



Request for Proposals

DIGITAL INTERACTIVE KIOSKS AND DISPLAYS for CALIFORNIA WELCOME CENTERS





July 31, 2019

To All Prospective Bidders:

Visit California, a privately funded nonprofit corporation, is seeking a qualified company to provide digital interactive kiosks and video displays for our California Welcome Centers.

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.

Visit California oversees the production of a variety of marketing activities, that may include television and online advertising, content marketing to include Website, social media, content series, visitor publications and maps, cooperative programs with traditional and non-endemic partners, public relations and travel trade programs – all designed to promote California to consumers, media and the travel trade industry. For more details, please visit <https://industry.visitcalifornia.com>.

The contract period for the Scope of Work shall be negotiated with the selected vendor. Generally, we envision a three-year implementation period followed by ongoing maintenance. Our fiscal year runs from July 1 through June 30 and our contracts generally adhere to this period. 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), August 12, 2019.

Sincerely,

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

Caroline Beteta
President and Chief Executive Officer
Visit California

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PART I

BACKGROUND



1. INTRODUCTION TO VISIT CALIFORNIA

California is the leading visitor destination in the United States with more than \$140 billion in travel and tourism related spending in 2018. This spending directly supported over one million jobs and generated over \$11 billion in state and local tax revenues. Among California's export-oriented industries, tourism is the fourth largest employer. 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 increase market share and put California in a strong competitive position.

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 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-five of the commissioners are elected by the approximately 18,000 assessed California businesses, and the governor appoints 12. The board meets three times a year to help 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 a qualified company to provide digital interactive kiosks and video displays for our California Welcome Centers.

3. CONTRACT TERM

The successful proposer will enter into a contract for services with Visit California. The duration of the initial contract between Visit California and the successful proposer shall be negotiated and dependent upon budget, services, the length of this RFP process, and related factors. Generally, we envision a three-year implementation period followed by ongoing maintenance. Our fiscal year runs from July 1 through June 30 and our contracts normally adhere to this period. Visit California reserves the right to adjust the budget and related services.

4. AVAILABLE FUNDS

Visit California's estimated total budget for this Scope of Work shall be approximately \$500,000 over a three-year period, with approximately \$250,000 of that amount being expended from contract initiation through June 30, 2020. This does not include a maintenance agreement. However, we seek quality, cost-effective services and as such we encourage companies to propose a reasonable budget based on these guidelines. Please see Attachment B for more budget details. Visit California reserves the right to adjust both the budget and related services.

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 C. The committee may at any time during the evaluation process seek clarification from Proposers regarding any information contained within their proposal. Final scores for each Proposer will reflect a consensus of the evaluation committee. 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 C.

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 Visit California.

July 31, 2019	RFP public announcement
August 12, 2019 (4:00 pm PST)	Deadline for proposers to submit <i>Intent to Bid</i> & questions
August 16, 2019	Q&A provided to proposers
September 9, 2019 (4:00 pm PST)	Deadline for proposers to submit proposal
September 13, 2019	Compliance review completed – Committee review begins
Week of September 16, 2019	Finalists selected and notified (actual date may vary)
Week of November 4, 2019	Management conducts oral interviews in Sacramento, California
Week of November 18, 2019	Selected proposer announced (actual date may vary)
December 1, 2019	Commencement date of new contract (actual date may vary)

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 by the date and time referenced in Section 6, Tentative Schedule. ***Prior to submitting questions, please review the questions and answers located on our website at: <http://industry.visitcalifornia.com/About/Request-for-Proposals>.***

Notice of Intent to Bid

Notice of Intent to Bid, Attachment A, must be received by the date and time referenced in Section 6, Tentative Schedule. The notice must be submitted via e-mail to 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.

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:

- Income Statement; and
- 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 D) 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.

References

Provide three client references. At least two must be current clients. Include client name, contact information, and the engagement start and end dates.

Experience

Requirement: Your company must have at least three years' experience in design and implementation of the subject systems.

Preferences:

- Destination and travel-based experience understanding the unique attributes of tourism and Welcome Center marketing.
- Prior destination and state based welcome center implementations.
- Understanding of local destination needs and requirements.

Location Visitations



You must visit at least one California Welcome Center in order for us to consider your proposal. Due to the numerous differences between each center which may impact design and implementation of your product and/or services, we encourage you to visit multiple sites prior to submitting a proposal.

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 C, Written & Oral Proposal Evaluation Criteria.

8. BILLING & RELATED REQUIREMENTS

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/Request-for-Proposals/>

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



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PART II

PROPOSAL

1. PROPOSAL STRUCTURE

Your proposal shall contain the following sections:

- Company Background;
- Company Management & Staff;
- Budget Form; 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;
- 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

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; and
- Provide resumes and/or biographies of staff assigned to your account.

5. SCOPE OF WORK

Objective

Each year over 250 million visitors come to California from all over the world. To maintain leadership in travel and destination spend, while increasing real time and relevant content to maintain the reputation of a place that is easy to navigate and find world class attractions and activities while driving brand recognition, the State of California Office of Tourism is seeking to update their Welcome Centers.

California Welcome Centers Background

California Welcome Centers (CWCs) are strategically located across the state, staffed with experts who can provide resources and information that inspires visitors to explore a destination's greater region. CWCs service travelers by providing destination, attraction, performing arts and accommodations brochures, providing internet access, regional merchandise, and attraction ticket sales.

CWCs are independently operated but are subject to the standards developed by the California Office of Tourism. CWCs must be open seven days a week with established hours of operation, and may be operated by convention and visitor bureaus, chambers of commerce, government or private entities, or a combination of these. There are currently 17 CWCs in California.

Scope of Work Overview

We seek to implement at least one interactive kiosk and one video display within all 17 CWCs. Proposers are expected to make

- Product,
- Hardware,
- Application,
- Workflow, and/or
- Architecture



recommendations for each location. Proposals should include plans and budget that include design, implementation, maintenance, and training.

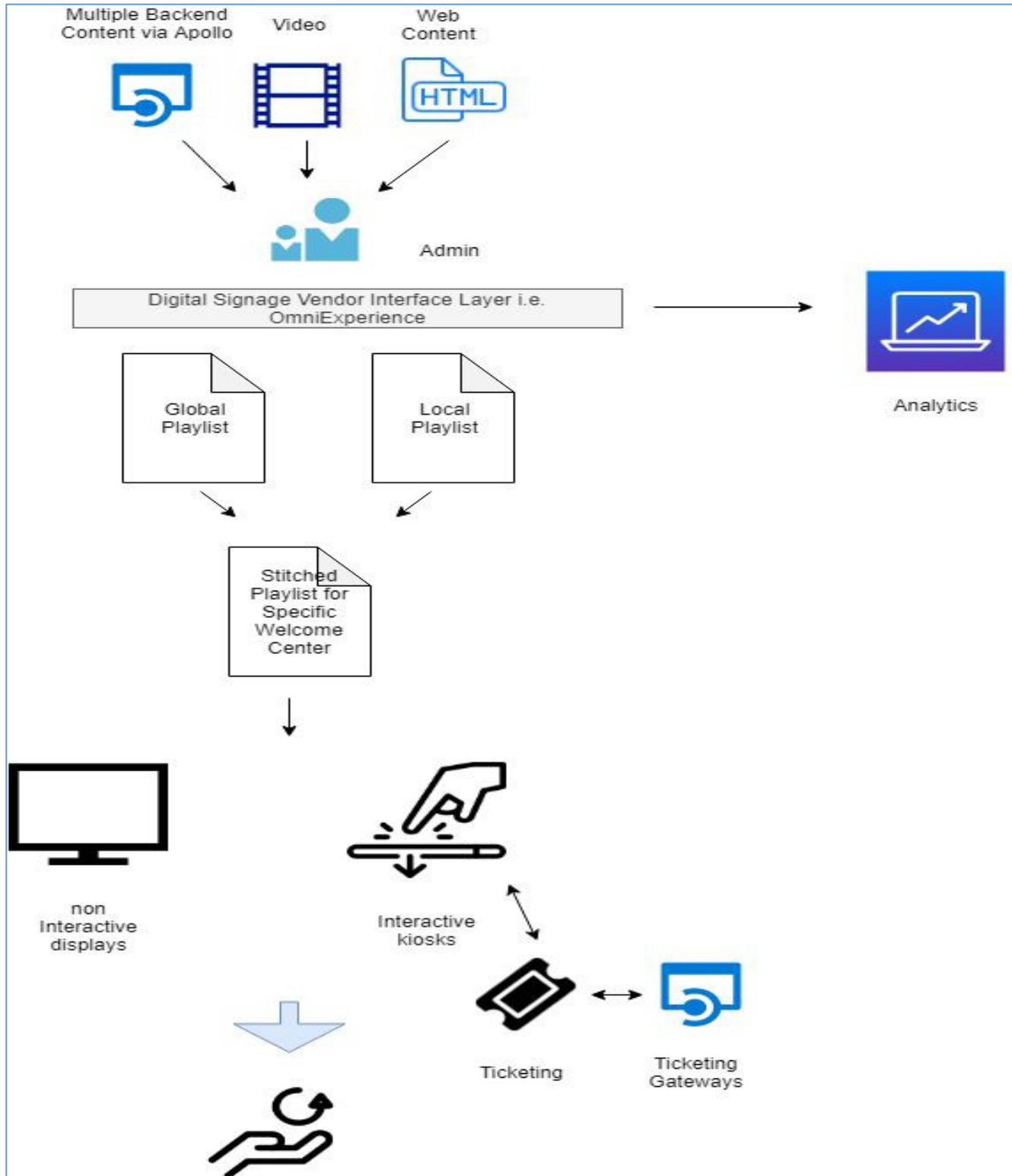
Existing Environment

One of the tenets of the Visit California architecture for its Content Management System (CMS) is reusability of content across multiple digital endpoints, one of which is Digital Signage. This is accomplished by offering a GraphQL (or REST if required) API where content can be fetched from an Apollo Server API Manager and pull content from existing CMS backends.

Other key components potentially impacting this RFP area include instances of Salesforce, Crowdriif, and Visit California's Data Lake / Data Warehouse. We understand that the chosen solution provider for this RFP will have to define specific integrations and requirements. However, we expect your solution should be both simple and elegant.

Sample Workflow / Architecture

The following diagram provides a sample workflow for one possible solution. Please provide a diagram depicting your recommended workflow and/or architecture.



Detailed Requirements

Please provide detailed descriptions of your solution capabilities as they relate to the following items.

Technology

- Integration.
 - Integrated API with Drupal and open source data integration.
 - Salesforce integration.
 - Crowdriff integration across multiple devices.
 - Easy integration with local destination data and event providers. E.g. Simpleview, IDSS, etc.
 - Built in or integrated modules for mapping, advertising, itinerary building, photobooths, surveys, analytics, etc.
- Scheduling.
 - Real time data control by Welcome Center, with ability to pre-schedule and manage content.
 - Scheduling based on broadcast windows.
- Administration.
 - Cloud-based platform for centralized control of mobile, kiosk and digital displays.
 - Tools to allow local destination control of parts of the digital solutions and screens.
 - Remote reboot management.
- E-commerce.
 - Ticket and merchandise sale capabilities.
 - Allows for the internal or external management of coupons and deals on mobile, kiosk, digital displays and web.
- Personalization.
 - Login and preference building tools through kiosk and mobile, allowing visitors to easily create profiles for personalized content.
 - Easy communication and sharing across kiosk and mobile, allowing visitors to take information, mapping, etc. with them.

- Add personalized content by time of day, location, preference or demographic recognition. Integrated directly into solution and built for mobile, kiosk, digital display, and web.
 - Translation capabilities.
- Compliance/Security.
 - ADA and full data compliance design and tools.
 - Ensure internal and external security standards are met and secure navigation protocols are in place.
- Playlists
 - Playlist stitching.
 - Global and local playlists.
- Ad management.
 - Partner callouts with consideration to local POIs.
 - Enables ad management capabilities by time, location or demographic recognition across mobile apps, kiosks, digital displays, and web.
 - Tools for multi-channel ad scheduling.
- Kiosks.
 - While the screen is not being interacted with, ability to present default local and global playlist content.
 - On interactive, a single touch can present a dynamic information and sales channel for that person interacting with the screen.
 - Please provide images and specifications of available kiosks.
- Digital Displays.
 - Minimum 55" TV or wall display.
 - Widescreen.
 - Potential for interactive window displays, projecting on to CWC windows when CWCs are closed.
 - Please provide images and specifications of available displays.
- Compatibility.
 - Hardware compatibility.
 - Software and app can work across any existing hardware touch, display and mobile.

- Events. An integrated mobile, touch and web itinerary building, that allows travelers to save events, reservations, bookings, flights, meetings, points-of-interest, and tours into an organized itinerary that syncs with their mobile calendar.
- Mapping. A customized map solution built for navigation across any device with customization tools for trails and points of interest.
- Custom branding UI and UX capabilities.

Support, Installation and Training

- State-wide on-site hardware and software support.
- Hardware and software monitoring and repair.
- Installation of all hardware by location and ongoing maintenance and repair.
- 24x7 phone and online support.
- Central and local training on cloud-based system for easy updates and management.

Advertising

Please describe how your company has handled advertising or revenue shares with other clients.

Supporting Documentation

Please provide a copy of your standard agreement for these services as well as a copy of your standard maintenance agreement.

Timeline / Schedule

Please provide a detailed project timeline that includes major activity components, along with corresponding details.

6. BUDGET

Please complete the required budget information in Attachment B.

7. 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.
Hard copies must be sent by courier such as FedEx or UPS to:

Visit California
Request for Proposal: Welcome Center Kiosks
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

Budget

Evaluation Criteria

Non-Disclosure Agreement



ATTACHMENT A

**NOTICE OF INTENT TO BID
WELCOME CENTER KIOSKS**

Due: August 12, 2019

4:00 PM PST

Send to:

Debi Himovitz
Contracts Manager
rfps@visitcalifornia.com

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

ATTACHMENT B

BUDGET WELCOME CENTER KIOSKS

Our objective, as it relates to the budget, is to gather complete and relevant information that will allow us to make an informed decision. Your budget should include as much detail as possible that will allow us to fully understand your pricing structure and allow us to easily compare proposal budgets.

We understand that in some cases discovery or requirements gathering must be completed before accurate pricing can be provided. Please identify any such cases and provide your best estimate based on available information.

Your proposal should include the following information:

- Overall pricing;
- Pricing by location;
- Pricing by years 1, 2, and 3;
- Individual products and/or services, quantities, and related pricing;
- Optional products/services; and
- Maintenance pricing overall and by year.



ATTACHMENT C
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.

	Max. Points	Score
1. OVERALL EXPERIENCE OF FIRM	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.		
2. SCOPE OF WORK	20	
Our evaluation will include an assessment of the quality of proposed strategies, creativity, detail of plan, ROI measurement systems, and related items.		
3. FAMILIARITY WITH VISIT CALIFORNIA BRAND & PRODUCT	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.		
4. QUALIFICATIONS OF PERSONNEL	10	
Our evaluation will include an assessment of the qualifications, experience, and creativity of your managerial team, staff, and subcontractors, and related items.		
5. CAPABILITIES	20	
Our evaluation will include an assessment of your past performance related to developing effective programs in the RFP areas.		
6. COST EFFECTIVENESS	20	
The maximum services are provided in relation to the fees charged and value of overall project. The budget is reasonable and appropriate.		
TOTAL POINTS	100	



ATTACHMENT D

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: _____