

BLANKET PURCHASE ORDER AGREEMENT FOR  
AS-NEEDED VIDEO PRODUCTION, BROADCAST AND RELATED SERVICES

v. 12-4-19

This agreement ("Agreement"), dated as of February 6, 2024 ("Effective Date") is by and between the County of Sonoma, a political subdivision of the State of California (hereinafter "County"), and Daydreamer Cinema, LLC dba Culture Pop Films. (hereinafter "Contractor").

This Agreement is entered by and on behalf of the County. Notwithstanding, the County intends for this Agreement to be available to the Sonoma County Water Agency, the Sonoma County Community Development Commission, and the Sonoma County Agricultural Preservation and Open Space District ("affiliated entities"). Such affiliated entities are intended beneficiaries of the right to obtain as-needed goods/services in accordance with this Agreement. Supplier acknowledges and agrees that such affiliated entities may obtain services pursuant to this Agreement on the same terms and conditions stated herein. In the event any such affiliated entity so elects, said entity shall be entitled to all rights, privileges, and responsibilities of County as stated herein, and all references to "County" shall be deemed to mean and apply to the affiliated entity. In such event, said affiliated entity, and not County, shall be solely responsible for its obligations and any liabilities arising under the Agreement and/or its particular work order. Further, notice designations and deliverables otherwise due County (including certificates of insurance and additional insured provisions) shall be conformed and submitted in the name and for the benefit of the contracting affiliate entity.

R E C I T A L S

WHEREAS, Contractor represents that it is a duly qualified as a video production and broadcast services provider, with core competencies that include filming live events, creating unique content, scripting, storyboarding, filming, editing, motion graphics, animation, photography and related services; and

WHEREAS, in the judgment of the County of Sonoma, Purchasing Division, it is necessary and desirable to secure Contractor to be available for such services.

NOW, THEREFORE, in consideration of the foregoing recitals and the mutual covenants contained herein, the parties hereto agree as follows:

A G R E E M E N T

1. Scope of Services.

1.1 Contractor's Specified Services. Contractor shall perform video production, broadcast and related 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 Article 7,

Prosecution of Work. 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.

All services shall be performed on an as-needed basis as determined by County in its sole discretion. For actual requests for work and specific service requirements, Contractor shall provide a written quote based on service need provided by the requesting County department or affiliate. All quotes shall be consistent with and be deemed to incorporate the terms and conditions of this Agreement, including hourly rates. If approved in writing by the requesting County department or affiliate, Contractor shall then provide the requested services pursuant to and incorporating all terms and conditions of this Agreement. In no event shall Contractor be paid for services without specific written County department or affiliate approval of a requested quote.

No amount of services or purchase orders are guaranteed. Nothing herein grants Contractor any exclusive right to provide any services, and County reserves all right and discretion to obtain any and all services from other providers.

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. 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. For all services and incidental costs required hereunder, Contractor shall be paid in accordance with the following terms:

2.1 Rates. For all services and incidental costs required hereunder, Contractor shall be paid on a time and material/expense basis in accordance with the rate sheet set forth in Exhibit "B," attached hereto and incorporated herein by this reference. Rates are all-inclusive for all expenses and costs of services, including all costs of labor, fuel, vehicles and equipment, and travel and shall be firm and fixed for a period of (1) one year.

2.2 Modification of Rates.

All requests for price modifications must be in writing and include supporting documentation. Requests shall be submitted to the County of Sonoma Purchasing Division at least 60 days prior to the requested price modification. Approved modification of rates will become effective after the approval is granted. Retroactive modification of rates will not be considered. Approved modification of rates will be put into effect through an amendment to the Agreement. Failure to reach agreement on a request for a modification of rates can, at the sole option of the County, result in the termination of the Agreement for cause.

2.3 Accounts and Billing. Contractor shall maintain separate accounts for each department, division, or affiliate that requests services pursuant to this Agreement. Bills shall be submitted separately for each department, division, and affiliate that has requested services. Contractor shall submit its bills in arrears on a monthly basis in a form approved by County's Auditor and the department, division, or affiliate receiving the services. The bills shall show or include: (i) the task(s) performed; (ii) Department information including Department name, Division name (if applicable), Department's accounting reference number, address of pick up, date of pick up, volume of pick up and type of boxes; and (iii) Cost of service. Expenses not expressly authorized by the Agreement shall not be reimbursed.

2.4 Payments. Unless otherwise noted in this Agreement, payments shall be made within the normal course of County business after presentation of an invoice in a form approved by the County for services performed. Payments shall be made only upon the satisfactory completion of the services as determined by the County.

2.5 Overpayment. If County overpays Contractor for any reason, Contractor agrees to return the amount of such overpayment to County, or at County's option, permit County to offset the amount of such overpayment against future payments owed to Contractor under this Agreement or any other agreement.

2.6 Withholdings. Pursuant to California Revenue and Taxation code (R&TC) Section 18662, the County shall withhold seven percent of the income paid to Contractor for services performed within the State of California under this agreement, for payment and reporting to the California Franchise Tax Board, if Contractor does not qualify as: (1) a corporation with its principal place of business in California, (2) an LLC or Partnership with a permanent place of business in California, (3) a corporation/LLC or Partnership qualified to do business in California by the Secretary of State, or (4) an individual with a permanent residence in the State of California.

If Contractor does not qualify, County requires that a completed and signed Form 587 be provided by the Contractor in order for payments to be made. If Contractor is qualified, then the County requires a completed Form 590. Forms 587 and 590 remain valid for the duration of the Agreement provided there is no material change in facts. By signing either form, the Contractor agrees to promptly notify the County of any changes in the facts. Forms should be sent to the County pursuant to Article 12. To reduce the amount withheld, Contractor has the option to provide County with either a full or partial waiver from the State of California.

3. Term of Agreement. The term of this Agreement shall be from the Effective Date to February 6, 2025 with the option to extend for four (4) additional one year periods unless terminated earlier in accordance with the provisions of Article 4 below.

4. Termination.

4.1 Termination For Convenience. 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 or any Task Order by giving 5 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 or any Task Order, County may immediately terminate this Agreement or any Task Order by giving Contractor written notice of such termination, stating the reason for termination.

4.3 Delivery of Work Product and Final Payment Upon Termination.

In the event of termination, Contractor, within 14 days following the date of termination, shall deliver to County all reports, original drawings, graphics, plans, studies, and other data or documents, in whatever form or format, assembled or prepared by Contractor or Contractor's subcontractors, Contractors, and other agents in connection with this Agreement and shall submit to County an invoice showing the services performed, hours worked, and copies of receipts for reimbursable expenses up to the date of termination.

4.4 Payment Upon Termination. Upon termination of this Agreement or any Task Order by County, Contractor shall be entitled to receive as full payment for all services satisfactorily rendered and reimbursable expenses properly incurred hereunder, an amount which bears the same ratio to the total payment specified in the Agreement as the services satisfactorily rendered hereunder by Contractor bear to the total services otherwise required to be performed for such total payment; provided, however, that if services which have been satisfactorily rendered are to be paid on a per-hour or per-day basis, Contractor shall be entitled to receive as full payment an amount equal to the number of hours or days actually worked prior to the termination times the applicable hourly or daily rate; and further provided, however, that if County terminates for cause pursuant to Section 4.2, County shall deduct from such amount the amount of damage, if any, sustained by County by virtue of the breach of the Agreement or the Task Order by Contractor.

4.5 Authority to Terminate. The Board of Supervisors has the authority to terminate this Agreement or any Task Order on behalf of the County. In addition, the Purchasing Agent, in consultation with County Counsel, shall have the authority to terminate this Agreement or any Task Order on behalf of the County.

5. Indemnification. Contractor agrees to accept all responsibility for loss or damage to any person or entity, including County, and to indemnify, hold harmless, and release County, its officers, agents, and employees, from and against any actions, claims, damages, liabilities, disabilities, or expenses, that may be asserted by any person or entity, including Contractor, that arise out of, pertain to, or relate to Contractor's or its agents', employees', contractors', subcontractors', or invitees' performance or obligations under this Agreement. Contractor agrees to provide a complete defense for any claim or action brought against County based upon a claim relating to such Contractor's or its agents', employees', contractors', subcontractors', or invitees' performance or obligations under this Agreement. Contractor's obligations under this Section apply whether or not there is concurrent or contributory negligence on County's part, but to the extent required by law, excluding liability due to County's conduct. County shall have the right to select its legal counsel at Contractor's expense, subject to Contractor's approval, which 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.

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

7. Prosecution of Work. 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 any delegated signature authority and which do not significantly change the scope of work or significantly lengthen time schedules may be executed by the appropriate department, division, or affiliate head in a form approved by County Counsel. The Purchasing Agent 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 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, 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 No Suspension or Debarment. 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 all 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 that are compensable 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 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 this 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. Without limiting any other provision hereunder, 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, including without limitation, the County's Non-Discrimination Policy. 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 versions of the plans and specifications, 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 versions of the plans and specifications as County may direct, and refraining from disclosing any versions of the plans and specifications to any third party without first obtaining written permission of County. Contractor shall not use or permit another to use the plans and specifications in connection with this or any other project 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 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 Article 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. Other than as otherwise stated herein, all notices, bills, payments and correspondence shall be made in writing and shall be given by personal delivery or by U.S. Mail or courier service to the following:

COUNTY: Sonoma County Public Infrastructure  
Purchasing Division  
2300 County Center Dr. A208  
Santa Rosa, CA 95403

CONTRACTOR: Daydreamer Cinema, LLC  
dba Culture Pop Films  
7940 Swartz Avenue  
Sebastopol, CA 95472

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 or email, 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 and postmarked on the date of the facsimile or email (for a payment, on or before the due date), (2) the sender has a written confirmation of the facsimile transmission or email, and (3) the facsimile or email 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. Other than as for use of this Agreement by the County-affiliated entities as otherwise stated herein, 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 Santa Rosa or 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 limitations of liability included in this 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 Federal Provisions. Certain work under this Agreement may be funded in part or entirely by financial assistance from the Federal Emergency Management Agency. With regard to all such work, Contractor shall comply and acknowledges compliance with the terms and conditions attached hereto as Exhibit D.

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

CONTRACTOR:

DAYDREAMER CINEMA, LLC  
DBA CULTURE POP FILMS

By: Jennifer Tuell \_\_\_\_\_

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

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

Date: 12/20/23 \_\_\_\_\_

COUNTY: COUNTY OF SONOMA

CERTIFICATES OF INSURANCE  
REVIEWED AND ON FILE:

By: \_\_\_\_\_  
Department Head or Designee

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

APPROVED AS TO FORM FOR COUNTY:

By: \_\_\_\_\_  
County Counsel

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

AGREEMENT EXECUTED:

By: \_\_\_\_\_  
Purchasing Agent

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

**EXHIBIT A**  
**SCOPE OF WORK**

**VIDEO PRODUCTION SERVICES:**

Provide as-needed video production services, that includes developing, producing, editing, and packaging of content for online distribution. The content may cover various County programs or events in the form of public service announcements, promotional videos, or community meetings. Contractor agrees to take full responsibility for delivering the video production output files via streaming service platform such as Zoom or other file formats such as mp4, mp3 or caption files.

Experienced in operating and hosting video webinar or comparable platforms for online public or hybrid meeting formats.

**ON CALL VIDEO PRODUCTION AND BROADCASTING SERVICES:**

Provide on-call live broadcast services and video production for unanticipated broadcasts within 24 to 48 hours' notice, which may include but is not limited to declared natural disasters and emergency. Successful proposers must be able to commit to being on-site within 24 hours upon request for services.

**AS-NEEDED TECHNICAL ADVISORY:**

Provide technical assistance when issues with the broadcast system (hardware and software) are discovered during a broadcast, assigned personnel need to assess the problem, troubleshoot, and inform County staff of the steps taken and/or current status of the issue. Provide recommendations on any functionality or technology that may improve the workflow and efficiency of maintaining and operating the County's equipment.

**BROADCAST OPERATIONS/PROGRAMMING FOR BOARD OF SUPERVISORS MEETINGS AS OUTLINED BELOW:**

Contractor shall provide high quality video production services for the Board of Supervisors general public meetings. Approximately forty (40) meetings are held per year predominantly on Tuesdays. Special Board meetings may be held on other days of the week as well, including twice annual meetings that occur over the course of an entire week or two. On occasion special Board meetings may be held offsite. County prefers vendor use County owned equipment for meetings held in the Board of Supervisors chambers, located at 575 Administration Drive, Santa Rosa, CA. Contractor shall provide their own equipment when meetings are offsite.

Services shall include but not limited to:

1. Proficient in using County-owned equipment;
2. Provide sufficient support staff to ensure 100% availability and service coverage for ALL Board of Supervisors meetings;
3. Provide own equipment for offsite Board of Supervisor meetings or community meetings held by individual districts;

4. Video and audio recording of County events, public addresses, and trainings;
5. Capture includes sending the live video signal to County's streaming media third party vendor;
6. Operation of the camera in the control room;
7. Management of Zoom or other Video Webinar format host duties including Spanish translation assignment, temporary recess notifications, and timer for online public comment.
8. Provision of professional recording staff and recording equipment;
9. Conversion of recordings to digital masters;
10. Distribution of recordings as requested through live webcasts, web streaming, and local public access television;
11. Post production editing services;
12. Provide to Clerk of the Board all final recordings after each meeting.

**EXHIBIT B  
RATES**

<b>Board of Supervisor Meetings</b>	<b>Existing Rates</b>	<b>Proposed Rates</b>
Standard Meeting Rate (Up to five Hours)	\$1,453	\$1,606
Hybrid Standard Meeting Rate	\$1,162	\$1,009
<b>Standard Hybrid Meeting Total</b>	<b>\$2,615</b>	<b>\$2,615</b>
Extended Meeting Rate	\$2,270	\$2,305
Hybrid Extended Meeting Rate	\$1,816	\$1,967
<b>Extended Hybrid Meeting Total</b>	<b>\$4,086</b>	<b>\$4,272</b>

**EXHIBIT B**

**Culture Pop Films - 2023 Rate Sheet  
Response to Video Production, Broadcast Related Services RFP**

*Production Crew*

**Production crew rates are normally charged at 1/2 day or day rates. A half day is up to five hours, anything over five hours is typically a full day rate.**

**Additional hourly rates may apply for productions days in excess of 10 hours.**

<i>Pre-Production</i>	Description	Hourly Rate	Day Rate	Weekly Rate
Director	Responsible for all creative and technical aspects of production	\$175	\$1,397	\$6,985
1st Assistant Director	Organizes equipment and schedule	\$158	\$1,265	\$6,325
Producer	Organizes and initiates all aspects of production	\$158	\$1,265	\$6,325
Director of Photography	Chief Camera and lighting	\$168	\$1,342	\$6,710
Script Writer	Creates script for screen + continuity	\$124	\$990	\$4,950
Storyboard	Creates visual scenes, mood boards, and mockups	\$89	\$715	\$3,575
Location Manager / Scout	Does footwork for locations, addresses location challenges	\$76	\$605	\$3,025
Admin / Bookkeeping	General admin, legal, bookkeeping and permits	\$34	\$275	\$1,375
Set / Art Designer	Creates the physical, visual appearance of film	\$99	\$792	\$3,960
Wardrobe Supervisor	Designs and manages talent wardrobe	\$89	\$715	\$3,575
Research & Development	General research from locations to continuity	\$62	\$495	\$2,475

<i>Production</i>	Description	Hourly Rate	Day Rate	Weekly Rate
Director	Responsible for all creative aspects of film	\$175	\$1,397	\$6,985
Live Stream Meeting Director	Responsible for managing all aspect of live stream meeting	\$175	\$1,397	\$6,985
Producer	Organizes and initiates all aspects of film	\$158	\$1,265	\$6,325
Director of Photography	Chief Camera, lighting and framing	\$168	\$1,342	\$6,710
Camera Operator	Under direction from D.O.P. or Director	\$122	\$975	\$4,875
Photographer	Still Photographer	\$168	\$1,342	\$6,710
Photo assistant	Under direction from D.O.P. or Director	\$131	\$1,045	\$5,225
Gaffer/Lighting Technician	Responsible for all aspects of lighting set up	\$96	\$770	\$3,850
Grip	Responsible for all aspects of lighting set up	\$83	\$660	\$3,300
Production Sound Tech	Responsible for recording all sound for film	\$131	\$1,045	\$5,225
Production Assistant	Helps with general tasks (runner)	\$55	\$440	\$2,200
Script Supervisor	Creates script for screen + continuity	\$124	\$990	\$4,950
Location Manager/Scout	Does footwork + photos for potential Locations	\$76	\$605	\$3,025
Set / Art Designer	Creates the physical, visual appearance of film	\$99	\$792	\$3,960
Wardrobe Supervisor	Designs and manages Talent wardrobe	\$89	\$715	\$3,575
Makeup Artist / Hairdresser	Hairdressing for talent	\$80	\$638	\$3,190
Casting Director	Per Project, If applicable	\$110	\$880	\$4,400
Talent	Per Project, If applicable		As needed	

<i>Post-Production</i>	Description	Hourly Rate	Day Rate	Weekly Rate
Director	Directs post production dept. to completion	\$175	\$1,397	\$6,985
Producer	Works with Director for creative aspects	\$158	\$1,265	\$6,325
Editor/Colorist	Assembles various shots into coherent film	\$165	\$1,320	\$6,600
Motion Graphic Artist	Visual effects artist for film	\$186	\$1,485	\$7,425
Assistant Editor	Assists Editor(s)	\$103	\$825	\$4,125
Photo Editing	Editing still photos	\$117	\$935	\$4,675
Sound Designer	Creates, balances all aspects of sound for film	\$131	\$1,045	\$5,225
Foley Artist	Creates ambient, routine sound effects for film	\$89	\$715	\$3,575
Voice Over Talent	Artist for narratives style projects	\$69	\$550	\$2,750
Music Licensing	Music licensing for non broadcast, per song	\$96	\$769	\$3,845
Graphic Designer	Creates main graphics for production	\$89	\$715	\$3,575
DVD Authoring/Design	Designs menus and creates master copy	\$89	\$715	\$3,575
Web Encode/Formats	Creates different formats for all platforms	\$48	\$385	\$1,925
Media Support	Client Support	\$89	\$715	\$3,575
HD Project Storage/Archival	Per 500 GIG	\$28	\$221	\$1,105

**EXHIBIT B**

**Culture Pop Films - 2023 Rate Sheet  
Response to Video Production, Broadcast Related Services RFP**

<b>Additional Production Expenses</b>	<b>Description</b>	
Per Diem	\$74/day per person, if applicable	As needed
Flights	Per Person, If applicable	As needed
Lodging	Per Person, If applicable	As needed
Mileage	\$.655 per mile over 25 mile Radius*	\$0.66
Auto Rental	Per Project, If applicable	As needed
Studio Rental	\$500 Half-day (5 hr), \$1000 Full-day (5-10 hr)	As needed
Location Rental	Per Project, If applicable	As needed
Set Construction	Per Project, If applicable	As needed
Permits	Per Project, If applicable	As needed
Catering/Craft Services	Per Project, If applicable	As needed

**Equipment Rate Sheet**

**Equipment is regularly updated, Camera Kits will include the items listed or an updated/upgraded version of similar equipment needed for the specific production. Equipment is typically rented on a per-day basis.**

<b>Camera Kits</b>	<b>Description</b>	<b>Hourly Rate</b>	<b>Day Rate</b>	<b>Weekly Rate</b>
Sony A1 8K Kit	Includes 3 Batteries, 2 Memory Cards, Monitor	\$24	\$195	\$975
Sony A7SIII Kit	Includes 3 Batteries, 2 Memory Cards, Monitor	\$17	\$134	\$670
Sony FX3 Kit	Includes 3 Batteries, 2 Memory Cards, Monitor	\$31	\$244	\$1,221
RED Raptor VV Kit	Includes 3 Batteries, 2 Memory Cards, Monitor	\$314	\$2,509	\$12,543

<b>Aerial Packages</b>	<b>Description</b>	<b>Hourly Rate</b>	<b>Day Rate</b>	<b>Weekly Rate</b>
DJI Mavic Pro 4K	Full 4K Aerial System Small	\$14	\$110	\$550

<b>Camera Monitoring</b>	<b>Description</b>	<b>Hourly Rate</b>	<b>Day Rate</b>	<b>Weekly Rate</b>
Prod Monitoring Kit	Inc. Lg Monitor, Dir Monitor, Batts, Transmission, Cables and Roller	\$30	\$240	\$1,200

<b>Specialty Packages</b>	<b>Description</b>	<b>Hourly Rate</b>	<b>Day Rate</b>	<b>Weekly Rate</b>
Large Crane		\$72	\$578	\$2,888
Rhino Auto Slider	Automated Slider	\$44	\$354	\$1,771
Pro Suction Mount	Heavy Duty Suction Set	\$7	\$53	\$264
Floor Dolly Roller	Floor Dolly, Tripod, Rails and Roller	\$5	\$39	\$193
Shuttle Dolly Roller	Rails, Stands, Shuttle and Roller	\$22	\$175	\$875

<b>Lighting Kits</b>	<b>Description</b>	<b>Hourly Rate</b>	<b>Day Rate</b>	<b>Weekly Rate</b>
Full Lighting Kit	Full lighting kit including 7 Lights, Stands, Modifiers (2) Rollers	\$39	\$314	\$1,568
Flash Lighting Kit (Strobes)	3 Strobes, Stands, Modifiers,	\$33	\$265	\$1,325

<b>Sound Kits</b>	<b>Description</b>	<b>Hourly Rate</b>	<b>Day Rate</b>	<b>Weekly Rate</b>
Prod Sound Kit	Wireless Lavs, Boom, Mics, Recorders, Cables and Roller	\$43	\$341	\$1,705

<b>Full Production Kits</b>	<b>Description</b>	<b>Hourly Rate</b>	<b>Day Rate</b>	<b>Weekly Rate</b>
Photography Full Prod Kit	Strobe Kit, Sony A1 Kit, Stands, Modifiers	\$36	\$289	\$1,447
Red Raptor Full Prod Kit	Red Raptor Roller, Monitoring Kit, Floor Dolly Kit, Shuttle Dolly Kit, Lighting Kit, Zeiss Otus Primes, Remote Follow Focus, Sound Kit, Gaff Kit and Stand Kit	\$458	\$3,665	\$18,325
Offsite Live Stream Production Kit	Camera Switcher, 3 PTZ Camera Systems, Batteries, SD Cards, Tripods, 2 Laptops, Laptop Monitor, Multi View Monitor, Confidence Monitor, Microphone System, Audio Mixer, SSD, Headphones, Room Speaker & Stand	\$373	\$2,985	\$14,925



EXHIBIT B

Culture Pop Films - 2023 Rate Sheet  
Response to Video Production, Broadcast Related Services RFP

Computers and Software	Description	Hourly Rate	Day Rate	Weekly Rate
Post-production Editing Kit	Post-production computers and editing software	\$65	\$519	\$2,596
Back-up Storage/Archival for Meeting	Hybrid Video Integration Software and Meeting Back-up Storage - Flat rate per meeting		\$50	

Emergency Services Rates

Emergency Services Rates	Description	
<b>Any production requiring short or emergency notice will be subject to an additional surcharge as follows:</b>		
Emergency Production Schedule: 48 hours (or less) notice		25%
Short Notice Production Schedule: 2-7 calendar days notice		10%
Limited Notice Production Schedule: 8-14 calendar days notice		5%

\* Adjusted annually in accordance with the IRS rate

**Exhibit C**  
**INSURANCE**

## EXHIBIT C

With respect to performance of work under this Agreement, Consultant shall maintain and shall require all of its subcontractors, consultants, and other agents to maintain insurance as described below unless such insurance has been expressly waived by the attachment of a *Waiver of Insurance Requirements*. Any requirement for insurance to be maintained after completion of the work shall survive this Agreement.

County reserves the right to review any and all of the required insurance policies and/or endorsements, but has no obligation to do so. Failure to demand evidence of full compliance with the insurance requirements set forth in this Agreement or failure to identify any insurance deficiency shall not relieve Consultant from, nor be construed or deemed a waiver of, its obligation to maintain the required insurance at all times during the performance of this Agreement.

### 1. Workers Compensation and Employers Liability Insurance

- a. Required if Consultant has employees as defined by the Labor Code of the State of California.
- b. Workers Compensation insurance with statutory limits as required by the Labor Code of the State of California.
- c. Employers Liability with minimum limits of \$1,000,000 per Accident; \$1,000,000 Disease per employee; \$1,000,000 Disease per policy.
- d. Required Evidence of Insurance: Certificate of Insurance.

If Consultant currently has no employees as defined by the Labor Code of the State of California, Consultant agrees to obtain the above-specified Workers Compensation and Employers Liability insurance should employees be engaged during the term of this Agreement or any extensions of the term.

### 2. General Liability Insurance

- a. Commercial General Liability Insurance on a standard occurrence form, no less broad than Insurance Services Office (ISO) form CG 00 01.
- b. Minimum Limits: \$1,000,000 per Occurrence; \$2,000,000 General Aggregate; \$2,000,000 Products/Completed Operations Aggregate. The required limits may be provided by a combination of General Liability Insurance and Commercial Excess or Commercial Umbrella Liability Insurance. If Consultant maintains higher limits than the specified minimum limits, County requires and shall be entitled to coverage for the higher limits maintained by Consultant.
- c. Any deductible or self-insured retention shall be shown on the Certificate of Insurance. If the deductible or self-insured retention exceeds \$25,000 it must be approved in advance by County. Consultant is responsible for any deductible or self-insured retention and shall fund it upon County's written request, regardless of whether Consultant has a claim against the insurance or is named as a party in any action involving the County.
- d. [insert exact name of additional insured] shall be endorsed as additional insureds for liability arising out of operations by or on behalf of the Consultant in the performance of this Agreement.

- e. The insurance provided to the additional insureds shall be primary to, and non-contributory with, any insurance or self-insurance program maintained by them.
- f. The policy definition of “insured contract” shall include assumptions of liability arising out of both ongoing operations and the products-completed operations hazard (broad form contractual liability coverage including the “f” definition of insured contract in ISO form CG 00 01, or equivalent).
- g. The policy shall cover inter-insured suits between the additional insureds and Consultant and include a “separation of insureds” or “severability” clause which treats each insured separately.
- h. Required Evidence of Insurance:
  - i. Copy of the additional insured endorsement or policy language granting additional insured status; and
  - ii. Certificate of Insurance.

### 3. Automobile Liability Insurance

- a. Minimum Limit: \$1,000,000 combined single limit per accident. The required limit may be provided by a combination of Automobile Liability Insurance and Commercial Excess or Commercial Umbrella Liability Insurance.
- b. Insurance shall cover all owned autos. If Consultant currently owns no autos, Consultant agrees to obtain such insurance should any autos be acquired during the term of this Agreement or any extensions of the term.
- c. Insurance shall cover hired and non-owned autos.
- d. Required Evidence of Insurance: Certificate of Insurance.

### 4. Standards for Insurance Companies

Insurers, other than the California State Compensation Insurance Fund, shall have an A.M. Best's rating of at least A:VII.

### 5. Documentation

- a. The Certificate of Insurance must include the following reference: [insert contract number or project name].
- b. All required Evidence of Insurance shall be submitted prior to the execution of this Agreement. Consultant agrees to maintain current Evidence of Insurance on file with County for the entire term of this Agreement and any additional periods if specified in Sections 1, 2 or 3 above.
- c. The name and address for Additional Insured endorsements and Certificates of Insurance is: [insert exact name and address].
- d. Required Evidence of Insurance shall be submitted for any renewal or replacement of a policy that already exists, at least ten (10) days before expiration or other termination of the existing policy.
- e. Consultant shall provide immediate written notice if: (1) any of the required insurance policies is terminated; (2) the limits of any of the required policies are reduced; or (3) the deductible or self-insured retention is increased.
- f. Upon written request, certified copies of required insurance policies must be provided within thirty (30) days.

**6. Policy Obligations**

Consultant's indemnity and other obligations shall not be limited by the foregoing insurance requirements.

**7. Material Breach**

If Consultant fails to maintain insurance which is required pursuant to this Agreement, it shall be deemed a material breach of this Agreement. County, at its sole option, may terminate this Agreement and obtain damages from Consultant resulting from said breach. Alternatively, County may purchase the required insurance, and without further notice to Consultant, County may deduct from sums due to Consultant any premium costs advanced by County for such insurance. These remedies shall be in addition to any other remedies available to County.

## **BPO/Master Agreement - Task Order**



County BPO/Master Service Agmt #: _____
Quote Number: _____

## BPO/Master Agreement - Task Order

Reference is made to the following contract (“Contract”) between the County of Sonoma (“County”) and the below-named contractor/supplier (“Contractor”):

Blanket Purchase Order # \_\_\_\_\_  Services Contract # \_\_\_\_\_

\_\_\_\_\_ desires for Contractor to perform certain services, tasks, and/or work stated below (“Work”), in accordance with the terms and conditions of said Contract. By signing below, Contractor agrees to perform said Work and in accordance with the other terms and conditions stated below. Unless expressly stated otherwise below, all other terms and conditions of the Contract, including rates/price, are incorporated by reference and shall apply to the Work as if fully stated herein.

Contractor must carry insurance to cover and apply as to the Work, in form and to extent as otherwise stated in the Contract. Contractor shall maintain said insurance and name the following as Additional Insured with regard to the Work:

<b>PROJECT/TASK NAME:</b>	<b>LOCATION:</b>
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<b>DEPARTMENT/AGENCY LEAD:</b>	All invoices and formal notices shall be sent Attention of stated Lead and named Department		
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Project Lead Name:	Dept./Agency:	Email:	Phone:
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<b>CONTRACTOR:</b>
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Company Name:	Lead Contact:	Email:	Phone:
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Key Personnel (if applicable):	Email:
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Authorized Subcontractors (if applicable) (Subcontractors must also provide insurance as referenced above):

<b>SCOPE OF WORK AND RATES/PRICE:</b>
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Work/Project-Specific Requirements:

Deliverables:

Timeframe: Start Date(s): \_\_\_\_\_ End Date(s) (or) Ongoing Reports:  
Until Notified by County: \_\_\_\_\_

Rates/Price/Compensation:  Per Contract  Prevailing Wage Rates  
 See Attached Scope/Quote/Estimate for Applicable Terms and Conditions  
 Other: \_\_\_\_\_

In the event of any conflict between any attachment and this Task Order, the provisions of this Task Order shall control. In the event of any conflict between this Task Order and the Contract (Blanket Purchase Order or Master Services Agreement), the Contract shall control.

<b>SUPPLIER / CONTRACTOR:</b>	<b>DEPT / AGENCY:</b>
<b>BY:</b> _____ SUPPLIER/CONTRACTOR SIGNATURE	<b>BY:</b> _____ PROJECT LEAD SIGNATURE
<b>BY:</b> _____ PRINT NAME	<b>BY:</b> _____ AUTHORIZED SIGNATURE
_____ DATE	_____ DATE