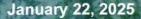




# PROPOSAL FOR COUNTYWIDE Travel & Tourism Marketing Strategy



## SECTIONS ONE, TWO & THREE

# INTRODUCTORY LETTER, SIGNATURE AFFIDAVIT & TABLE OF CONTENTS



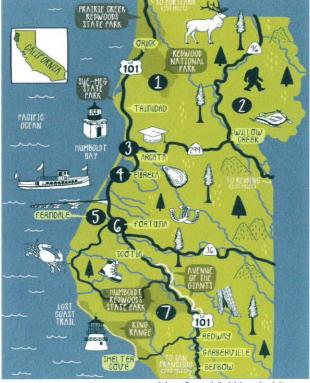
# The future of tourism in Humboldt County has never looked brighter.

Our team at Verdin Marketing sees tourism as more than just an industry. To us, it's a story waiting to be told. Humboldt County is at a pivotal moment, and we are excited about the opportunity to help shape your next chapter. With over 20 years of experience in destination marketing, we specialize in bringing fresh perspectives to communities and creating strategies that resonate deeply with both locals and visitors.

We care a lot about providing you with a comprehensive marketing strategy that will elevate Humboldt County's endless activities and offerings, from the natural beauty of the Redwoods to the historical and cultural intrigue of the Victorian towns and so much more. We have a few personal ties to Humboldt County that make this work feel extra special.

Through collaboration, creativity and data-driven insights, we'll develop a tailored approach to amplify your impact and establish a unified, sustainable tourism vision. We pride ourselves on crafting strategies that connect authentically with audiences while driving measurable results.

We look forward to collaborating to strengthen Humboldt County's tourism efforts and highlight everything that makes it unique.



Map from VisitHumboldt.com

Mary Verdin, *President & CEO* <u>mary@verdinmarketing.com</u> | (805) 541-9005 | P.O. Box 3060, San Luis Obispo, CA 93403 DBE Firm No. 42625 | CSDA Members



#### 2 - SIGNATURE OF AFFIDAVIT

\$

|                      | Professional Consulting Services for County Wide<br>and Tourism Marketing Strategy & Tourism Assets Study |  |
|----------------------|---|--|
|                      |   |  |
|                      | ATTACHMENT A – SIGNATURE AFFIDAVIT<br>(Submit with Proposal)  |  |
|                      | (Submit with Hoposal)   |  |
| Re                   | quest for Proposals No. EDD-2025-01   |  |
| SIC                  | SNATURE AFFIDAVIT   |  |
| NAMEOF               | Vardin Markating Ink. Co  |  |
| ORGANIZATION/AGENCY: | Verdin Marketing Ink, Co.   |  |
| STREET ADDRESS:      | PO Box 3060   |  |
| CITY, STATE, ZIP     | San Luis Obispo, CA 93403   |  |
| CONTACT PERSON:      | Mary Verdin   |  |
| PHONE #:             | (805) 541-9005  |  |
| FAX #:               | N/A   |  |
| EMAIL:               | mary@verdinmarketing.com  |  |

Government Code Sections 6250, *et seq.*, the "Public Records Act," define a public record as any writing containing information relating to the conduct of public business. The Public Records Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

In signing this Proposal, I certify that this firm has not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or agency to submit or not to submit a Proposal; that this Proposal has been independently arrived at without collusion with any other Proposer, competitor or potential competitor; that this Proposal has not been knowingly disclosed prior to the opening of Proposals to any other Proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned is an authorized representative of the above-named agency and hereby agrees to all the terms, conditions and specifications required by the County in Request for Proposals No. 001-2021-O365 and declares that the attached Proposal and pricing are in conformity therewith.

Signature Mary Verdin Name

1/20/2025 Date

1/20/2025 Date

This agency hereby acknowledges receipt / review of the following Addendum(s), if any Addendum # [\_\_\_\_\_] Addendum # [\_\_\_\_\_] Addendum # [\_\_\_\_\_]







# **Table of Contents**

| Section 1, Introductory Letter                             |    |  |
|--|----|--|
| Section 2, Signature Affidavit                             |    |  |
| Section 3, Table of Contents                               |    |  |
| Section 4, Professional Profile                            |    |  |
| Section 5, Quality Assurance Capabilities                  | 32 |  |
| Section 6, Cost Proposal                                   |    |  |
| Section 7, Supplemental Documentation                      |    |  |
| Section 8, References                                      |    |  |
| Section 9, Evidence of Insurability and Business Licensure |    |  |
| Section 10, Exceptions, Objections and Requested Changes   |    |  |
| Section 11, Required Attachments                           |    |  |
| Attachment 1 - Signature Affidavit                         |    |  |
| Attachment 2 - Cost Proposal Form                          |    |  |
| Attachment 3 - Reference Data Sheet                        | 50 |  |
|  |    |  |

**SECTION FOUR** 

# PROFESSIONAL PROFILE

#### 4A - ORGANIZATIONAL OVERVIEW



## Nice to Meet You

#### **Integrity-Based Marketing**

Integrity has been at the core of Verdin's approach since day one. We ensure transparency in reporting, tailor invoicing to your needs and focus on continuous improvement. By refining strategies and optimizing outreach, we deliver results that support your team.

#### **Creative Rooted in Strategy**

Research into the lifestyles, behaviors and desires of your target audience guides our creative team to develop advertising messages that resonate. Our team makes strategic recommendations and works with you to develop campaigns that embody your brand and what it promises - and you'll have a lot of fun with us along the way.

#### **Passion & Expertise**

One of Verdin's strengths as a full-service marketing and advertising firm is positioning the desirable attributes of a community. Our team knows how to build awareness among a range of audiences through compelling creative. We know how to build consensus among multiple stakeholder audiences with different needs, and we also enjoy collaborating with clients and partners. We are dedicated to transparency and providing clear communication and information at all times.

















## A Little About Us

Verdin Marketing Ink, Co.

- Office: 689 Tank Farm, Suite 210, San Luis Obispo, California
- Business License Certificate Number: 014495
- Founded in 2003
- Served more than a cumulative 400 clients
- Small but mighty team of 10
- Currently serving 18 active clients in both an agency-of-record and project-by-project relationship
- Verdin is a \$3,000,000 revenue company

Mission Statement: **Together,** we shape dynamic communities through strategy, consensus and storytelling



#### Litigation

Verdin has no litigations regarding the provision of services equivalent to those set forth in this RFP.

#### **Fraud Convictions**

Verdin has no fraud convictions related to the provision of services pursuant to the terms and conditions of public contracts.

#### Debarments, Suspensions or Other Ineligibility to Participate in Public Contracts

Verdin has no current or prior debarments, suspensions or other ineligibility to participate in public contracts.

#### Violations of Local, State and/or Federal Regulatory Requirements

Verdin has no violations of local, state and/or federal regulatory requirements.

#### **Controlling or Financial Interest**

Verdin does not hold any controlling or financial interest in any other organizations.



## **Client History of Equivalent Services**

| San Luis Obispo County<br>Tourism Business<br>Improvement District (CBID) | The CBID is the tourism district for the unincorporated areas of San Luis Obispo<br>County. Our initial engagement encompassed a comprehensive approach to elevate<br>its tourism presence. This included conducting in-depth research to understand<br>market dynamics and visitor preferences, developing targeted campaigns to attract<br>key demographics, and implementing a robust digital strategy. This strategy included<br>their first fully interactive website for all tourism partners within the region, as well as<br>web management to ensure a user-friendly and informative online experience, email<br>marketing to nurture leads and social media management to build brand awareness<br>and engage potential visitors. |
|---|---|
| Visit Cayucos   | Our partnership with Visit Cayucos focused on building a compelling and consistent<br>brand identity to effectively position the destination within the competitive landscape of<br>coastal Central Coast destinations to stand apart, This included impactful campaigns<br>designed to resonate with target audiences and drive visitation. To foster ongoing<br>engagement, we implemented a robust digital strategy incorporating programmatic<br>ads, email marketing, and established a strong social media presence to connect with<br>potential visitors and showcase the unique experiences. We provided comprehensive<br>reporting to demonstrate the effectiveness of our strategies and ensure transparency.                     |
| Visit Morro Bay   | Our work with Visit Morro Bay began with in-depth research to inform a comprehensive marketing plan. We then developed and executed impactful campaigns across all channels, including paid media, email marketing, website management, and social media. Throughout our engagement, we provided detailed reporting to demonstrate results and ensure alignment with their goals.   |

## 4A - ORGANIZATIONAL OVERVIEW



| Ventura County Coast    | For Ventura County Coast, we crafted a unique brand identity and developed a comprehensive marketing plan to guide our efforts. This included targeted campaigns executed across multiple channels, from engaging social media content and email marketing initiatives to impactful paid media placements. We also managed their website, ensuring an optimal online experience for visitors. Throughout our partnership, we provided in-depth reporting to demonstrate the effectiveness of our strategies and ensure alignment with their tourism goals.  |
|-------------------------|---|
| Visit Oxnard            | To elevate Visit Oxnard's destination marketing, we developed a distinctive brand identity with supporting materials to bring the vibrancy of the destination to life. We were able to explore the cultural diversity and unique offerings that only Oxnard can deliver to visitors. This work included our "You don't know Oxnard" campaign that extended across multiple channels and won a variety of awards. We leveraged the messaging through social media content, email marketing and on the Visit Oxnard website.  |
| Visit Camarillo         | For Visit Camarillo, we took a holistic approach to destination marketing, beginning with a revitalized brand identity and marketing plan to guide our activities. We implemented a multi-faceted strategy that included compelling campaigns, strategic paid media buys, targeted email marketing, proactive public relations efforts, and engaging social media content. We also provided ongoing website management to ensure a best-in-class online experience for visitors. Throughout our partnership, transparent reporting allowed us to track progress, measure success, and continually refine our approach to maximize impact and achieve Visit Camarillo's goals. |
| City of San Luis Obispo | We have worked with the City of San Luis Obispo in a variety of capacities including initiatives focused on economic development. This involved developing specialized programming for their local business community through our "Buy Local Bonus" and "Downtown Summer Spending" campaigns to generate revenue post-pandemic. The results were remarkable and generated more than \$800,000 in direct local spending.   |

## 4A - ORGANIZATIONAL OVERVIEW

**EFFERENCESSERFEETERFEETERFEETERFEETER** 



| Visit Concord                    | Our strategy for Visit Concord focused on building a dynamic brand presence and generating excitement for this vibrant destination. We developed a comprehensive marketing plan that included compelling campaigns, strategic paid media placements, and engaging social media content to reach and inspire travelers. We also implemented targeted email marketing initiatives to nurture leads and drive conversions. Throughout the partnership, we provided data-driven reporting to track performance.  |
|----------------------------------|--|
| Visit Atascadero                 | With Visit Atascadero, we began by redefining the destination's narrative and formed a strategy to amplify its appeal to travelers. This informed the creation of a compelling brand story encouraging visitors to go "All In" in Atascadero. We targeted families and those interested in outdoor experiences through engaging social media content, while leveraging email marketing to further tell the story of the destination. We provided transparent reporting to demonstrate the effectiveness of our efforts and ensure alignment with Visit Atascadero's vision for the future. |
| Visit Arroyo Grande              | Our collaboration with Visit Arroyo Grande focused on capturing the essence of this charming destination and translating it into a compelling brand experience for visitors. We developed a detailed marketing plan that included paid, earned and owned strategies to reach new audiences that were unfamiliar with this small town on the Central Coast. Through ongoing website management, we ensured a seamless and informative online experience for potential visitors and provided detailed reporting to track progress.   |
| Central Coast Tourism<br>Council | As the regional tourism group for Visit California, Verdin has been brought in on a few projects to support their goals and mission of inspiring travel to the Central Coast. Our engagement focused on expanding their digital footprint through targeted campaigns and compelling email marketing to provide valuable travel information. Our team supports the CCTC social media channels to showcase the diverse offerings of the region.  |

## **Humboldt Management Team**

#### Mary Verdin

President & Chief Executive Officer

#### Role: Participates in discovery and client onboarding, provides ongoing strategic input.

Mary has more than 30 years of marketing experience, including 25 years working in the travel and tourism space. She has an energy that keeps ideas fresh and strategic. Her personal list of awards, combined with the industry awards our agency wins every year, reflect Mary's proven ability to create communications success for clients. An innate problem solver and natural leader, she founded Verdin more than 21 years ago and continues to grow the firm with a gusto for finding ways to give back to the community.



#### Ashlee Akers

Partner & Chief Strategy Officer

# Role: Participates in strategic planning meetings, oversees and reviews branding and marketing strategies.

Ashlee guides Verdin's account staff with enthusiasm, and plays a leading role in all client work. Her friendly and dynamic personality makes our clients instantly feel comfortable and confident. She is the master of surpassing client needs with an unwavering devotion to achieving stellar results. Ashlee has been with Verdin for 14 years, but has been working within the tourism marketing field for 15 years and understands every level of destination marketing and how they work together. She currently serves on Central Coast Tourism Council Board of Directors and the marketing and branding committee for Visit SLO CAL.



VERDIN



## **Additional Key Personnel**



Account Manager

Role: Provides day-to-day support for clients through various marketing channels, including public relations, web, email marketing, social media and more.

Allie oversees client accounts, collaborates with cross-functional teams and ensures successful marketing strategy implementation. Using her communication and organizational skills, she facilitates coordination among team members, stakeholders and clients. Allie graduated from Cal Poly with a degree in Journalism and Public Relations, and was honored the department's Leadership Award. Allie ensures client success through accurate and transparent reporting, excellent budget management and innovative programming.



### Riley Grim

Creative Director

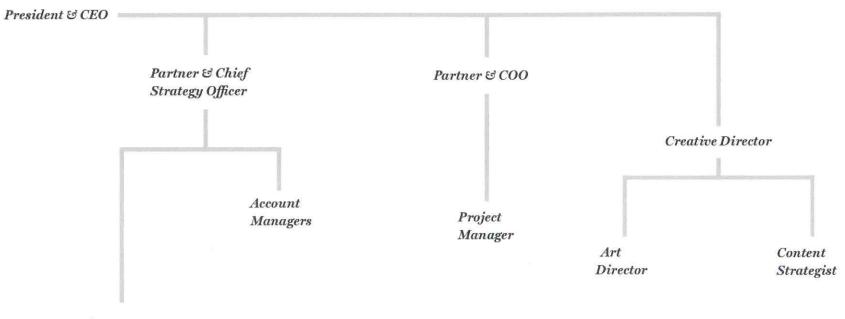
# Role: Participates in creative planning, develops brands, campaign and ad concepts and oversees all creative work.

Riley is the helm that steers Verdin's creative team right direction. Her keen eye and strategic mind lead Verdin to produce work that is strikingly distinct. Riley has nearly 12 years of marketing experience, with five years specifically working in tourism marketing. Her experience and knowledge base has led the concepting and implementation of successful campaigns for notable organizations like Visit SLO CAL, Visit Arroyo Grande, Visit Atascadero and the city of San Luis Obispo.



## **Verdin's Boutique Agency Organization Structure**

We are a tight-knit team bursting with talent. As a team of 10, we are small but mighty—we have the agility to completely focus on you and your needs, keeping tight control on costs, and the relationships to include our extended team of freelancers as needed, including a communications partner in Sacramento.



Account Coordinator



## Experience

Verdin Marketing has had the privilege of serving tourism marketing and public organizations since 2004. Our portfolio of successes includes a range of clients, strategies, tactics, and activations that have garnered awards and exceeded client goals. From omni-platform campaigns to trade show activations and everything in between, we take our partnerships seriously.

While our wide range of services and client profiles stretches far and wide, we wanted to take a moment to focus in on the specific experience and accomplishments that are specifically relevant to the scope of this RFP.

In the next few pages we have outlined a robust case study and several work samples of projects that shared similar key project initiatives as those outlined in the RFP.





# **Case Study: Ventura County Coast**

Award-winning research, strategy and implementation that led to an increase in hotel occupancy, RevPAR and ADR.





Ventura County Coast comprises Camarillo, Oxnard, Ventura and Port Hueneme. Four unique cities, four eclectic personalities, four groups of independent stakeholders. The challenge was creating a cohesive brand that captured the personalities of the four individual cities, as well as the overall region. From there stemmed dynamic ad campaigns that connected travelers and inspired them to *Find Their Vibe* in Ventura County Coast.



#### Phase 1: Research

Verdin kicked off the partnership with an expansive immersion and familiarization tour. We explored what's working, what the latest trends were, identified key players, potential partnerships and collaborations. We also evaluated the County's brand identity and it's position in the market.

#### Phase 2: Create the Strategy

Verdin conducted a comprehensive analysis of all available data, assets, and resources. We worked alongside our stakeholders to define key performance indicators (KPIs) and strategic goals. This lead to the development of a detailed marketing strategy including a strategies for paid, owned and earned channels.

#### **Phast 3: Implementation**

Verdin put the plan into action. This involves implementing the strategies and tactics we've developed, while continuously monitoring progress, effectiveness, and make any necessary adjustments along the way. "Having an opportunity to work with the team at Verdin to inspire, engage and drive demand to Ventura County Coast is a true privilege. The partnership we have to make data-driven decisions and the talent we collectively have to turn those insights into action, fuels my passion to be better every day." Brian Tucker,

President & CEO, Ventura County Coast



**Rebrand:** We brought all stakeholders to the table to build consensus around a new brand that would authentically promote the entire region while still leaving room for each individual city to carve out their own brand flavor. Beyond a logo, color system and imagery profile, we also took on the user experience of the website, making significant enhancements to www.VenturaCountyCoast.com. These enhancements included stylistic changes and website navigation improvements, refreshed content that aligned with industry trends and an integration of city partner events.



VERDIN

Our research told us "Ventura" means "fortune." So it's no coincidence that the four points of their new logo create the shape of a gem, with each dot acting as map coordinates and the lines expressing the interconnectedness of the four cities. The lighthearted typography reflects the area's happy, welcoming and stylish atmosphere.





CELEVILLE CELEVILLE CONTRACTOR CO

**Cross-platform Campaign:** Bringing four cities together into one cohesive brand gave us an opportunity to maximize our collaborative power and build something that would truly serve everyone. The challenge was creating messaging that not only encouraged the viewer to visit the region, but to visit multiple cities within the destination. Each city has its own unique ambiance, weaving together an eclectic tapestry of activities and atmospheres. And so the *Find Your Vibe* campaign was born.



VERDIN



Beyond Recovery Plan: When the pandemic hit we worked hand-in-hand with local stakeholders as well as Visit California's to minimize pandemic losses within the industry. We built out pandemic-specific messaging and campaigns per each individual city within the destination that resulted in Ventura County Coast outperforming the state and national pandemic averages in virtually all areas of measurement including Occupancy, ADR and RevPAR.

#### **Dallas Cowboys Partnership:**

Leveraging large-scale events is one way to drive demand and introduce new visitors to a destination. Ventura County Coast, in partnership with Visit Oxnard, Visit Camarillo, Visit Ventura and Discover Port Hueneme allocated resources in an effort to promote the Dallas Cowboys Training Camp by deploying a series of advertising tactics to raise awareness and drive attendance.

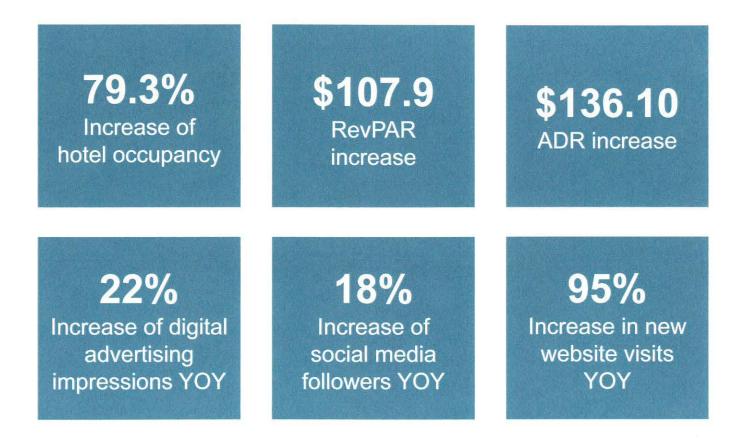
#### Trade Show Program: An

immersive experience both in-person and virtually. Designed to create an authentic, multi-sensory experience for attendees to enjoy, all made possible through a partnership who collectively represents an entire region. The in-person experience invites guests to step inside a refurbished 1968 VW bus complete with an integrated interior monitor featuring a brand video taking guests on a road trip across Highway 101.





Our six year partnership with Ventura County Coast resulted in multiple awards, and achieving or exceeding KPIs in individual campaigns and initiatives. But we think the overall impact of our partnership tells the story best:





## Work Sample: Visit Atascadero

Where We Started: When people think San Luis Obispo County, they think rolling vineyards and crashing waves. They don't think "Atascadero." This inland town was struggling to obtain "top of mind" space in comparison to its neighboring communities of San Luis Obispo and Paso Robles. We joined Visit Atascadero in 2015 to solve this issue.

#### What We Did

- Created a new brand for Visit Atascadero and various advertising campaigns
- Deployed a variety of paid media channels to reach new audiences and encourage visitation to the destination
- Collaboration with county and regional partners to extend reach and leverage resources to support the Atascadero brand
- Reactive public relations activities including FAM tours and journalist hosting
- Developed a robust email marketing program and executed social media strategies on multiple platforms
- Ongoing website support and optimizations to increase visits

#### What Happened

- 71% Increase in Transient Occupancy Tax
- 309% Increase in Social Media Followers
- 889% Increase Avg. Annual Website Traffic
- Earned multiple Awards for various campaigns



"We are very fortunate as a city to have acquired Verdin's services. Their level of professionalism, execution, and positive personalities are second to none. I can with complete confidence recommend Verdin to anyone looking to market and promote their destination, business, and/or organization."

Amar Sohi

CEO, Holiday Inn Express Current Board Member Past Chair







#### SOCIAL MEDIA SERIES

**DIGITAL ADS** SOCIAL MEDIA TEMPLATES AND REELS



#### **MEDIA KIT**



Where we started: To boost Visit the Santa Ynez Valley's social media presence, we focused on research, creating a brand tone guide and developing a content strategy. We identified key platforms, curated monthly content calendars and grew their asset library using CrowdRiff. Initially, we aimed to maintain a consistent posting schedule, tailor messaging, monitor platforms and increase engagement. Our efforts have expanded to include a monthly blog and California Now Travel Stories for broader social media use.

#### What We Did

VERDIN

- Conducted comprehensive research and created a brand tone guide and strategy for all social media content creation
- Identified the most impactful social platforms and curated monthly content calendars that highlighted the unique charm of each of the destination's six towns
- Leveraging CrowdRiff, we have grown their asset library with user-generated photos and videos
- Expanded services to develop monthly blog and create ongoing California Now Travel Stories for widespread use across all social media platforms

#### What Happened

- 18,654,116 Social Media Impressions
- 24% Increase Social Media Followers
- 11,417 Total Blog Views (Since Jan 2024)



"Verdin has been a great partner for Visit the Santa Ynez Valley. Their understanding of our region and audience, coupled with strategic planning and creative execution, has brought great results for our social media presence. They get results, and they're fun to work with!"

Shelby Sim

President & CEO Visit Santa Ynez Valley



#### BLOG



#### **BRAND TONE SHEET**



<complex-block>

Image: state state

SOCIAL STORY

Ð 🔁

1

Q

SOCIAL MEDIA GRID





**Oplift** Central Coast

Uplift was formed in 2023 through a state grant to create economic resilience by working with local stakeholders and inviting traditionally underserved parties to the table. It is a region consisting of six California counties, from Ventura to Santa Cruz. As a new organization, they were in need of a new brand and a way to share with the community who they were and how they could support economic growth and opportunities.

#### What We Did

VERDIN

- Worked collaboratively with the Uplift team to create a new visual identity which was informed by input from all six counties
- Implemented the brand through social media channels, collateral pieces, video production and a new website, in collaboration with our website partner, NDIC.
- Created a Community Update Executive Summary and a full 164-page Regional Plan for use throughout all six counties

#### What Happened

• Uplift is still in their early stages, but Verdin created the foundation on which they can doing the important work that they are charged to do

"Working with Verdin was an outstanding experience. They helped us build a strong brand identity from the ground up, including logos, messaging, and design elements that perfectly reflect our mission. Their team created high-quality reports, videos, and other materials that were clear, unique and effectively helped tell the transformative story of our work at Uplift Central Coast. What made the process truly enjoyable was their collaborative and responsive staff. They took the time to understand our needs, provided valuable insights, and were always open to feedback. Their professionalism and creativity played a key role in our success, and I highly recommend them to anyone looking for top-notch marketing and design support."

Quinn Brady

Project Director, Uplift Central Coast Coalition





#### **EXECUTIVE SUMMARY REPORT**



#### SOCIAL MEDIA







# **Knowledge of Legal Requirements and Standard Methods and Practices**

Verdin Marketing has had the privilege of serving tourism marketing and public organizations since 2004, and over the last 21 years we have learned a thing or two.

**Knowledge of legal requirements:** Our team is extremely experienced and experts in the field on various tourism marketing structures and the legal and financial structures that accompany them. Whether that is a 501c6, a CVB, or with an advisory body of the city we know how to navigate unique bylaws from jurisdiction to jurisdiction. From a state-wide perspective we serve on destination boards and committees that not only allow us to keep an up-to-date on market trends and research, but also with governmental systems and policies like the Brown Act.

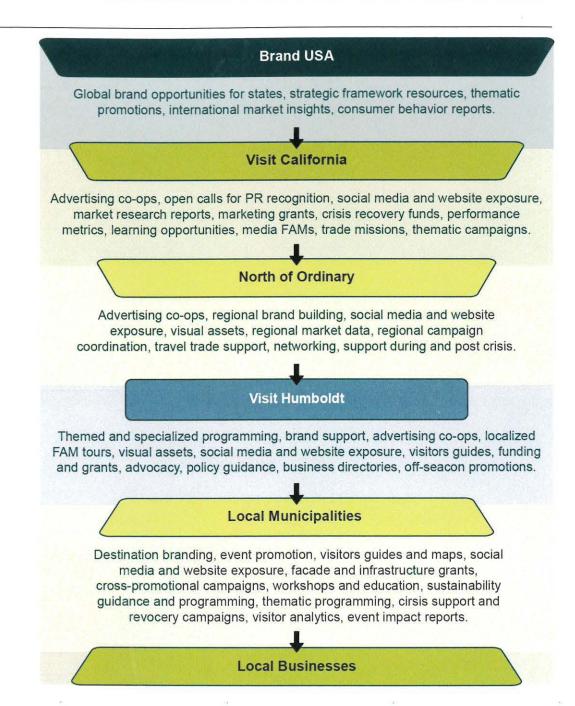
**Knowledge of standard methods and practices:** We have an in-depth understanding of tourism marketing best practices from start to finish, and have extensive experience working within the overarching landscape of tourism marketing from a macro to micro level. We know how to work within the context of the the broader marketing funnel, leveraging partnerships and collaborative programming to tap into resources greater than our own. We also have a deep understanding of how the top half of the funnel should feed into the bottom half, fostering collaborative relationships of DMOs, municipalities and businesses within Humboldt county to benefit all.

Some of our most rewarding work comes from working hand-in-hand with local stakeholders to concept county-wide coop opportunities, brand cohesion strategies and business-focused programming that enhances all parties individual marketing power and establishes a sense of local unity.



# How Humboldt County Fits Into the Larger Tourism Marketing Funnel

All organized tourism efforts exist within the larger context of tourism marketing at a nationwide level. Having an in-depth understanding of the existing structure is elemental in maximizing impact and efficiency. To the right is a high level summary of how each layer of tourism marketing organizations in the US provide value and resources to the organizations farther along the funnel





# Verdin's Role in the Humboldt County Funnel

Verdin has two decades of experience navigating the entire tourism marketing funnel and providing organizations at the county level with significant advantages in managing and amplifying their presence at every level of the ecosystem. Here is how Verdin would engage with the tourism brand funnel at all levels in collaboration with Humboldt County.



VERDIN

#### Seamless Alignment Across the Funnel:

- Ensuring the county's messaging aligns with state, regional, municipal, and local business strategies while maintaining its unique brand identity.
- Leverage resources, tools, and opportunities at the Brand USA and Visit California level.



### Expert Navigation of Relationships:

- Acting as a strategic liaison, ensuring clear communication and collaboration between the county, region, municipalities, and local businesses.
- Fostering partnerships and ensuring alignment in goals and messaging across all stakeholders.



#### Amplified Marketing Power:

- Using our evexpertise to secure participation in state and regional campaigns, co-op marketing opportunities and grant programs, multiplying the impact of the county's resources.
- Integrating the county's assets into larger, well-funded initiatives that drive broader visibility.



#### Customized Strategies for County Needs:

 Developing strategies tailored to the county's unique tourism assets, ensuring a clear and distinct voice within the crowded California tourism market. This includes carving out niches, such as outdoor adventures, eco-tourism, or cultural experiences, that differentiate the county while complementing broader campaigns.



#### **Efficient Resource Management:**

- Leveraging our experience, to ensure the county invests its marketing budget wisely, prioritizing high-impact campaigns and avoiding redundancies.
- Streamlining campaign development, implementation, and evaluation, saving time and resources.



#### Data-Driven Decision-Making:

- Providing insights into market trends, visitor behavior, and campaign performance, helping the county make informed decisions.
- Analyzing data from Brand USA and Visit California and applying it to local strategies.

#### Enhanced Stakeholder Collaboration:

- Facilitating collaboration between municipalities, local businesses, and county officials, creating unified campaigns and initiatives that amplify the county's tourism potential.
- Ensuring smaller municipalities and businesses are included, promoting equity and shared success.



#### **Expert Crisis Management:**

 In times of natural disasters or other crises, Verdin is equipped to provide expertise in crafting recovery strategies, managing messaging, and rebuilding visitor confidence.

## **SECTION FIVE**

# QUALITY ASSURANCE CAPABILITIES



## **Our Services**

VERDIN

While we predict that this RFP would require services primarily within the categories of Marketing & Brand Management, Digital Marketing, and Advertising, we are equipped to create and implement any other marketing initiatives derived from results of our research.

#### **Marketing & Brand Public Relations** Management Public Relations Strategies Research • Press Release Writing & Identity & Branding Distribution Marketing Plans White Paper Development Image Perception Assessment Trade Show Booth Customer Relationship Management Management Crisis Communications

## **Digital Marketing**

- Social Media Strategies & Content Development
- Social Media Monitoring & Management
- Blogging
- Search Engine Marketing
- Mobile Marketing

|     | Neb  | site | 9   |  |
|-----|------|------|-----|--|
| Dev | velo | pm   | ent |  |

#### Site Planning

- Writing, Designing & Programming
- Search Engine Optimization
- Ongoing Website Maintenance

## Advertising

- Strategic Campaign Concepting
- Digital, Print & Broadcast Advertising Creative Development
- Media Strategies
- Media Buying
- Campaign Monitoring & Reporting

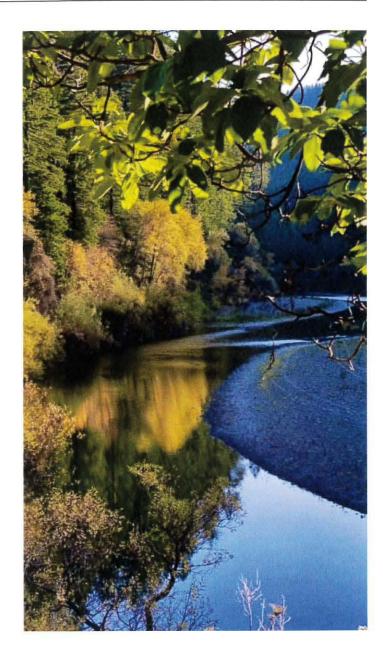


# The Assignment

Humboldt County Tourism is at a juncture in its story, and we believe that every juncture provides immense opportunity. Since bringing tourism marketing efforts under county leadership, Humboldt County has opened the door for refreshed data analysis, revisioning of strategic goals, and a fresh perspective.

Humboldt County's goal is to create a unified marketing framework that leverages its diverse tourism offerings, strengthens stakeholder collaboration, and establishes a cohesive brand identity. Verdin Marketing is committed to meeting the County's objectives by delivering a robust, research-driven strategy.

On the following page we will dissect the procedural techniques with which we would take on the challenges outlined in the RFP.







#### Task 1: Research and Stakeholder Engagement

- Conduct a comprehensive inventory of Humboldt County's tourism assets including cultural, natural, and economic resources.
- Analyze current marketing efforts, regional tourism trends, and competitor positioning.
- Facilitate in-depth stakeholder engagement sessions to gather insights from local businesses, municipalities, and community leaders.
- Deliver a detailed report summarizing research findings and stakeholder feedback.

#### Task 2: Strategic Framework Development

- Work with stakeholders to define clear marketing goals, objectives, and KPIs.
- Develop a strategic framework outlining target audiences, messaging themes, and branding opportunities.
- Identify opportunities for collaboration with stakeholders and regional partners to amplify marketing efforts.

#### **Task 3: Implementation Planning**

- Create a phased implementation plan that prioritizes activities based on impact and feasibility.
- Develop a budget for proposed strategies including allocations for marketing campaigns, partnerships, and outreach.
- Ensure alignment of the marketing strategy with the County's cultural values, sustainability goals, and community priorities.

#### Task 4: Ongoing Communication and Evaluation

- Establish a communication plan to keep County stakeholders informed and engaged.
- Provide training and tools to enable local stakeholders to effectively utilize the strategy.
- Propose methods for evaluating the strategies effectiveness, with recommendations for adjustments based on performance data.

No additional services are recommended at this time



## **Procedural Techniques**

Verdin would approach all tasks set forth in the RFP's scope through our proprietary process, The Verdin 360

## 1. Groundwork

# Discover where you are now and plan where you want to go.

Verdin will hold an immersion with you to help us establish the history, goals and challenges you are facing. We'll dive into research, gleaning input from key stakeholders to inform our strategies and set objectives to support your goals. The path forward includes all countywide tourism perspectives, successes and ideas, to ensure a more streamlined, consistent approach as a county. Our expertise in branding and communications will inform development of a powerful and engaging approach for Humboldt County Tourism.

## 2. Get Working

### Bring the plan to life.

Our team will support in the execution of the approved Marketing Plan and assets unique to your needs. Our team will utilize messaging to reach defined audiences through specific channels. In conjunction to being dynamically strategic, our work is strongly driven by data and results. We can also assist as needed in actively managing communications channels, tracking the metrics we defined in the Groundwork phase to determine the impact of the strategies and execution.

## 3. Gauge Results

### Evaluate and adjust as needed.

\*\*\*\*\*\*\*\*\*\*

Using any performance data collected during the Get Working phase, we are able to monitor results and adjust as needed to reach your goals should we execute on any marketing tactics on your behalf. In this phase, we are able to determine together what is working best and adapt our strategy to leverage success. Our reporting system ensures that you see this data on a regular basis in a transparent format that continually offers recommendations. Your success is our success!



.



### **Our Unique Understanding**

Travel and tourism is not unlike other industries in that is it facing major shifts in trends, demographics, and advertising best practices. Fortunately, we believe that a lot of these shifts will play to Humboldt County's advantage. We are seeing more and more travelers intentionally seeking out smaller, "off the beaten path" destinations that provide space for physical activity, connecting with nature and sustainable travel options.

The key to capitalizing on these trends will be carving out a distinguished footprint amongst other California destinations with similar offerings, and properly utilizing current advertising best practices to ensure our strategic messaging is falling into the right hands. We have extensive experience in distinguishing destinations that will stand out amongst their competitive set, and speak directly to target demographics. Our approach is effective because not only do we rely on thorough research, we intimately get to know the destination through the locals, their businesses, and the unique experiences the destination has to offer. We like to think of ourselves not just are researchers and marketers, but as culture illuminators.

Fortunately, we've got a head start when it comes to Humboldt county. Two of our Verdin team members are intimately familiar with the region. Michelle Starnes, Verdin's COO, lived in Eureka. Riley Grim, Verdin's Creative Director, married into a multi-generational Humboldt County family who for decades owned iconic tourist destinations like the Samoa Cookhouse and Café Marina.





## **Our Management Strategy**

We believe in open communication and transparency at every step of the way. Our account managers serve as the main point of contact for day-to-day communications, while the rest of our management team is happy to hop in whenever needed. Here is what you can expect from our team on a weekly, monthly, and annual basis:

#### Weekly:

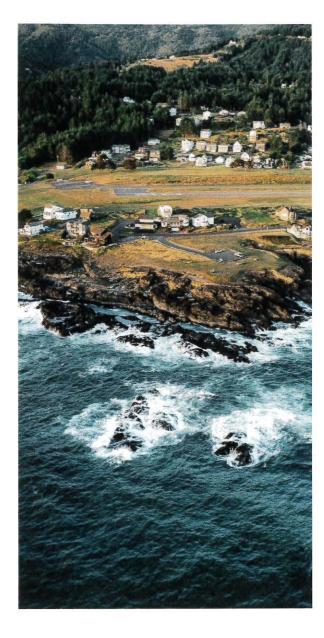
- Monday project update email with timelines
- Correspondence with client and team to move work forward

#### Monthly:

- Virtual meeting with Account Manager and Coordinator
- Review in-progress work, previous month updates and future activities
- Budget tracking and reporting

#### Annually:

- Marketing recap reviewing successes and areas of opportunity
- Budget review and recommendations
- Strategy optimizations and recommended updates







## **Our Implementation Strategy**

As stated on the previous page, our team practices consistent, transparent communication with our clients, ensuring that no balls are dropped and all strategies are progressing in the desired manner.

Beyond our communication efforts, our team uses innovative management methods to move the needle towards our desired KPIs:

**Staying Nimble:** We believe that a great strategy is not set in stone, but functions as a living body that needs to stay on its toes, ready to pivot when market trends shift.

**Staying Relevant:** We never let our marketing philosophies get stale, and we make it our priority to stay on top of ever-changing marketing best practices. We invest in our staff's professional development, ensuring that we are attending conferences and workshops that will keep us ahead of the game.

**Staying Passionate:** Seeing our work begin to take root and bring ROI to our clients, local businesses, and the residents of the destination is what fuels us. We take pride in becoming not only professional partners of a destination, but brand advocates and loyal visitors.





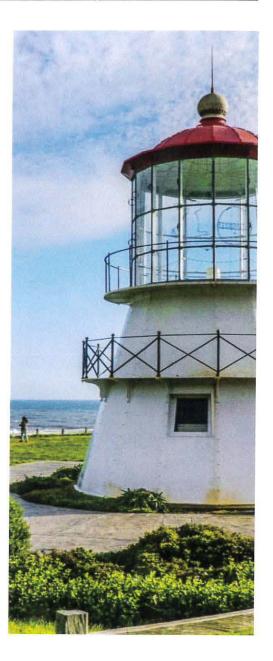


#### **5B - QUALITY ASSURANCE CAPABILITIES**

# **Availability of Key Personnel**

Our team's top priority is facilitating strong partnerships with our clients and we pride ourselves on responsiveness communication. As detailed on page 36, we will structure our communications to effectively to meet your needs. If potential challenges arise, we will initiate a meeting to address and find solutions needed.

We believe in building consensus across our partnerships and key stakeholder relationships, minimizing the potential for challenges in scope or perspective.



#### **SECTION 6**

# COST PROPOSAL

~~~~~



Request for Proposals No. EDD-2025-01 Professional Consulting Services for County Wide Travel and Tourism Marketing Strategy & Tourism Assets Study

#### **6A - PRICE QUOTES**

ATTACHMENT B – COST PROPOSAL FORM (Submit with Proposal)

Itemize all costs that will be incurred by the County for the provision of services equivalent to those set forth in Request for Proposals No. EDD-2025-01 Price Quotes shall include any and all costs associated with the provision of such services. A narrative should be attached to clarify any pricing data submitted.

| A. Personnel Costs                                   |                                    |                     |  |  |
|------------------------------------------------------|------------------------------------|---------------------|--|--|
| Title:<br>Salary Calculation:<br>Duties Description: | CSO<br>\$4,566                     |                     |  |  |
|                                                      | Oversight on Strategy              | \$4,566             |  |  |
| Title:<br>Salary Calculation:                        | Account Management<br>\$5,446      |                     |  |  |
| Duties Description:                                  | Lead strategy creation             | \$5,446             |  |  |
| Title:<br>Salary Calculation:                        | Creative Director<br>\$3,701       |                     |  |  |
| Duties Description:                                  | Participate in strategy creation   | \$3,701<br>\$13,713 |  |  |
| Fotal Personnel Costs:                               | 1                                  | \$13,713            |  |  |
| B. Operational Costs                                 |                                    |                     |  |  |
| Title:                                               | Rent & Insurance                   | \$10,852            |  |  |
| Description:                                         | Office Rent & Business Insurance   | \$10,052            |  |  |
| Title:                                               | Tech/Subscriptions                 | <b>0 550</b>        |  |  |
| Description:                                         | Design and research programs       | \$8,553             |  |  |
| Title:                                               | Benefits & Taxes                   | ¢c coo              |  |  |
| Description:                                         | Employee Benefits & Taxes          | \$6,632             |  |  |
| Fotal Operational Costs:                             |                                    | \$26,037            |  |  |
| D. Transportation/Trave                              | 1                                  |                     |  |  |
| Title:                                               | Travel to Humboldt                 |                     |  |  |
| Description:                                         | Onboarding and research            | \$2,250             |  |  |
| Fotal Transportation/Trav                            | /el:                               | \$2,250             |  |  |
| E. Other Costs                                       |                                    |                     |  |  |
| Title:                                               | Research                           | <b>AA AAA</b>       |  |  |
| Description:                                         | Additional research for Strategies | \$8,000             |  |  |
| Fotal Other Costs:                                   |                                    | \$8,000             |  |  |
| Total :                                              |                                    | \$50,000            |  |  |

Insert RFP # Request for Proposals No. EDD-2025-01



## Narrative for Proposed Budget for Strategy Development from Verdin

The following proposed sample budget is in draft form based on details from your RFP conversation. Please note, the final scope will need to be clearly defined and approved following our Groundwork phase. Because this is a custom plan, some activities may change based on our recommendations and the approved marketing plan. The scope will be specifically tailored to goals and budget limitations to deliver the best solutions and attain the best results.

#### Groundwork \$50,000

The initial phase of Groundwork is estimated to take two to three months, depending on level of research and client schedules and approvals, and is proposed to include the following:

- An immersion meeting with the Humboldt team, where Verdin team will gain insight and perspectives and confirm goals, objectives and metrics, as well as a FAM tour for the Verdin team
- Development of County Wide Travel and Tourism Marketing Strategy including:
  - Research and Data Analysis
  - Implementation Goals, Strategies and Activities
  - Implementation Schedule
  - Implementation Budget
  - Comprehensive Implementation Plan

#### Total: \$50,000

**SECTION 7** 

# SUPPLEMENTAL DOCUMENTATION



## **Administrative Processes and Best Practices**

#### Continuous Training in the Tourism Space

Our team prioritizes staying involved in tourism industry organizations to maintain a pulse on latest trends and ensure an ongoing understanding of the current landscape.

#### One Reliable Point of Contact

To keep things streamlined, each of our clients has special attention from one main source of contact. The client's Account Manager manages the budget and coordinates projects — an efficient way to give our clients dedicated attention to a full team of specialists. Our team uses an industry software system called Workamajig to ensure that all of our projects, communications and billing practices are streamlined.

# Transparent Invoicing & Reporting and Reconciliation of Paid Media

We have an uncompromising commitment to transparency in billing and reporting, so our clients have all the information they want to see in each report. If applicable, media will be reconciled each month and adjusted as needed. We will provide reporting and updated invoices as needed as back up for any adjustments.

#### Client Sign-off

Our policy is clear and straightforward: no actions are undertaken without the client's approval. This goes for purchasing, too. Before printing or purchasing, we provide initial estimates with recommendations, so clients may consider pricing options.

#### Billing & Related Requirements

Invoices are payable net 30, and Verdin does not offer any discounts for early payment. Payments are accepted via ACH and by check, and credit card payments are accepted with a 3.5% service charge. 

#### Sales and Use Taxes

Taxable items are identified within the budget management. Verdin's bookkeeper will include appropriate tax on invoices and your Account Manager will verify all tax charges before you receive the invoice.

7 - SUPPLEMENTAL DOCUMENTATION



## Disadvantaged Business Enterprise Certification

#### **Vendor Information**

| BUSINESS NAME        | Verdin Marketing, Inc. DBA Verdin |
|----------------------|-----------------------------------|
| SYSTEM VENDOR NUMBER | 20424407                          |
| PRIMARY OWNER'S NAME | Ms. Mary Verdin                   |
| ETHNIC GROUP         | Caucasian                         |
| GENDER               | Female                            |

| Certification Information |                                         |
|---------------------------|-----------------------------------------|
| CERTIFYING AGENCY         | California Department of Transportation |
| CERTIFICATION TYPE        | DBE - Disadvantaged Business Enterprise |
| EFFECTIVE DATE            | 11/6/2024                               |
| RENEWAL DATE              | 10/20/2025                              |
|                           |                                         |



#### 7 - SUPPLEMENTAL DOCUMENTATION

#### SUPPLIER CLEARINGHOUSE CERTIFICATE OF ELIGIBILITY

#### CERTIFICATION EXPIRATION DATE: March 14, 2025

The Supplier Clearinghouse for the Utility Supplier Diversity Program of the California Public Utilities Commission hereby certifies that it has audited and verified the eligibility of:

#### Verdin Marketing Inc. Co. Women Business Enterprise (WBE)

pursuant to Commission General Order 156, and the terms and conditions stipulated in the Verification Application Package. This Certificate shall be valid only with the Clearinghouse seal affixed hereto.

Eligibility must be maintained at all times, and renewed within 30 days of any changes in ownership or control. Failure to comply may result in a denial of eligibility. The Clearinghouse may reconsider certification if it is determined that such status was obtained by false, misleading or incorrect information. Decertification may occur if any verification criterion under which eligibility was awarded later becomes invalid due to Commission ruling. The Clearinghouse may request additional information or conduct on- site visits during the term of verification to verify eligibility.

This certification is valid only for the period that the above firm remains eligible as determined by the Clearinghouse. Utility companies may direct inquiries concerning this Certificate to the Clearinghouse at (800) 359-7998.

Mary Concertain Stand

VON: 16000106

DETERMINATION DATE: March 14, 2022



## **Subject Matter Expertise**

Verdin Marketing has been working within the tourism marketing industry for over two decades. Our team is passionate about their work and engages in multiple extracurriculars to ensure that our industry knowledge is consistent with state-of-the-industry standards.

**Pulse on the Industry:** Our CSO leads our tourism strategies, serves on Visit SLO CAL's marketing committee, sits on the Central Coast Tourism Council Board of Directors and attends the Visit California Outlook Forum annually.

**Not just Marketers:** We believe that to authentically market something you have to have an intimate understanding of that thing. That's why we take pride in not only being tourism marketers, but in being avid tourists ourselves. We encourage our team to get out and see the world, because we know that they will bring back fresh perspectives and a renewed sense of inspiration.



**SECTION 8** 

# REFERENCES

#### 8 - REFERENCE DATA SHEET



Request for Proposals No. EDD-2025-01 Professional Consulting Services for County Wide Travel and Tourism Marketing Strategy & Tourism Assets Study

> ATTACHMENT C – REFERENCE DATA SHEET (Submit with Proposal)

#### **REFERENCE DATA SHEET**

Provide a minimum of three (3) references with name, address, contact person and telephone number whose scope of business or services is similar to those of Humboldt County (preferably in California). Previous business with the County does not qualify.

| NAME OF AGENCY:                            | Ventura County Coast                                    |                                      |  |  |
|--------------------------------------------|---------------------------------------------------------|--------------------------------------|--|--|
| STREET ADDRESS:                            | 305 S Kalorama St. Suite                                |                                      |  |  |
| CITY, STATE, ZIP:                          | Ventura, CA 93001                                       |                                      |  |  |
| CONTACT PERSON:                            | Brian Tucker, President & CEO                           | EMAIL.btucker@venturacountycoast.com |  |  |
| PHONE #:                                   | (805) 644-2500                                          | FAX #: N/A                           |  |  |
| Department Name:                           | Ventura County Lodging Association                      |                                      |  |  |
| Approximate County (Agency)<br>Population: | 829,590 in Ventura County                               |                                      |  |  |
| Number of Departments:                     | One department collaborating with four cities           |                                      |  |  |
| General Description of Scope of Work:      | Strategy, Branding, Advertising, PR and Social Media    |                                      |  |  |
| NAME OF AGENCY:                            | City of San Luis Obispo                                 |                                      |  |  |
| STREET ADDRESS:                            | 990 Palm Street                                         |                                      |  |  |
| CITY, STATE, ZIP:                          | San Luis Obispo, CA 93401                               |                                      |  |  |
| CONTACT PERSON:                            | Jacqui Clark-Charlesworth<br>Tourism & Com Promo Mgr    | EMAIL: Jclark@slocity.org            |  |  |
| PHONE #:                                   | (805) 781-7216                                          | 16 <sub>FAX #:</sub> N/A             |  |  |
| Department Name:                           | Economic Development and Tourism                        |                                      |  |  |
| Approximate County (Agency)<br>Population: | 281,639 in San Luis Obispo County, 49,244 in the City   |                                      |  |  |
| Number of Departments:                     | There are 10 departments in the City of San Luis Obispo |                                      |  |  |
| General Description of Scope of<br>Work:   |                                                         |                                      |  |  |

#### 8 - REFERENCE DATA SHEET





Request for Proposals No. EDD-2025-01 Professional Consulting Services for County Wide Travel and Tourism Marketing Strategy & Tourism Assets Study

> ATTACHMENT C – REFERENCE DATA SHEET (Submit with Proposal)

#### REFERENCE DATA SHEET

Provide a minimum of three (3) references with name, address, contact person and telephone number whose scope of business or services is similar to those of Humboldt County (preferably in California). Previous business with the County does not qualify.

| NAME OF AGENCY:                            | Visit Atascadero                                                               |                             |  |  |
|--------------------------------------------|--------------------------------------------------------------------------------|-----------------------------|--|--|
| STREET ADDRESS:                            | 6500 Palma Ave.                                                                |                             |  |  |
| CITY, STATE, ZIP:                          | Atascadero, CA 93422                                                           |                             |  |  |
| CONTACT PERSON:                            | Terrie Banish, Director of<br>Community Services & Promo EMAIL: tbanish@atasca |                             |  |  |
| PHONE #:                                   | (805) 470-3400                                                                 | FAX #: N/A                  |  |  |
| Department Name:                           | Community Services and Promotions                                              |                             |  |  |
| Approximate County (Agency)<br>Population: | 281,639 in San Luis Obispo County, 29,700 in the City                          |                             |  |  |
| Number of Departments:                     | N/A                                                                            |                             |  |  |
| General Description of Scope of<br>Work:   | Strategy, Branding, Advertising, PR and Social Media                           |                             |  |  |
| NAME OF AGENCY:                            | Visit the Santa Ynez Valley                                                    |                             |  |  |
| STREET ADDRESS:                            | PO Box 633                                                                     |                             |  |  |
| CITY, STATE, ZIP:                          | Solvang, CA 93464                                                              |                             |  |  |
| CONTACT PERSON:                            | Danielle Laudon Ruse, VP                                                       | EMAIL:danielle@visitsyv.com |  |  |
| PHONE #:                                   | (805) 450-8841                                                                 | FAX #: N/A                  |  |  |
| Department Name:                           | Destination Marketing Organization                                             |                             |  |  |
| Approximate County (Agency)<br>Population: | 20,000 in the county of the Santa Ynez Valley                                  |                             |  |  |
| Number of Departments:                     | N/A                                                                            |                             |  |  |
| General Description of Scope of<br>Work:   | Strategy, Social Media, Blog                                                   |                             |  |  |

#### 8 - REFERENCE DATA SHEET



# **Results from our quarterly client surveys**

We love Verdin and have enjoyed a solid partnership over the past 5+ years! Looking forward to continued success, engagement and the positive results we've experienced.

—Terrie Banish, Deputy City Manager, Outreach, Events and Promotions, City of Atascadero

The team has been incredible! They have been flexible with changing priorities, always meeting deadlines and delivering top notch work in all situations. They listen to feedback and come back with a solution-minded response. It has been a pleasure to work with the team this year.

-Molly Cano, Former City of San Luis Obispo Tourism Manager

The professionalism, enthusiasm, and attention to detail of the Verdin Team is amazing!

—Jocelyn Brennan, Former South County Chambers CEO & Arroyo Grande Tourism Manager We appreciate your team's willingness to always work with us and come at projects creatively. Ashlee Akers has been a godsend this past year especially, and we're so grateful for all that your team does.

*—Brittney Hendricks, VP/Marketing & Communications, Visit Oxnard* 

#### An excellent company, great talent, great leadership.

—Alan Iftiniuk, President/CEO French Hospital Medical Center

# <section-header><text><text><text><text>

SECTION NINE

# EVIDENCE OF INSURABILITY & BUSINESS LICENSURE



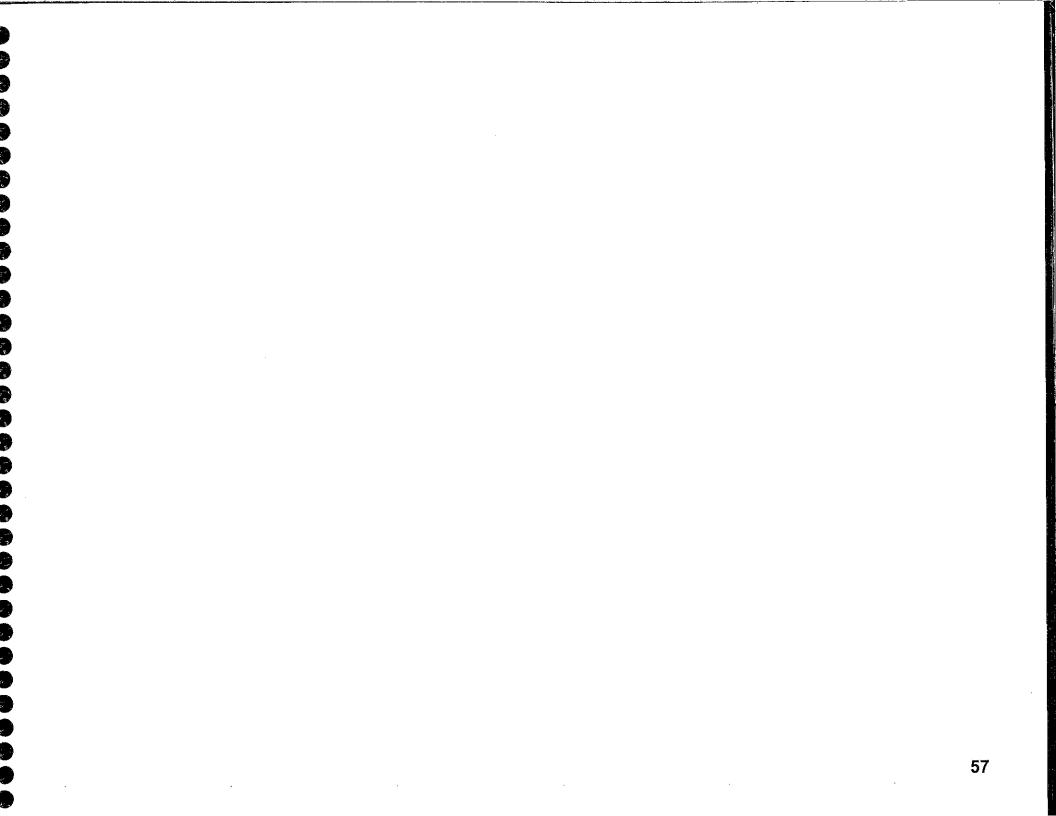
#### 9 - EVIDENCE OF INSURANCE AND BUSINESS LICENSURE

| Ą               | CORD <sup>®</sup> CI                                                                                                                | RTIF                  | ICATE OF LIA                                       | BILITY INS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | URANC                        | : <b>Е</b> [                                                         | 1.200                 | 1/2025               |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------------------------------------------------------------------|-----------------------|----------------------|
| B               | HIS CERTIFICATE IS ISSUED AS A I<br>ERTIFICATE DOES NOT AFFIRMATI<br>ELOW. THIS CERTIFICATE OF INS<br>EPRESENTATIVE OR PRODUCER, AN | VELY OF               | DOES NOT CONSTITUT                                 | EXTEND OR AL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | TER THE CO                   | VERAGE AFFORDED E                                                    | TE HOL                | DER. THIS            |
| iN<br>If        | IPORTANT: If the certificate holder i<br>SUBROGATION IS WAIVED, subject<br>is certificate does not confer rights to                 | s an ADD<br>to the te | ITIONAL INSURED, the p<br>rms and conditions of th | e policy, certain                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | policies may                 |                                                                      |                       |                      |
| PRO             | norama Insurance Associates, Inc d                                                                                                  | 111.00000             |                                                    | CONTACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                              | FAV                                                                  |                       |                      |
| Ass             | sociates In CA<br>9 Douglas Blvd                                                                                                    | Dariole               | Sauna maurance                                     | PHONE<br>(AIC. No. Ext): 650-5<br>E-MAIL<br>ADDRESS: info@p                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 92-7333<br>anorama360.c      | FAX<br>(A/C, No):                                                    |                       |                      |
| Sui             | ite 300<br>seville CA 95661                                                                                                         |                       |                                                    | INSURER(S) AFFORDING COVERAGE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                              |                                                                      |                       | NAIC                 |
|                 |                                                                                                                                     |                       | Licensel/: 0467457<br>VERDMAR-01                   | INSURER A : Citizer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                              |                                                                      |                       | 31534                |
| Ver             | rdin Marketing Ink Co dba: Verdin N                                                                                                 | larketing             | VENDAMONT                                          | INSURER 8 : Allmen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                              |                                                                      |                       | 41840<br>22292       |
| P.C             | D. Box 3060                                                                                                                         |                       |                                                    | INSURER C : Hanov                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | er insurance C               | ompany (the                                                          |                       | 22292                |
| Sal             | n Luis Obispo CA 93403                                                                                                              |                       |                                                    | INSURER E :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                              |                                                                      |                       |                      |
|                 |                                                                                                                                     |                       |                                                    | INSURER F :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                              |                                                                      |                       |                      |
| co              | VERAGES CER                                                                                                                         | TIFICATE              | NUMBER: 1382761829                                 | terre and the state of the stat |                              | <b>REVISION NUMBER:</b>                                              |                       |                      |
| CI<br>E)<br>NSR | DICATED. NOTWITHSTANDING ANY RE<br>ERTIFICATE MAY BE ISSUED OR MAY I<br>KCLUSIONS AND CONDITIONS OF SUCH                            | PERTAIN,<br>POLICIES. | THE INSURANCE AFFORD<br>LIMITS SHOWN MAY HAVE      | ED BY THE POLIC<br>BEEN REDUCED B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | IES DESCRIBE                 | D HEREIN IS SUBJECT TO                                               | O ALL T               | HICH THIS            |
| A               | TYPE OF INSURANCE<br>X COMMERCIAL GENERAL LIABILITY                                                                                 | INSD WVD              | POLICY NUMBER<br>OBF-A481566-11                    | (MM/DD/YYY)<br>11/15/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                              | EACH OCCURRENCE                                                      | \$ 2,000,             | 000                  |
|                 | CLAIMS-MADE X OCCUR                                                                                                                 |                       | 001-3401000-11                                     | 11/15/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 111102020                    | DAMAGE TO RENTED<br>PREMISES (Ea occurrence)                         | \$ 300,00             |                      |
|                 | GENNISHERE TO GOODA                                                                                                                 |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | MED EXP (Any one person)                                             | \$ 5,000              |                      |
|                 |                                                                                                                                     |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | PERSONAL & ADV INJURY                                                | s                     |                      |
|                 | GENL AGGREGATE LIMIT APPLIES PER                                                                                                    |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | GENERAL AGGREGATE                                                    | \$ 4,000,             | 000                  |
|                 | X POLICY PRO. LOC<br>OTHER                                                                                                          |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | PRODUCTS - COMP/OP AGG                                               | \$ 4,000,<br>\$       | 000                  |
| 8               | AUTOMOBILE LIABILITY                                                                                                                |                       | AWF-8959042-15                                     | 11/23/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 11/23/2025                   | COMBINED SINGLE LIMIT<br>(Ea accident)<br>BODRLY INJURY (Per person) | \$ 1,000,<br>\$       | 000                  |
|                 | OWNED SCHEDULED                                                                                                                     |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | BODILY INJURY (Per accident)                                         |                       |                      |
|                 | X AUTOS ONLY AUTOS<br>X AUTOS ONLY X AUTOS ONLY                                                                                     |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | PROPERTY DAMAGE<br>(Per accident)                                    | 5                     |                      |
|                 |                                                                                                                                     |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              |                                                                      | \$                    |                      |
| ٨               | X UMBRELLA LIAB X OCCUR                                                                                                             |                       | OBF-A481566-11                                     | 11/15/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 11/15/2025                   | EACH OCCURRENCE                                                      | \$ 2,000,             | 000                  |
|                 | EXCESS LIAB CLAIMS-MADE                                                                                                             |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | AGGREGATE                                                            | \$ 2,000,             | 000                  |
| _               | DED RETENTION \$                                                                                                                    |                       |                                                    | danser                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                              | DED OTH                                                              | 5                     |                      |
|                 |                                                                                                                                     |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | STATUTE OTH-                                                         | 1                     |                      |
|                 | AND EMPLOYERS' LIABILITY Y/N<br>ANYPROPRIETOR/PARTNER/EXECUTIVE<br>OFFICER/MEMBEREXCLUCED?                                          | NJA                   |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | EL. EACH ACCIDENT<br>EL. DISEASE - EA EMPLOYEE                       | \$                    |                      |
|                 | (Mandatory in NH)<br>If yes, describe under<br>DESCRIPTION OF OPERATIONS below                                                      |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | E L. DISEASE - POLICY LIMIT                                          |                       |                      |
| С               | DESCRIPTION OF OPERATIONS below                                                                                                     |                       | LHFA47962010                                       | 11/15/2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 11/15/2025                   | Each Claim                                                           | 1,000.                | 000                  |
|                 |                                                                                                                                     |                       |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              | Aggregale                                                            | 1,000,                | 000                  |
| Cou             | CRIPTION OF OPERATIONS / LOCATIONS / VEHICL<br>unty of Humboldt, and its agents, officers<br>formed by, or on behalf of, CONTRACT   | , officials,          | employees and volunteers                           | s, are covered as a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | dditional insure             | ed for liability arising out or                                      | f the ope<br>orm 391- | rations<br>1251 08 1 |
| per             | ormed by, or on behalf of, CONTRACTI                                                                                                | OR per for            | m 391-1251 08 16 attache                           | d. Coverage is prir                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | nary and non-c               | ontributory per attached f                                           | orm 391-              | 1251 08 1            |
| CEI             | RTIFICATE HOLDER                                                                                                                    |                       |                                                    | CANCELLATIO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | N                            | nin - an air sinn ar Ma                                              |                       |                      |
|                 | County of Humboldt<br>Attention: Risk Manageme<br>825 Fifth Street, Room 131                                                        |                       |                                                    | SHOULD ANY O<br>THE EXPIRATI<br>ACCORDANCE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ON DATE TH<br>WITH THE POLIS | DESCRIBED POLICIES BE C<br>EREOF, NOTICE WILL<br>CY PROVISIONS.      | BE DEL                | ED BEFORI            |
| Eureka CA 95501 |                                                                                                                                     |                       | Julie Thomas                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              |                                                                      |                       |                      |

ACORD 25 (2016/03)

© 1988-2015 ACORD CORPORATION. All rights reserved. The ACORD name and logo are registered marks of ACORD SECTION TEN

# EXCEPTIONS, OBJECTIONS & REQUESTED CHANGES





VERDIN'S MISSION STATEMENT

# Together, we shape dynamic communities through strategy, consensus and storytelling.



© 2025 by Verdin Marketing. All Rights Reserved. This work is the property of Verdin Marketing and no part of it can be reproduced or transmitted in any form or by any information storage or retrieval system, without the written permission of Verdin Marketing, except where permitted by law.