

AGREEMENT FOR SERVICES
Transient Occupancy Tax Funding

This Agreement for Services ("Agreement"), dated as of July 1, 2026 ("Effective Date"), is made and entered into by and between the County of Sonoma, a political subdivision of the State of California ("County"), and the Sonoma County Tourism Bureau, Inc., a California non-profit mutual benefit corporation ("Contractor" or "SCTB"), with reference to the following facts:

Recitals

WHEREAS, Contractor is designated in the County's "Advertising Program Policy" as a recipient of Transient Occupancy Tax (TOT) funds for advertising and promotional efforts; and

WHEREAS, Contractor was formed for the purpose of tourism attraction and promotion, has provided these services funded, in part, by TOT revenue since 2005, and is willing to provide the services on the terms and conditions set forth in this Agreement;

WHEREAS, Contractor is desirous to assume funding the countywide visitors centers in the upcoming fiscal year and the County is desirous of committing appropriate funding for Contractor to successfully do so; and

WHEREAS, Contractor is the official Destination Stewardship Organization for Sonoma County;

WHEREAS, Contractor will pursue increased funding from alternative sources and will report progress to the Board of Supervisors annually or as updates are available;

NOW, THEREFORE, for consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

Agreement

1. Scope of Services.

1.1 Contractor's Services. Contractor shall perform the services described in Exhibit "A," attached hereto and incorporated herein by this reference (hereinafter "Scope of Work"), and within the times or by the dates provided for in Exhibit "A" and pursuant to Section 7. In the event of a conflict between the body of this Agreement and Exhibit "A," the provisions in the body of this Agreement shall control.

1.2 Cooperation with County. Contractor shall cooperate with County and County staff in the performance of all work hereunder.

1.3 Performance Standard. Contractor shall perform all work hereunder in a manner consistent with the level of competency and standard of care normally observed by a person practicing in Contractor's profession. County has relied upon the professional ability and training of Contractor as a material inducement to enter into this Agreement. Contractor hereby agrees to provide all services under this Agreement in accordance with

generally accepted professional practices and standards of care, as well as the requirements of applicable federal, state and local laws, it being understood that acceptance of Contractor's work by County shall not operate as a waiver or release. If County determines that any of Contractor's work is not in accordance with such level of competency and standard of care, County, in its sole discretion, shall have the right to do any or all of the following: (a) require Contractor to meet with County to review the quality of the work and resolve matters of concern; (b) require Contractor to repeat the work at no additional charge until it is satisfactory; (c) terminate this Agreement pursuant to the provisions of Article 4; or (d) pursue any and all other remedies at law or in equity.

1.4 Assigned Personnel.

- a. Contractor shall assign only competent personnel to perform work hereunder. In the event that at any time County, in its sole discretion, desires the removal of any person or persons assigned by Contractor to perform work hereunder, Contractor shall remove such person or persons immediately upon receiving written notice from County.
- b. Any and all persons identified in this Agreement or any exhibit hereto as the project manager, project team, or other professional performing work hereunder are deemed by County to be key personnel whose services were a material inducement to County to enter into this Agreement, and without whose services County would not have entered into this Agreement. Contractor shall not remove, replace, substitute, or otherwise change any key personnel without the prior written consent of County.
- c. In the event that any of Contractor's personnel assigned to perform services under this Agreement become unavailable due to resignation, sickness or other factors outside of Contractor's control, Contractor shall be responsible for timely provision of adequately qualified replacements

2. Payment.

2.1 Sources. During the term of this Agreement, Contractor shall receive the following payments from County in fiscal year 2026-27. Funding beyond the term of this Agreement will be set by the Board of Supervisors in accordance with adopted policies governing Transient Occupancy Tax revenue.

- a. For fiscal year 2026-27, the County shall provide proceeds amounting to 1.25 percentage points of the first 9 percentage points of transient occupancy tax collections in fiscal year 2026-27.

2.2 Uses. Contractor shall use funds to: (a) promote tourism in Sonoma County and (b) provide the services described in Exhibit A. This Agreement will be administered on behalf of the County by the Director of the Economic Development Collaborative, who may authorize disbursements to Contractor solely for the purposes authorized in this Agreement. Contractor shall comply with a travel and meal reimbursement policy.

2.3 Schedule. County shall pay the amounts described in Section 2.1 to Contractor

as follows: 1.25 percentage points of the of the first 9 percentage points of transient occupancy tax actually collected within unincorporated Sonoma County in each fiscal year. The payments will be made on a quarterly schedule based on actuals collected during the quarter. Payments may be adjusted in subsequent quarters to reflect any additional collected funds or reimbursed funds. Payment schedule shall be as follows:

Fiscal year 2026-27:

Q1 (July – Sept): on or before Dec. 31, 2026

Q2 (Oct. – Dec.): on or before March. 31, 2027

Q3 (Jan – March): on or before June 31, 2027

Q4 (April – June): on or before Sept. 31, 2027

The payment obligations set forth in this 2.3 Schedule provision shall continue beyond the term of this agreement unless terminated earlier in accordance with the provisions of Section 4 below. Before making these payments, the Director of the County of Sonoma Economic Development Collaborative shall conduct such investigations of the performance of Contractor and such examinations of the books and records of Contractor, as he or she shall deem necessary to establish that Contractor is in compliance with the terms and conditions of this Agreement. If the Director of the Economic Development Collaborative determines that Contractor is in breach of any provision of this Agreement, he or she may withhold any payment due.

3. Term of Agreement. The term of this Agreement shall be from the Effective Date to June 30, 2027, unless terminated earlier in accordance with the provisions of Article 4 below.

4. Termination.

4.1 Termination Without Cause. Notwithstanding any other provision of this Agreement, at any time and without cause, County shall have the right, in its sole discretion, to terminate this Agreement by giving 30 days written notice to Contractor.

4.2 Termination for Cause. Notwithstanding any other provision of this Agreement, should Contractor fail to perform any of its obligations hereunder, within the time and in the manner herein provided, or otherwise violate any of the terms of this Agreement, County may terminate this Agreement by giving Contractor written notice of such termination, stating the reason for termination, if Contractor does not cure the reason given within 10 days of receiving the written notice.

4.3 Procedures Relating to Termination. If County terminates this Agreement pursuant to Section 4.1 or 4.2, or if the term of this Agreement expires, the following procedures shall apply.

4.3.1 Transfer of or Payment for Property. County and Contractor agree that all property (both tangible property and intangible property such as intellectual property) either (a) acquired by Contractor directly from County, or (b) acquired using funds provided by County pursuant to Section 2.1 of this Agreement, or (c) acquired by Contractor using funds provided by County prior to the term of this Agreement (the “Property”) shall be used exclusively for the purposes set forth in Section 2.2 of this

Agreement. No later than twenty (20) days before termination, expiration, or disestablishment, Contractor shall deliver to County a complete list of all Property. For each item of Property, Contractor shall, as designated by County at County's option, either (1) transfer title to and deliver the Property to County (or, if directed by County, to a successor contractor pursuant to this Agreement), or (2) pay to County the then-current fair market value of the Property. Contractor shall fully cooperate with County following termination, expiration, or disestablishment to ensure that all Property necessary to the continued operation of the tourism marketing program are transferred and delivered in a prompt and timely manner in order to minimize disruption to the tourism marketing program.

4.3.2 Assignment of Agreements. Contractor shall use its best efforts to ensure that all contracts, leases, and other agreements entered into between Contractor and third parties contain language allowing the contracts, leases, and other agreements to be assigned to the County or a successor contractor. No later than twenty (20) days before termination, expiration, or disestablishment, Contractor shall provide County with a list of all contracts, leases, and other agreements. Contractor shall assign to County or, if directed by County, to a successor contractor, any contract, lease, or other agreement designated by County.

4.3.3 Accounting. Within thirty (30) days of termination, expiration, or disestablishment, Contractor shall provide County with a complete accounting of all money and other financial assets (including, but not limited to, money market funds, notes, accounts payable, securities, claims, etc.) held by or for Contractor that (a) were acquired by Contractor directly from County, or (b) were acquired using funds provided by County pursuant to Section 2.1 of this Agreement (including assets constituting or acquired using the proceeds from the sale or disposition of Property or the proceeds from any agreement funded by Contractor using funds received from the County) (the "Financial Assets"), and shall transfer such Financial Assets to County.

4.3.4 Cooperation; Payment of Transition Costs. In the event of termination, expiration, or disestablishment, Contractor shall fully cooperate with County in order to transfer the operation of the tourism marketing program to County or to a successor contractor in an orderly and expeditious manner.

4.4 Authority to Terminate. The Board of Supervisors has the authority to terminate this Agreement on behalf of the County. In addition, the Purchasing Agent or Economic Development Collaborative Department Head, in consultation with County Counsel, shall have the authority to terminate this Agreement on behalf of the County.

5. Indemnification. Contractor agrees to accept all responsibility for loss or damage to any person or entity, including but not limited to County, and to defend, indemnify, hold harmless, reimburse and release County, its officers, agents, and employees, from and against any and all actions, claims, damages, disabilities, liabilities and expense including, but not limited to attorneys' fees and the cost of litigation incurred in the defense of claims as to which this indemnity applies or incurred in an action by County to enforce the indemnity provisions herein, whether arising from personal injury, property damage or economic loss of any type, including claims involving compliance with statutory and constitutional requirements, that may be asserted by any person or entity, including

Contractor, arising out of or in connection with the performance of Contractor hereunder, whether or not there is concurrent negligence on the part of County, but, to the extent required by law, excluding liability due to the sole or active negligence or due to the willful misconduct of County. If there is a possible obligation to indemnify, Contractor's duty to defend exists regardless of whether it is ultimately determined that there is not a duty to indemnify. County shall have the right to select its own legal counsel at the expense of Contractor, subject to Contractor's approval, which approval shall not be unreasonably withheld. This indemnification obligation is not limited in any way by any limitation on the amount or type of damages or compensation payable to or for Contractor or its agents under workers' compensation acts, disability benefits acts, or other employee benefit acts. Contractor's obligations under this Section 5 shall not be paid or discharged using funds paid to Contractor by County under Section 2.1 or using funds derived from any assets or property acquired by Contractor using funds paid to Contractor by County under Section 2.1, except proceeds from any policy of insurance maintained by Contractor under Section 6.

6. Insurance. With respect to performance of work under this Agreement, Contractor shall maintain and shall require all of its subcontractors, consultants, and other agents to maintain, insurance as described in Exhibit B, which is attached hereto and incorporated herein by this reference.

7. Prosecution of Work. The execution of this Agreement shall constitute Contractor's authority to proceed immediately with the performance of this Agreement. Performance of the services hereunder shall be completed within the time required herein, provided, however, that if the performance is delayed by earthquake, flood, high water, or other Act of God or by strike, lockout, or similar labor disturbances, the time for Contractor's performance of this Agreement shall be extended by a number of days equal to the number of days Contractor has been delayed.

8. Extra or Changed Work. Extra or changed work or other changes to the Agreement may be authorized only by written amendment to this Agreement, signed by both parties. Minor changes, which do not exceed the delegated signature authority of the Department Head and which do not significantly change the scope of work or significantly lengthen time schedules, may be executed by the Director of the Economic Development Collaborative in a form approved by County Counsel. The Board of Supervisors must authorize all other extra or changed work. The parties expressly recognize that, pursuant to Sonoma County Code Section 1-11, County personnel are without authorization to order extra or changed work or waive Agreement requirements. Failure of Contractor to secure such written authorization for extra or changed work shall constitute a waiver of any and all right to adjustment in the Agreement price or Agreement time due to such unauthorized work and thereafter Contractor shall be entitled to no additional compensation whatsoever for the performance of such work. Contractor further expressly waives any and all right or remedy by way of restitution and quantum meruit for any and all extra work performed without such express and prior written authorization of the County.

9. Representations of Contractor.

9.1 Standard of Care. County has relied upon the professional ability and training of Contractor as a material inducement to enter into this Agreement. Contractor hereby

agrees that all its work will be performed and that its operations shall be conducted in accordance with generally accepted and applicable professional practices and standards as well as the requirements of applicable federal, state and local laws (including the California Brown Act Government Code §§54950 et seq. and the California Public Records Act Government Code §§7920.000, et seq.) it being understood that acceptance of Contractor's work by County shall not operate as a waiver or release.

9.2 Status of Contractor. The parties intend that Contractor, in performing the services specified herein, shall act as an independent contractor and shall control the work and the manner in which it is performed. Contractor is not to be considered an agent or employee of County and is not entitled to participate in any pension plan, worker's compensation plan, insurance, bonus, or similar benefits County provides its employees. In the event County exercises its right to terminate this Agreement pursuant to Article 4, above, Contractor expressly agrees that it shall have no recourse or right of appeal under rules, regulations, ordinances, or laws applicable to employees.

9.3 Contractor warrants that it is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in covered transactions by any federal department or agency. Contractor also warrants that it is not suspended or debarred from receiving federal funds as listed in the List of Parties Excluded from Federal Procurement or Non-procurement Programs issued by the General Services Administration. If the Contractor becomes debarred, Contractor has the obligation to inform the County.

9.4 Taxes. Contractor agrees to file federal and state tax returns and pay any applicable taxes on amounts paid pursuant to this Agreement and shall be solely liable and responsible to pay such taxes and other obligations, including, but not limited to, state and federal income and FICA taxes. Contractor agrees to indemnify and hold County harmless from any liability which it may incur to the United States or to the State of California as a consequence of Contractor's failure to pay, when due, all such taxes and obligations. In case County is audited for compliance regarding any withholding or other applicable taxes, Contractor agrees to furnish County with proof of payment of taxes on these earnings.

9.5 Records Maintenance. Contractor shall keep and maintain full and complete documentation and accounting records concerning all services performed under this Agreement and shall make such documents and records available to County for inspection at any reasonable time. Contractor shall maintain such records for a period of four (4) years following completion of work hereunder.

9.6 Conflict of Interest. Contractor covenants that it presently has no interest and that it will not acquire any interest, direct or indirect, that represents a financial conflict of interest under state law or that would otherwise conflict in any manner or degree with the performance of its services hereunder. Contractor agrees to comply with all state laws, including the Political Reform Act Government Code §§ 81000 et seq. and Government Code §§ 1090 et seq. Contractor further covenants that in the performance of this Agreement no person having any such interests shall be employed. In addition, if requested to do so by County, Contractor shall complete and file and shall require any other person doing work under this Agreement to complete and file a "Statement of Economic Interest" with County disclosing Contractor's or such other person's financial interests.

9.7 Statutory Compliance/Living Wage Ordinance. Contractor agrees to comply with all applicable federal, state and local laws, regulations, statutes and policies, including but not limited to the County of Sonoma Living Wage Ordinance, applicable to the services provided under this Agreement as they exist now and as they are changed, amended or modified during the term of the Agreement. Without limiting the generality of the foregoing, Contractor expressly acknowledges and agrees that this Agreement may be subject to the provisions of Article XXVI of Chapter 2 of the Sonoma County Code, requiring payment of a living wage to covered employees. Noncompliance during the term of the Agreement will be considered a material breach and may result in termination of the Agreement or pursuit of other legal or administrative remedies.

9.8 Nondiscrimination. Contractor shall comply with all applicable federal, state, and local laws, rules, and regulations in regard to nondiscrimination in employment because of race, color, ancestry, national origin, religion, sex, marital status, age, medical condition, pregnancy, disability, sexual orientation or other prohibited basis. All nondiscrimination rules or regulations required by law to be included in this Agreement are incorporated herein by this reference.

9.9 AIDS Discrimination. Contractor agrees to comply with the provisions of Chapter 19, Article II, of the Sonoma County Code prohibiting discrimination in housing, employment, and services because of AIDS or HIV infection during the term of this Agreement and any extensions of the term.

9.10 Assignment Of Rights. Contractor assigns to County all rights throughout the world in perpetuity in the nature of copyright, trademark, patent, right to ideas, in and to all work product, if any, now or later prepared by Contractor in connection with this Agreement. Contractor agrees to take such actions as are necessary to protect the rights assigned to County in this Agreement, and to refrain from taking any action which would impair those rights. Contractor's responsibilities under this provision include, but are not limited to, placing proper notice of copyright on all work product. Contractor shall have an exclusive right to use the work product during the term of this Agreement, but shall not permit another to use the work product without first obtaining written permission of County.

9.11 Ownership And Disclosure Of Work Product. All reports, original drawings, graphics, plans, studies, and other data or documents ("documents"), in whatever form or format, assembled or prepared by Contractor or Contractor's subcontractors, contractors, and other agents in connection with this Agreement shall be the property of County. County shall be entitled to immediate possession of such documents upon completion of the work pursuant to this Agreement. Upon expiration or termination of this Agreement, Contractor shall promptly deliver to County all such documents, which have not already been provided to County in such form or format, as County deems appropriate. Such documents shall be and will remain the property of County without restriction or limitation. Contractor shall have an exclusive right to use the documents during the term of this Agreement and may retain copies of the above described documents but agrees not to disclose or discuss any information gathered, discovered, or generated in any way through this Agreement without the express written permission of County.

9.12 Authority. The undersigned hereby represents and warrants that he or she has

authority to execute and deliver this Agreement on behalf of Contractor.

10. Demand for Assurance. Each party to this Agreement undertakes the obligation that the other's expectation of receiving due performance will not be impaired. When reasonable grounds for insecurity arise with respect to the performance of either party, the other may in writing demand adequate assurance of due performance and until such assurance is received may, if commercially reasonable, suspend any performance for which the agreed return has not been received. "Commercially reasonable" includes not only the conduct of a party with respect to performance under this Agreement, but also conduct with respect to other agreements with parties to this Agreement or others. After receipt of a justified demand, failure to provide within a reasonable time, but not exceeding thirty (30) days, such assurance of due performance as is adequate under the circumstances of the particular case is a repudiation of this Agreement. Acceptance of any improper delivery, service, or payment does not prejudice the aggrieved party's right to demand adequate assurance of future performance. Nothing in this Section 10 limits County's right to terminate this Agreement pursuant to Article 4.

11. Assignment and Delegation. Neither party hereto shall assign, delegate, sublet, or transfer any interest in or duty under this Agreement without the prior written consent of the other, and no such transfer shall be of any force or effect whatsoever unless and until the other party shall have so consented.

12. Method and Place of Giving Notice, Submitting Bills and Making Payments. All notices, bills, and payments shall be made in writing and shall be given by personal delivery or by U.S. Mail or courier service. Notices, bills, and payments shall be addressed as follows:

TO: COUNTY: Sonoma County Economic Development Collaborative
 141 Stony Circle, Suite 110
 Santa Rosa, CA 95401
 edcfiscal@sonomacounty.gov

TO: CONTRACTOR: Sonoma County Tourism Bureau (SCTB)
 3558 Round Barn Blvd, Suite 106
 Santa Rosa, CA 95403

When a notice, bill or payment is given by a generally recognized overnight courier service, the notice, bill or payment shall be deemed received on the next business day. When a copy of a notice, bill or payment is sent by facsimile, the notice bill or payment shall be deemed received upon transmission as long as (1) the original copy of the notice, bill or payment is promptly deposited in the U.S. mail, (2) the sender has a written confirmation of the facsimile transmission, and (3) the facsimile is transmitted before 5 p.m. (recipient's time). In all other instances, notices, bills and payments shall be effective upon receipt by the recipient. Changes may be made in the names and addresses of the person to whom notices are to be given by giving notice pursuant to this paragraph.

13. Miscellaneous Provisions.

13.1 No Waiver of Breach. The waiver by County of any breach of any term or promise contained in this Agreement shall not be deemed to be a waiver of such term or provision or any subsequent breach of the same or any other term or promise contained in this Agreement.

13.2 Construction. To the fullest extent allowed by law, the provisions of this Agreement shall be construed and given effect in a manner that avoids any violation of statute, ordinance, regulation, or law. The parties covenant and agree that in the event that any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions hereof shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby. Contractor and County acknowledge that they have each contributed to the making of this Agreement and that, in the event of a dispute over the interpretation of this Agreement, the language of the Agreement will not be construed against one party in favor of the other. Contractor and County acknowledge that they have each had an adequate opportunity to consult with counsel in the negotiation and preparation of this Agreement.

13.3 Consent. Wherever in this Agreement the consent or approval of one party is required to an act of the other party, such consent or approval shall not be unreasonably withheld or delayed.

13.4 No Third Party Beneficiaries. Nothing contained in this Agreement shall be construed to create and the parties do not intend to create any rights in third parties.

13.5 Applicable Law and Forum. This Agreement shall be construed and interpreted according to the substantive law of California, regardless of the law of conflicts to the contrary in any jurisdiction. Any action to enforce the terms of this Agreement or for the breach thereof shall be brought and tried in the forum nearest to the city of Santa Rosa, in the County of Sonoma.

13.6 Captions. The captions in this Agreement are solely for convenience of reference. They are not a part of this Agreement and shall have no effect on its construction or interpretation.

13.7 Merger. This writing is intended both as the final expression of the Agreement between the parties hereto with respect to the included terms and as a complete and exclusive statement of the terms of the Agreement, pursuant to Code of Civil Procedure Section 1856. No modification of this Agreement shall be effective unless and until such modification is evidenced by a writing signed by both parties.

13.8 Survival of Terms. All express representations, waivers, indemnifications, and limitation of liability included in the Agreement will survive its completion or termination for any reason.

13.9 Time of Essence. Time is and shall be of the essence of this Agreement and every provision hereof.

13.10 Counterpart; Electronic Signatures. The parties agree that this Agreement may be executed in two or more counterparts, each of which shall be deemed an original,

and together which when executed by the requisite parties shall be deemed to be a complete original agreement. Counterparts may be delivered via facsimile, electronic mail (including PDF) or other transmission method, and any counterpart so delivered shall be deemed to have been duly and validly delivered, be valid and effective for all purposes, and shall have the same legal force and effect as an original document. This Agreement, and any counterpart, may be electronically signed by each or any of the parties through the use of any commercially-available digital and/or electronic signature software or other electronic signature method in compliance with the U.S. federal ESIGN Act of 2000, California's Uniform Electronic Transactions Act (Cal. Civil Code § 1633.1 et seq.), or other applicable law. By its use of any electronic signature below, the signing party agrees to have conducted this transaction and to execution of this Agreement by electronic means.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

SONOMA COUNTY TOURISM BUREAU, INC.

DATED: _____

By: _____
Brian Marchi
Sonoma County Tourism Board Chairman

CERTIFICATES OF INSURANCE ON
FILE WITH AND APPROVED AS TO
SUBSTANCE BY DEPARTMENT:

DATED: _____

By: _____
Department Director

APPROVED AS TO FORM FOR COUNTY:

DATED: _____

By: _____
County Counsel

EXECUTED BY:

DATED: _____

By: _____
County Executive

EXHIBIT “A”
SCOPE OF SERVICES

Contractor shall provide the following services to County. This scope of work reflects the desire of County to provide tourism marketing and stewardship activities.

1. Structure of Sonoma County Tourism Bureau (SCTB). SCTB shall be a California non-profit corporation with a Board of Directors selected and constituted in accordance with the terms and conditions of the Ordinance 5525, establishing the Sonoma County Tourism Bureau Improvement Area (the “Ordinance”). SCTB shall operate in accordance with duly authorized and adopted Articles of Incorporation, Bylaws and Board resolutions and shall hold meetings in accordance with the Brown Act. Appointments to the Board of Directors shall be made at the Board’s annual meeting (in the first fiscal year quarter), and shall be allocated based on the requirements established in Sonoma County Code §33-16 as applied to the respective contributions made by the parties during the preceding calendar year. If such allocation results in the reduction in the number of directors appointed by the County, any then-serving director previously appointed by the County may serve the remainder of his or her term (as designated by the Sonoma County Board of Supervisors upon appointment of that director) as a non-voting, ex-officio member of the Board of Directors.

2. Transition of Responsibilities. County hereby grants to SCTB an exclusive license to use the assets listed on the attached Schedule 2.a. during the term of this Agreement.

3. Responsibilities of the SCTB:

a. SCTB will provide and fund projects, programs and activities to promote tourism in Sonoma County. These funds must be maintained and accounted for separately from Assessment funds that may be received pursuant to Sonoma County Code Chapter 33.

b. SCTB shall provide funding to Visitor Centers located within the geographical boundaries of Sonoma County that serve the unincorporated areas or who provide countywide services in accordance with the following:

- i. SCTB shall develop, in consultation with the Economic Development Collaborative (EDC), an application for Visitors Centers to apply for funding.
- ii. SCTB shall announce available funding along with the application via their website and direct email to Visitors Centers within the geographic boundaries of Sonoma County. The notice shall include the amount of available funding, the criteria used to qualify for and determine funding, and instructions on application submittal.
- iii. SCTB shall distribute annually \$500,000 in general funding to Visitors Centers. SCTB may, in their sole discretion, distribute up to an additional \$100,000 for infrastructure or services upgrades. SCTB agrees to comply with any legal requirements that are triggered from disbursement of these funds.

iv. SCTB shall require Visitors Centers to submit monthly reports in a form and in a manner mutually agreed upon by County and SCTB.

c. SCTB will develop and maintain financial records related to receipt and/or expenditure of all funds received from County and procure an annual audit. The County will produce a list of three qualified auditing firms from which the Contractor may select one. SCTB shall retain one of the qualified auditors named by the County to audit its operations annually. The annual audit will include a review of travel and meal expenses to ensure compliance with policies. In addition, County has the right to audit the books and records of SCTB at any time. During the term of this Agreement, SCTB shall submit to County an audit covering the periods from July 1, 2026 to June 30, 2027. The audit reports shall be provided to the County Counsel's Office, County Executive's Office and the EDC within 30 days of receipt from SCTB's Auditor, but in no event will the audit be provided to the County later than December 1 for the prior Fiscal Year.

d. By March 31 of each year, SCTB shall submit to the Director of the EDC or his/her designee, for Board of Supervisors approval, a summary report of actual expenditures and program accomplishments during the preceding term of this Agreement.

e. By March 31 of each year, SCTB shall submit to the Director of the EDC or his/her designee, for Board of Supervisors approval, a summary report comparison of the SCTB Annual Report and actual outcomes.

f. By March 31 of each year, after consultation with the County, SCTB shall prepare and present to the Director of the EDB any and all changes to this Agreement, and the Annual Plan, proposed for the following fiscal year. In addition, SCTB will also provide additional return on investment (ROI) measures that are to be determined by mutual agreement between SCTB and the Director of EDB or his/her designee.

g. SCTB will allow reasonable access to, and use of, its database information to the EDC for the purpose of providing the industry with key economic information. The EDB will limit the frequency of its access to and use of the database information to no more than seven times per year. Data will be provided in an Excel format.

SCHEDULE 2.a.
(List of Licensed Assets)

Advertising/Service Marks

- Logo Sonoma County - Owned by County of Sonoma
- Partnership Logo - Owned by County of Sonoma
- Service Mark - "The Official Sonoma County Visitor's Guide"- owned by County of Sonoma

Web-related

Domain Names - The www.SonomaCounty.com domain name purchased by SCTB from WebPerceptions. The domain name is registered with Network Solutions:

Domain Name	Expiration
SonomaCounty.com	25-August-2026

All domain names purchased and owned by the SCTB become the property of the County in the event of disestablishment or termination.

Images, Video and Text

- The online appellation map, to which SCTP has non-exclusive rights of use.
- To the extent that County has the right to license their use, any and all still images created, acquired or used by SCTP to promote tourism.
- To the extent that County has the right to license their use, any and all video images created, acquired or used by SCTP to promote tourism. To the extent that County has the right to license their use, any and all textual or graphic works created, acquired or used by SCTP to promote tourism.