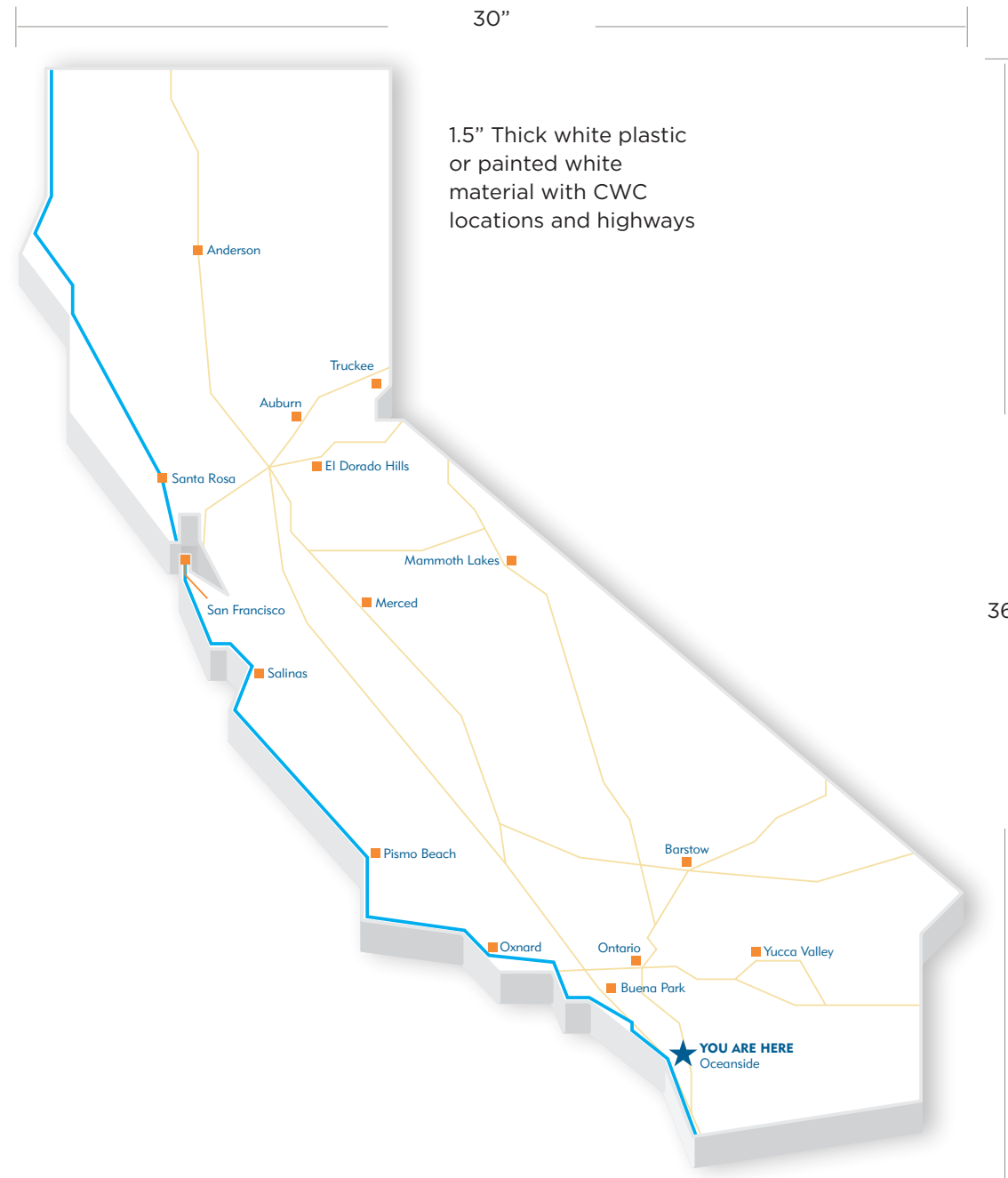
VALUE: NO COST

CALIFORNIA MAP

GRAPHIC DIMENSIONAL MAP OF CALIFORNIA



Oceanside CWC



Oceanside CWC

NOTE: Detailed printed maps should also be available for visitors to take.

VALUE: \$1,900

PROMOTIONAL ITEMS

CWC GIVEAWAYS

Useful promotional items for the Travel Planner.



PENS



SMALL NOTE PAD



REUSABLE TOTE BAG

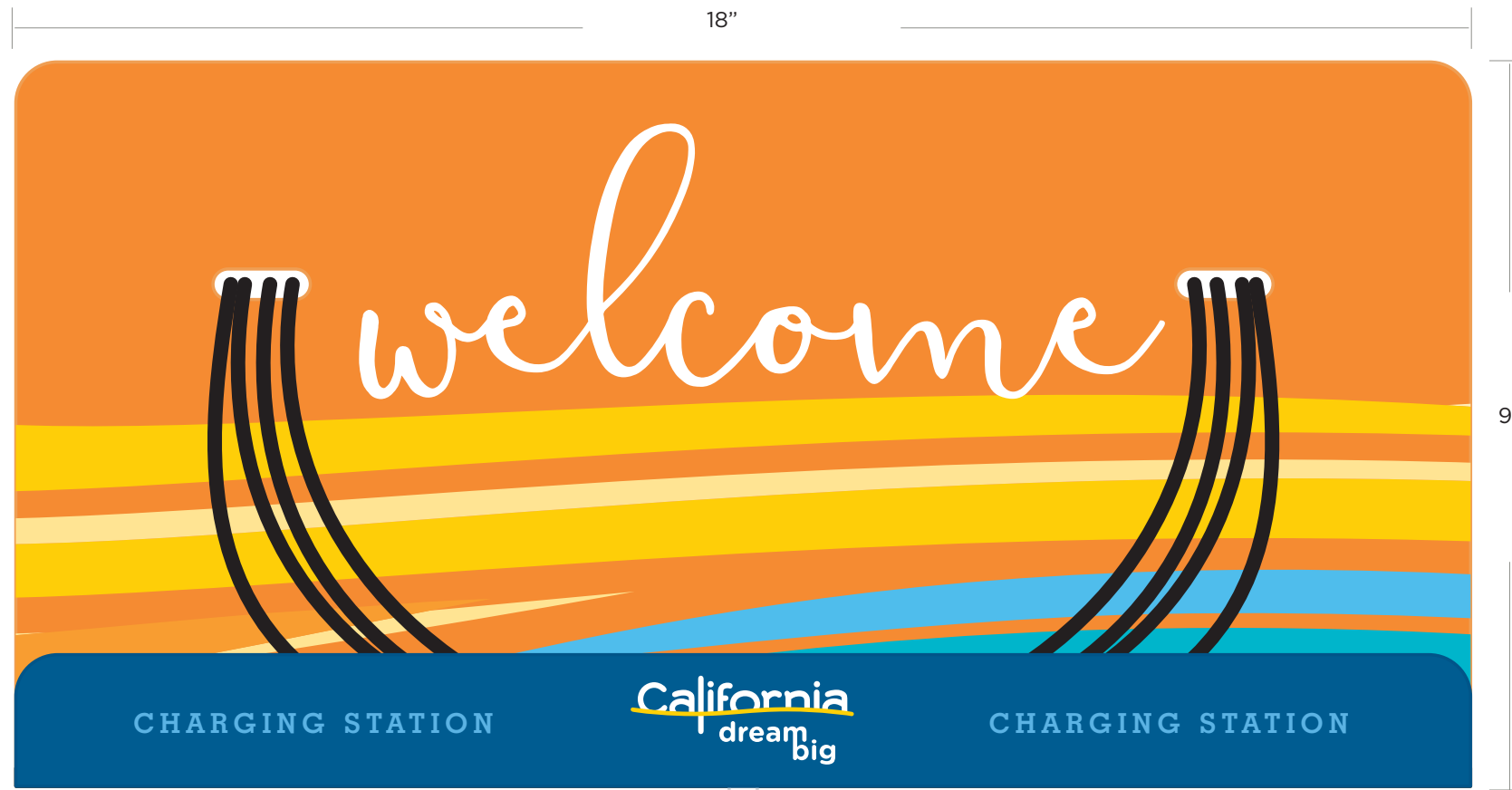
VALUE: \$1,000

CHARGING STATION

WALL MOUNTED OR FLOOR STANDING CHARGING STATION



IPHONE 7
FOR SCALE



kwikboost Pro Wall Mounted



kwikboost Pro with Stand

VALUE: \$700

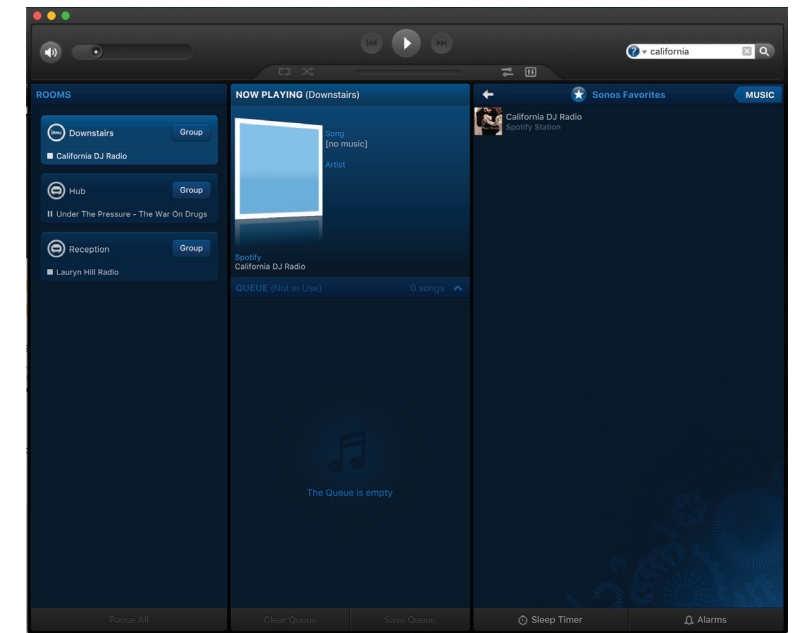
BACKGROUND MUSIC

MUSIC PLAYER AND CUSTOM CALIFORNIA PLAYLISTS

SONOS Music player



One year music subscription



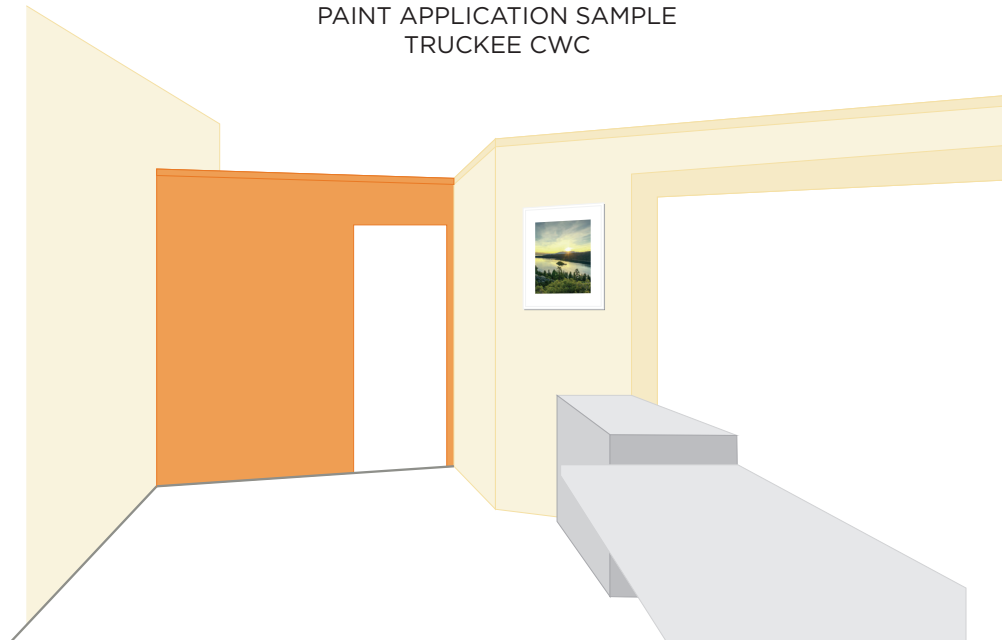
VALUE: \$600

\$500 Player + \$100 annual subscription

INTERIOR PAINT

COLOR GOES A LONG WAY

PAINT APPLICATION SAMPLE
TRUCKEE CWC



PAINT APPLICATION SAMPLE
OCEANSIDE CWC



SUGGESTED INTERIOR WALL COLORS (PAINT FORMULAS TBD):



SUGGESTED ACCENT COLORS (PAINT FORMULAS TBD):



NOTE: Paint color and name will vary by paint brand. When selecting paint bring approved Pantone color to best match your chosen brand color(s).

VALUE: \$300

Paint allowance (10 gallons)

welcome

BASIC WELCOME PACKAGE

ESTIMATED VALUE:

EXTERIOR FEATHER BANNER	\$600
ENTRY DOOR SIGNAGE	\$250
WELCOME MAT	\$575
FRONT DESK SIGNAGE	\$1,000
BRAND AMBASSADOR APPAREL	\$1,575
FRAMED PHOTOGRAPHY	\$300
CUSTOM RESTROOM SIGNS	\$200
BRANDED BROCHURE RACKS	\$0
DIMENSIONAL CALIFORNIA MAP	\$1,900
PENS, FIELD NOTES & BAGS	\$1,000
CHARGING STATION	\$700
SONOS + MUSIC SUBSCRIPTION	\$600
INTERIOR PAINT	\$300
TOTAL	\$9,000

MATERIAL HARD COST ONLY



AWNINGS

REBRANDED AWNINGS (WHEN APPLICABLE)

To be approved by VCA.



UTILIZING COLOR BAR FOR NECESSARY INFORMATION
(PIER 39, SAN FRANCISCO)



San Francisco CWC

COST: \$TBD

BRAND AMBASSADOR APPAREL

T-SHIRTS, POLOS AND HOODIES
(Silk screen and embroidery)

CA BLUE DRY-FIT POLO
WITH EMBROIDERY

HALF ZIP FLEECE
SWEATER

WHITE ZIP-UP HOODIE W/ SILK SCREEN



COST: TBD

\$27per Half-zip Fleece Sweater
\$25per Embroidered Dry Fit Polo
\$35per Zip-up Hoodie

BRANDED PROPS

VCA/CWC BRANDED DECORATIVE PROPS

Used to supplement VCA photography and graphics.



Oceanside CWC

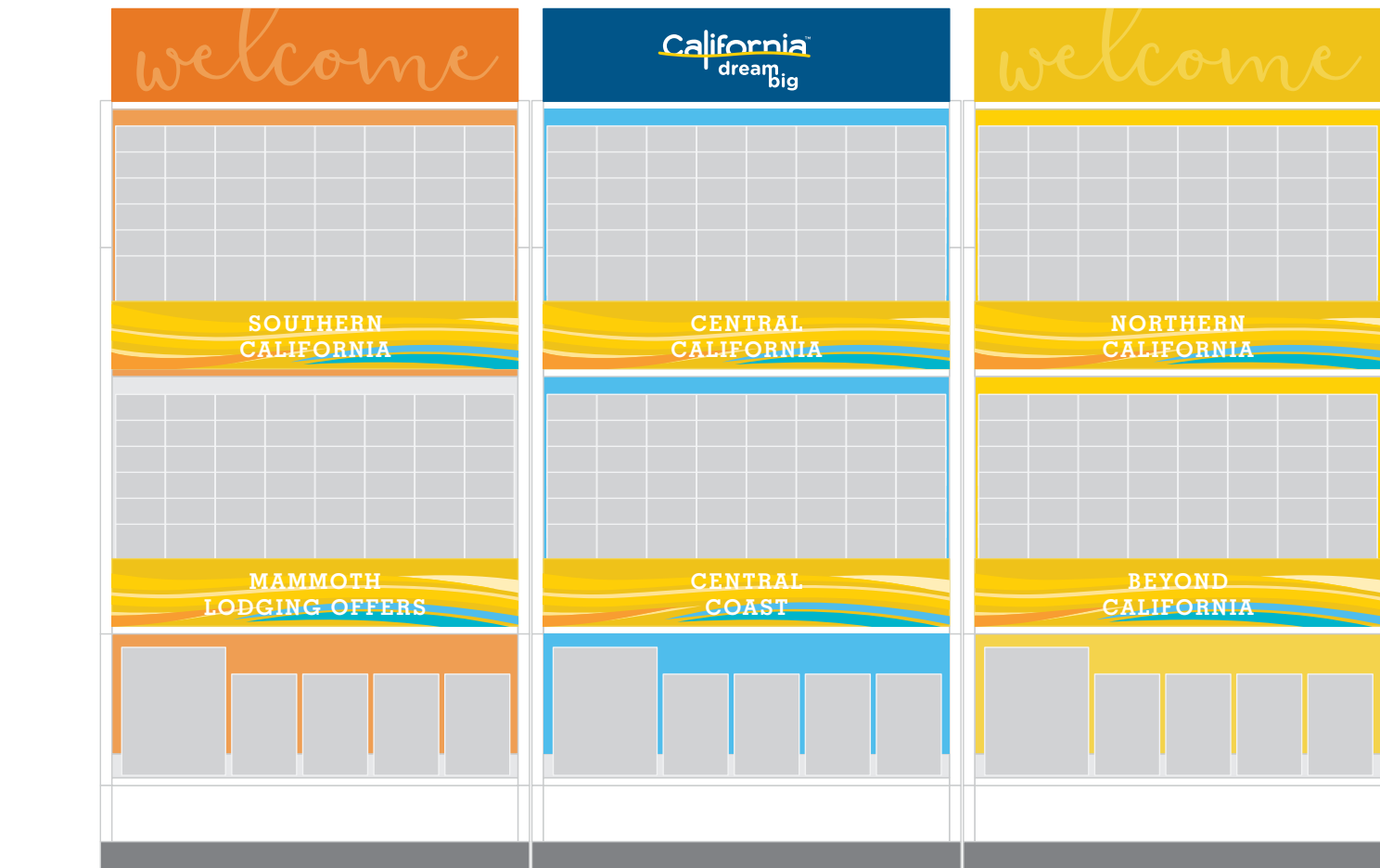
COST: \$1,700 - 2,150

\$150 skateboard
\$800 - \$1,000 surfboard
\$750 - \$1,000 snowboard

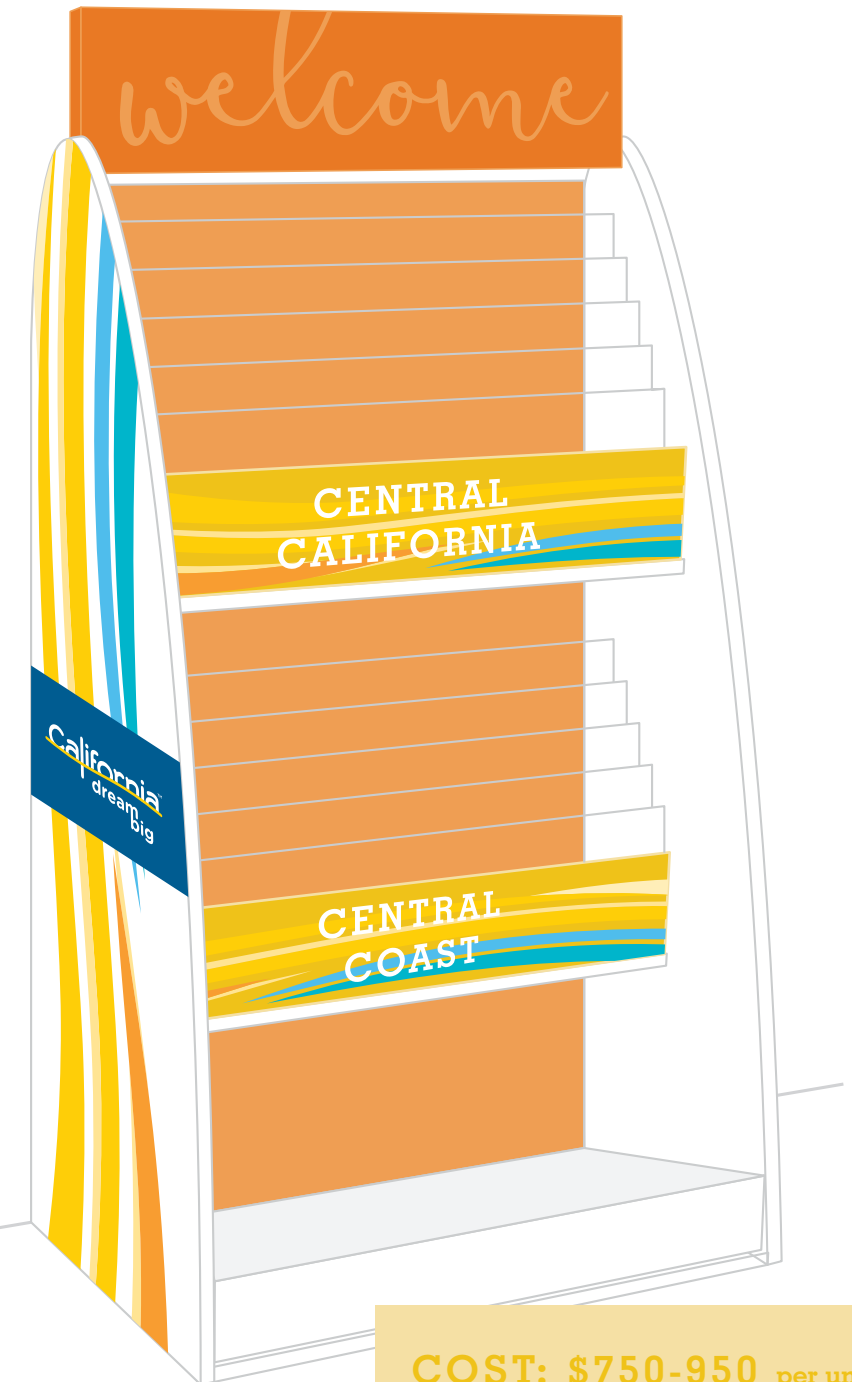
BROCHURE RACK UPGRADES

CUSTOMIZED VCA BROCHURE RACKS

Collaboration with Certified



WHITE WASH
OAK CABINETS



COST: \$750-950 per unit

INTERACTIVE

SOCIAL MEDIA PHOTO BOOTH

Custom kiosk and a monthly subscription



NOTE: See resources page or visit www.pixitybooth.com for package options.

COST: \$30-200
per month (depending on features)



ACTUAL PIXITY BOOTH

EXPLORE BOARD

Touch screen kiosk available through Certified Folder Display Services



Ontario CWC



COST: \$4,000

LARGE INTERIOR GRAPHICS

FULL WALL GRAPHICS

Photos and placement to be approved by VCA.



EXAMPLE 1
(OCEANSIDE)



EXAMPLE 2
(TRUCKEE)

NOTE: All full wall imagery and location should be approved by VCA.
Imagery can only be applied to smooth and untextured surfaces.

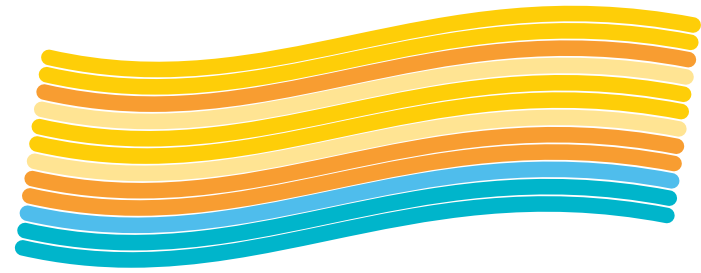
COST: \$25/per SF (w/ install)



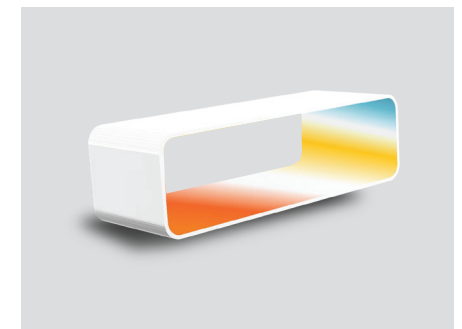
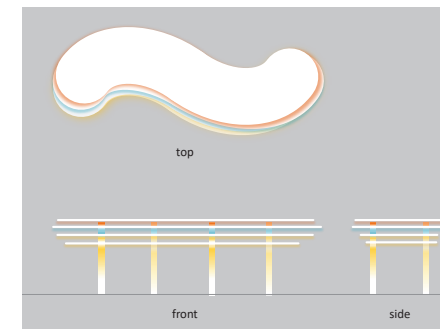
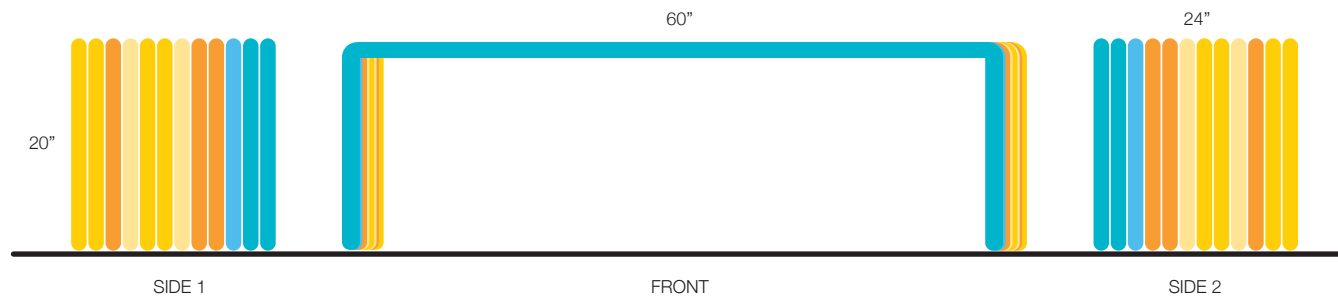
EXTERIOR BENCH

CUSTOM CWC BENCH

Produced and engineered by blankblank.



TOP



OTHER CONCEPT SKETCHES FROM blankblank

COST: \$3,200

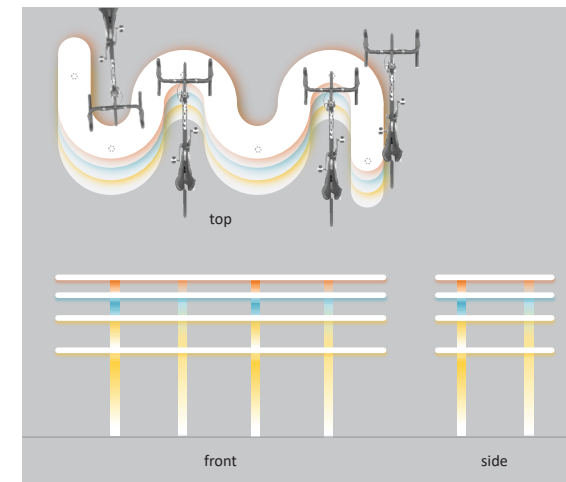
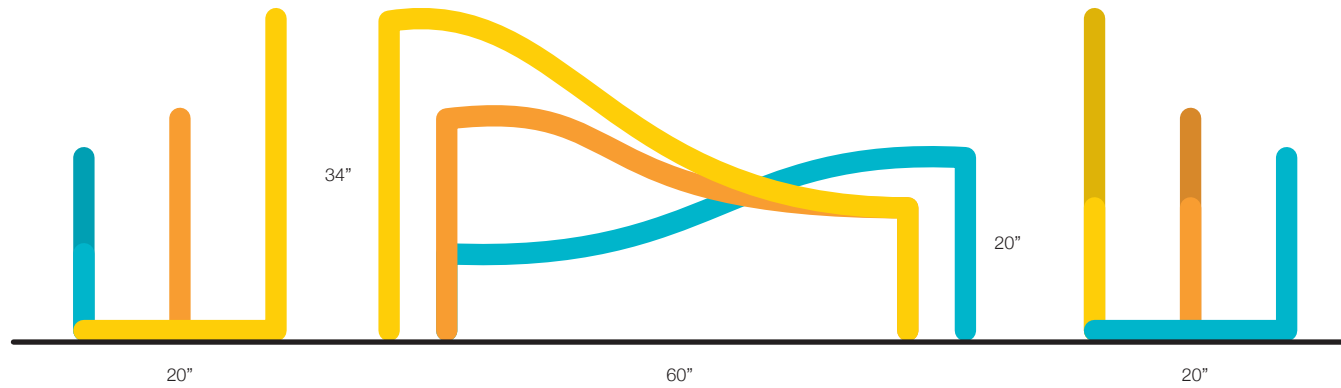
EXTERIOR BIKE RACK

CUSTOM CWC BIKE RACK

Produced and engineered by BlankBlank.



TOP



OTHER CONCEPT SKETCH FROM blankblank

COST: \$2,625

LOCAL ADVERTISING DISPLAYS

CUSTOM KIOSK DISPLAYS

Paid local advertising or display units



LED LIGHTING

ADJUSTABLE
SHELVES

STORAGE



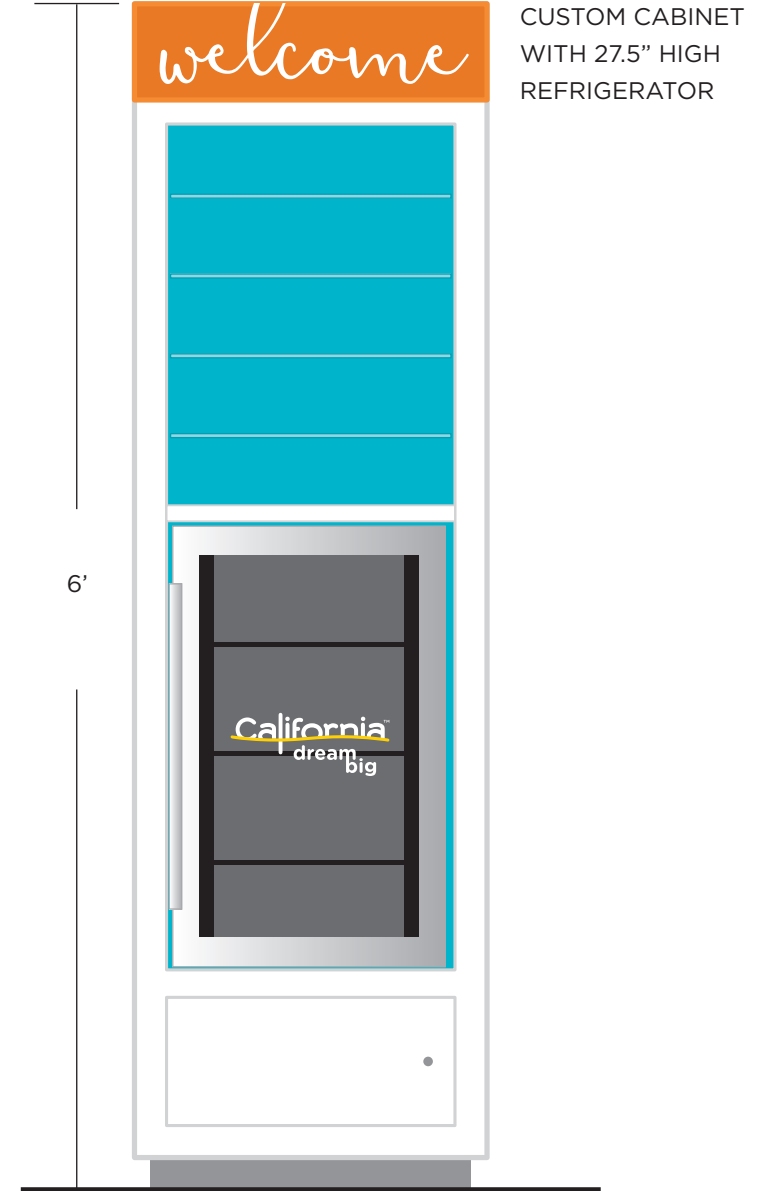
COST: \$8,000 - 10,000

SIDE VIEWS

VENDING/CONCESSIONS

CUSTOM VENDING CABINET OR REFRIGERATOR

COUNTER TOP REFRIGERATOR WITH GRAPHICS



COST: \$7,000 - 9,000
Large counter top refrigerator \$520

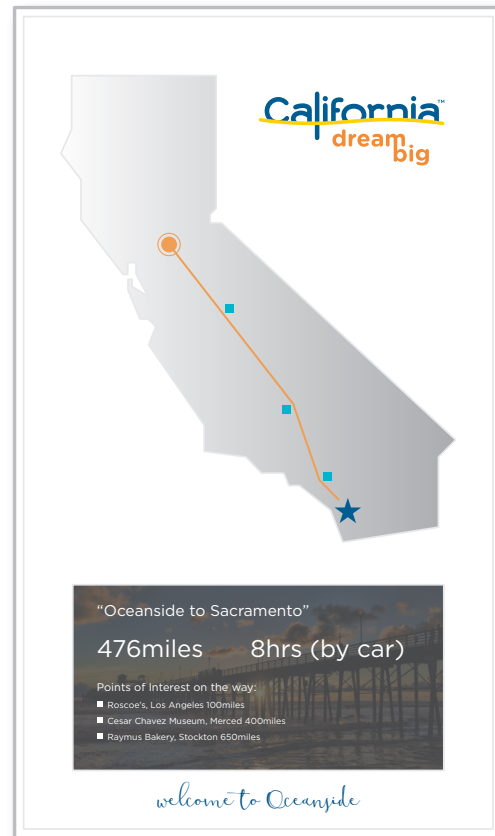
INTERACTIVE MAP

INTERACTIVE - TOUCHSCREEN WALL MOUNTED MAP

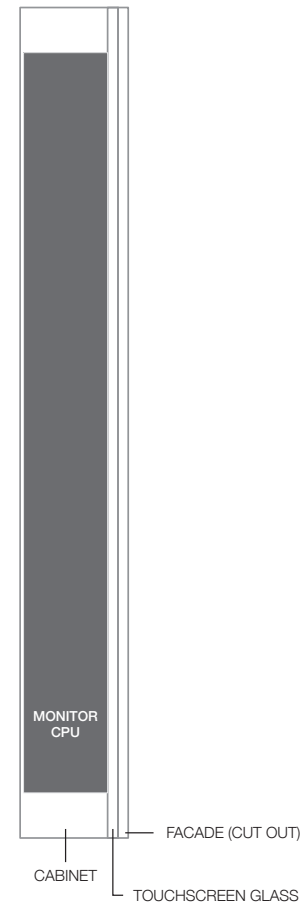
Produced and engineered by FLX Interactive.

FEATURES:

- OTHER CWC LOCATIONS AND GENERAL INFORMATION
- DISTANCE, TRAVEL TIME & DIRECTIONS (GOOGLE MAPS FEATURES)
- POINTS OF INTEREST ON TRAVEL ROUTE
- "SHARE YOUR TRIP" SOCIAL MEDIA FUNCTIONS



FRONT VIEW



SIDE VIEW

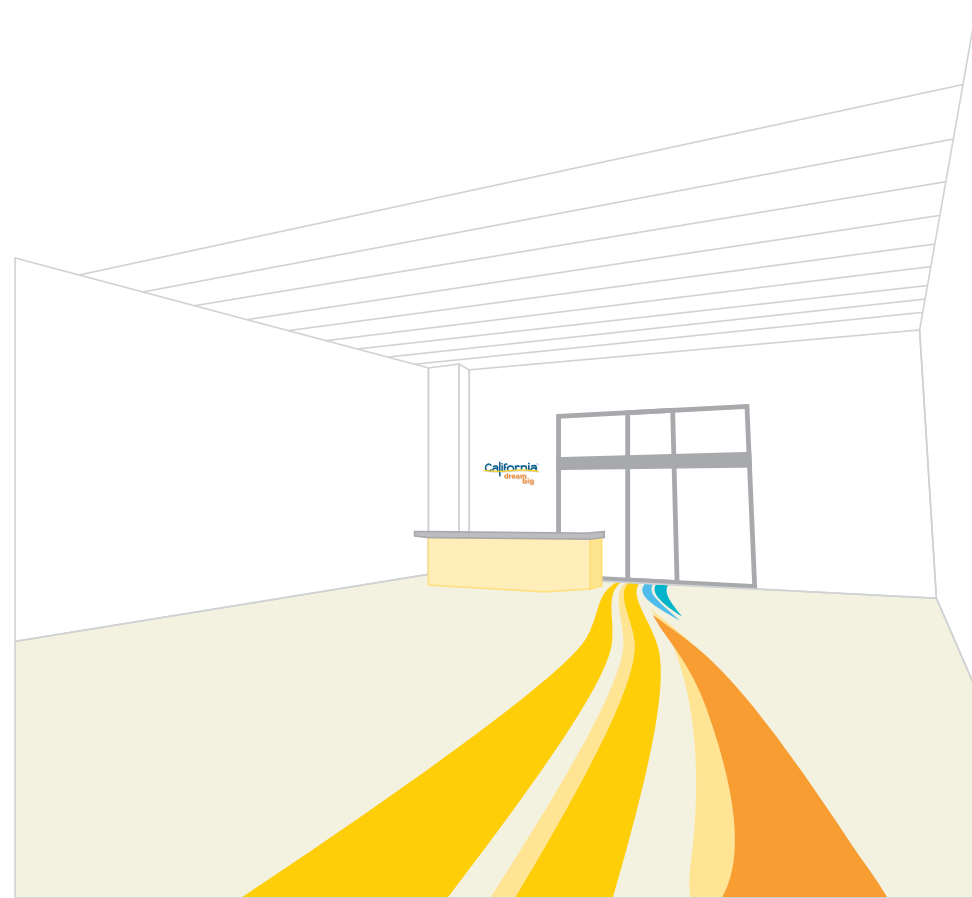


COST: \$25,000

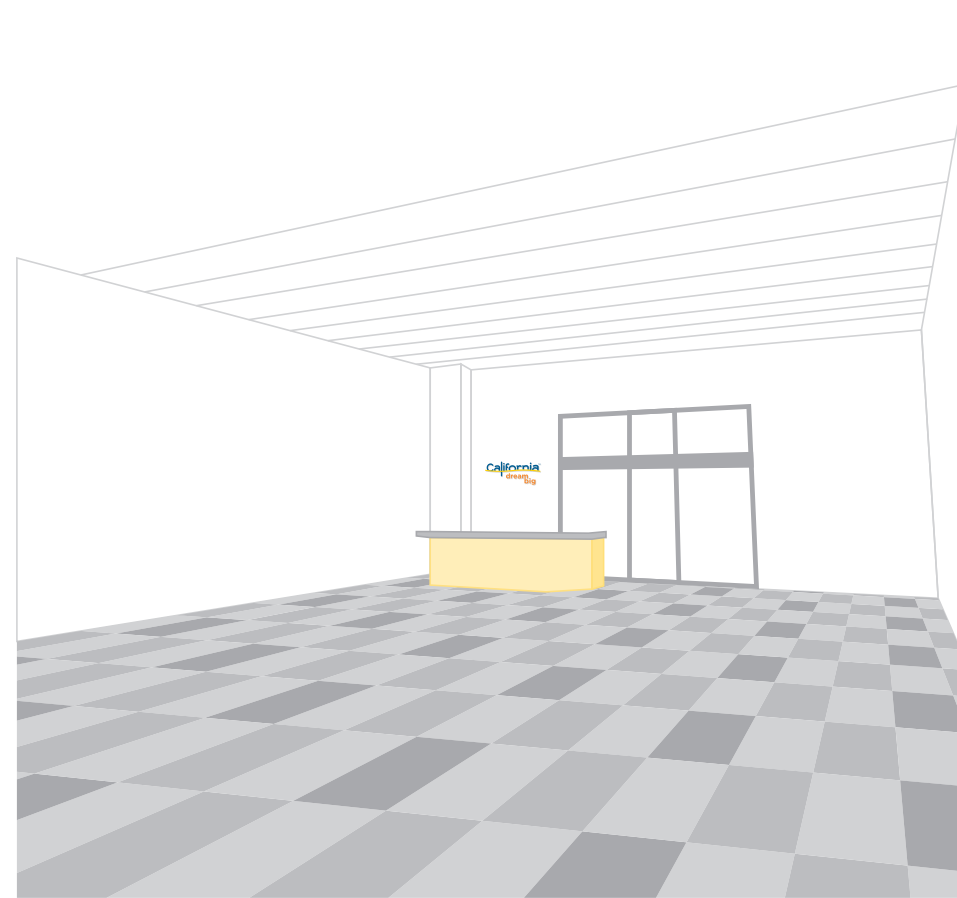
CUSTOM FLOORING

CUSTOM FLOOR TILES (TBD) OR FLOOR GRAPHICS

To be approved by VCA.



FLOOR GRAPHICS (CONCEPT ONLY)



Insight CARPET TILES

SUGGESTED PATTERNS



COST: \$6-\$8 / per SF (w/ install)

TIER ADD-ONS RECAP

TIER ONE:

AWNING	\$TBD
BRANDED APPAREL	\$TBD
BRANDED PROPS	\$1,700-2150
BROCHURE RACK UPGRADE	\$TBD
SOCIAL MEDIA KIOSK	\$30-200/month
EXPLORE BOARD	\$4,000

TIER TWO:

EXTERIOR BENCH	\$3,200
EXTERIOR BIKE RACK	\$2,625
DISPLAY KIOSK	\$8,000-10,000
CONCESSIONS KIOSK	\$7,000-9,000
INTERACTIVE MAP	\$25,000
FLOORING	\$TBD



VENDORS RESOURCES

WELCOME PACKAGE:

EXTERIOR FEATHER BANNERS

ENTRY DOOR SIGNAGE

NAME BADGES

CUSTOM RESTROOM SIGNS

PENS AND BAGS

S2K Graphics
Michelle O'Briant
800 270 7446 ext. 2331
m: 707 338 1888
Obriant@S2KGraphics.com
s2kgraphics.com

WELCOME MAT

Eagle Mat
eaglemat.com

FRONT DESK SIGNAGE & CALIFORNIA MAP

Commercial Sign Crafters
Dave Sincoff
916 287 8834
dave@comsigncrafters.com
comsigncrafters.com

BRAND AMBASSADOR APPAREL

The Cotton Shoppe
Colin Fulton
916 492 9194
info@cottonshoppe.com
cottonshoppe.com

FRAMED PHOTOGRAPHY

(FRAMES)

Art of Frame
artofframe.com

(PRINTS)

Costco Photo
costcophotocenter.com

BRANDED BROCHURE RACKS

Certified Folder Display Services Inc.
Bill Deering
800 799 7373
BillD@certifiedfolder.com
certifiedfolder.com

FIELD NOTES

Print Project Managers
Chris Cate
916 631 1673
chris@myppm.com
myppm.com

CHARGING STATION

Kwikboost
James Valera
800 676 4278
214 346 5262
m: 214 289-1093
hello@kwikboost.com
kwikboost.com

BACKGROUND MUSIC

Sonos Playstation 5
sonos.com

TIER ONE:

AWNING

JS Canvas
jscanvas@pacbell.net
www.jscanvas.com

BRANDED APPAREL

The Cotton Shoppe
Colin Fulton
916 492 9194
info@cottonshoppe.com
cottonshoppe.com

BRANDED PROPS

(SKATEBOARD)

Board Pusher
boardpusher.com

(SURFBOARD)

Board Lams
boardlams.com

(SNOWBOARD)

Disrupt Sports
disruptsports.com

BROCHURE RACK UPGRADE & EXPLORE BOARD

Certified Folder Display Services Inc.
Bill Deering
800 799 7373
BillD@certifiedfolder.com
certifiedfolder.com

SOCIAL MEDIA KIOSK

Pixity Booth
pixitybooth.com

TIER TWO:

EXTERIOR BENCH & BIKE RACK

blank blank
Robb Zinn
Phone
rob@blankblank.net
blankblank.net

DISPLAY & CONCESSIONS KIOSK

Motivational Systems Inc (MSI)
Bonny Franklin
916 635 0234 ext.12
m: 916 752 7270
bfranklin@motivational.com
www.MotivationalSystems.com

MINI FRIDGE

SG Merchandising Solutions
sgmerchandising.com

INTERACTIVE MAP

FLX Interactive
Brandon Lee
916 706 2746
m: 916 524 6977
brandon@flxinteractive.com
flxinteractive.com

FLOORING

(CARPET TILES)

Interface
800 634 6032
interface.com

(FLOOR GRAPHICS)

Vehicle Wrap Inc.
Joe Menendez
916 993 5880
vehiclewrapdesigns@gmail.com
vehiclewraps.com

CALIFORNIA

WELCOME

CENTER



AMY CHAMBERS

Tourism Assessment Program Manager
California Welcome Center Program Manager
Office of Tourism

p: 916.233.0275 e: achambers@tourism.ca.gov