

STANDARD SERVICE PROVIDER CONTRACT

This standard service provider contract is between San Juan County, a political subdivision of the State of Utah, and the following person or entity (the “Service Provider”):

| | | | |
|-------------------|---|------------------------|--|
| Service Provider: | Earthdiver, LLC | Contact Phone Number: | (801) 580-2106 |
| Contact Person: | Tom Berens, President/CEO | Contact Email Address: | tom@go-utah.com |
| Address: | 1245 East Brickyard Road, Suite 530 Salt Lake City, Utah 84106 | Type of Service: | Creation of Trails and Camping Content Web Pages |

Whereas, on June 24, 2022, San Juan County issued a Request for Proposal for the Economic Development and Visitor Services Department in search for a firm to assist the County in the Creation of Trails and Camping Content Web Pages.

Whereas, responses to that proposal were due July 20, 2022 in which Earthdiver, LLC (Service Provider) was one of five firms to respond as a qualifying proposal (Exhibit A Earthdiver Proposal).

Whereas, on August 11, 2022 an Evaluation Committee met and reviewed the proposals received and based on the response to Request for Proposal, Earthdriver, LLC, was the apparent most responsive proposal.

Whereas, on September 6, 2022 the Board of San Juan County Commissioners approved a Notice of Award to Earthdriver, LLC.

Whereas, San Juan County (County) desires to obtain the services of a professional and competent service provider to provide the contractual services under this contract.

The Service Provider, who has represented to San Juan County that it is a competent and experienced service provider, desires to provide the contractual services under this contract.

The parties therefore agree as follows:

1. Scope of Services. The Service Provider agrees as follows:

- A. Service Provider shall provide full services required for the creation of expanded Trail and Camping Content pages and maps that includes Hiking, Biking, ATV, UTV, Cross Country Ski, and Horseback Riding.
- B. The Trail and Camping Content Pages will provide pre-design planning assistance, including support in the selection and layout of the content, photos, trails, navigation, and maps.
- C. The Trails and Camping Content Pages Developer will commit to Content Pages completion within one hundred and twenty (120) days after confirmed content acquisition development. The final product will, be completed and delivered one hundred (180) days after the start of the project including the content acquisition timing. This agreement may be adjusted per the client’s request.
- D. The client requests flexibility of the Content Creator to be willing to support the last-minute, within reason, project requests outside of annual package selection. Additionally, the client requests flexibility, within reason, of the proposed “packages” to allow for appropriate adjustments based on the annual project direction.
- E. Be able to maintain Utah’s Canyon Country’s brand, as referenced in our attached branding packet (Exhibit B County Request for Proposal).
- F. Permits & Approvals – County will be financially responsible for acquiring all permits needed for each video project that falls within the contract. The video production company will be expected to provide the requested information for the permit’s promptly (within 48 hours of the requested information).

2. Compensation.

- A. Upon the Service Provider’s completion of its duties under section 1 of this contract, San Juan County will pay the Service Provider Six Thousand Nine Hundred and Fifty Dollars and No/100 (\$6,950.00)

- B. San Juan County shall mail its payment to the Service Provider within 30 days after the Service Provider completes its duties under section 1 of this contract, unless the parties agree, in writing, to alternative payment arrangements.
 - C. Service Provider shall disclose its tax identification or Social Security number to San Juan County before a check or payment will be made by San Juan County to Service Provider.
 - D. If this contract is terminated early, San Juan County will pay the Service Provider for the duties completed under section 1 of this contract through the date of early termination.
 - E. The Service Provider is responsible for any taxes, contributions, assessments, or fees, which arise from payments made by San Juan County to the Service Provider.
 - F. The Service Provider is responsible for paying all subcontractors, material providers, jobbers, or any other person who or entity that provides materials, services, equipment, utilities or otherwise at the request of Service Provider and in connection with or relating to this contract.
- 3. Effectiveness, Date, and Termination.** This contract will become effective when all parties have signed it. The date of this agreement will be the date this agreement is signed by the last party to sign it (as indicated by the date associated with that party's signature). This contract will terminate on September 30, 2023 at 11:59 p.m.
- 4. Early Termination.**
- A. San Juan County may terminate this contract if annual appropriations, as part of San Juan County's annual public budgeting process, are not made or are insufficient to pay the Service Provider. This termination will be effective at the time that San Juan County's notice is effective under section 8.
 - B. San Juan County may terminate this contract due to its dissatisfaction with the Service Provider's services, which termination will be effective at midnight on the fifth day after San Juan County's notice is effective under section 8.
 - C. San Juan County may terminate this contract for any reason, which termination will be effective at midnight on the 30th day after San Juan County's notice is effective under section 8.
 - D. San Juan County may terminate this contract, which termination will be effective at the time San Juan County's notice is effective under section 8, if:
 - (1) The Service Provider engages in or permits any unlawful or disruptive conduct or any activity not permitted by law, regulation, ordinance, this contract, and/or the policies of San Juan County; and
 - (2) The Service Provider fails to immediately cease such conduct or activity after notification by law enforcement, San Juan County, or otherwise.
 - E. Either party may terminate this contract after a material breach of this contract by the other party, which termination will be effective after the notice is effective under section 8.
- 5. Warranties.**
- A. The Service Provider warrants to San Juan County that:
 - (1) All services performed under this contract shall:
 - (a) Be of reasonable quality;
 - (b) Conform with reasonable professional standards; and
 - (c) Conform to codes, regulations, and laws.
 - (d) Materials, Plans, Artwork, Drawings, Brochures, Maps, and Documents produced under this contract will be owned by San Juan County upon completion. San Juan County may use these items in future projects or opportunities as the County needs arise without written consent or authorization from any other party.
 - B. Service Provider shall correct or replace any content materials or items that do not satisfy subsections 5.A.(1)(a)-(d) within 30 days after San Juan County's notice is effective under section 8.
 - C. The parties acknowledge that the warranties set forth in Title 70A, Chapter 2, Part 3, Utah Code Annotated, apply to this contract.
- 6. Insurance.** The Service Provider shall maintain for the duration of this contract and for six years after the termination of this contract, the following types of insurance:
- A. A valid occurrence form commercial general liability insurance policy, which covers contractual liability and contractual agreements, with minimum limits as follows:
 - (1) Each occurrence - \$1,000,000.00;
 - (2) Medical Exp. (Any one person) - \$5,000.00;
 - (3) Personal and Adv. Injury - \$2,000,000.00;
 - (4) General aggregate - \$2,000,000.00; and
 - (5) Products – Comp/Op aggregate - \$2,000,000.00;
 - (6) Cyber Liability Insurance - \$500,000.00

- B. A valid automobile liability insurance policy that satisfies the minimum amounts required by Utah law; and
- C. A valid Workers Compensation and Employers' Liability insurance policy with minimum limits as required by Utah law. If any proprietor, partner, executive, officer, member, or other person is excluded from the Workers Compensation and Employers' Liability insurance policy, the Service Provider shall provide San Juan County with the applicable state issued waiver.

For the duration of this contract and for six years after the termination of this contract, San Juan County may request the Service Provider to provide San Juan County with certificates or other records that demonstrate that the Service Provider is in compliance with the insurance requirements set forth in this section (the "Certificates/Records"). If the Service Provider fails to provide San Juan County with the requested Certificates/Records within three business days of San Juan County's request, San Juan County may immediately terminate this contract. If the Service Provider fails to have the insurances required by this contract, San Juan County may immediately terminate this contract.

- 7. **Indemnification.** With respect to any judicial, administrative, or arbitration action, suit, claim, investigation, or proceeding ("Proceeding") against San Juan County, San Juan County's officers, employees, agents, consultants, advisors, and other representatives, and each of their heirs, executors, successors, and assignees ("San Juan County Indemnitees") that arises out of this contract or the acts or omissions of Service Provider (each, a "Claim"), Service Provider shall, for the duration of this contract and for a period of six years after the termination of this contract, indemnify those San Juan County Indemnitees against any amount awarded in, or paid in settlement of any Proceeding, including interest ("Loss") and any out-of-pocket expense incurred in defending a Proceeding or in any related investigation or negotiation, including court filing fees, court costs, arbitration fees, witness fees, and attorneys' and other professionals' fees and disbursements ("Litigation Expense") (Loss and Litigation Expense means "Indemnifiable Losses") arising out of that Proceeding, except to the extent that San Juan County negligently or intentionally caused those Indemnifiable Losses. Indemnification is not limited or waived by reason of the Service Provider complying with the insurance provisions of the contract.
- 8. **Unauthorized Access.** Service Provider shall protect the County against claims arising from loss of data or unauthorized access to the County's systems and data while performing the aforementioned scope of work.
- 9. **Notices.** All notices must be in writing and must be delivered personally, by a nationally recognized overnight courier, or by United States mail, postage prepaid and addressed to the parties at their respective addresses set forth below, and the same shall be effective upon receipt if delivered personally, on the next business day if sent by overnight courier, or three business days after deposit in the United States mail, if mailed. The initial addresses of the parties shall be:

| <u>San Juan County</u> | <u>Service Provider</u> |
|--|--|
| San Juan County Attn: Mack McDonald PO Box 9 Monticello, UT 84535 | <u>With a copy to:</u> San Juan County Attn: Attorney's Office PO Box 9 Monticello, UT 84535 |
| | Earthdiver, LLC Tom Berens 1245 East Brickyard Road, Suite 530 Salt Lake City, Utah 84106 |

- 10. **Independent Contractor.** The Service Provider shall perform this contract as an independent contractor. The Service Provider acknowledges that it and its representatives are not employees of San Juan County, and, thus, have no right to and shall not be provided with any San Juan County benefits.
- 11. **Conflict of Terms.** In the event of any conflict between the terms of this contract and any documents referenced in this contract or incorporated into this contract by reference, including exhibits or attachments to this contract, this contract shall control.
- 12. **Assignment Restricted.** Except with the prior written consent of the other party, each party shall not transfer, including by merger (whether that party is the surviving or disappearing entity), consolidation, dissolution, or operation of law:
 - A. Any discretion granted under this contract;
 - B. Any right to satisfy a condition under this contract;
 - C. Any remedy under this contract; or
 - D. Any obligation imposed under this contract.

Any purported transfer in violation of this section will be void.

- 13. **Waiver.** No waiver of satisfaction of a condition or nonperformance of an obligation under this contract will be effective unless it is in writing and signed by the party granting the waiver.

14. Entire Contract; Amendment. This contract, including all attachments, if any, constitutes the entire understanding between the parties with respect to the subject matter in this contract. Unless otherwise set forth in this contract, this contract supersedes all other agreements, whether written or oral, between the parties with respect to the subject matter in this contract. No amendment to this contract will be effective unless it is in writing and signed by both parties.

15. Governing Law; Exclusive Jurisdiction. Utah law governs any Proceeding brought by one party against the other party arising out of this contract. If either party brings any Proceedings against the other party arising out of this contract, that party may bring that Proceeding only in a state court located in San Juan County, Utah (for claims that may only be resolved through the federal courts, only in a federal court located in Salt Lake City, Utah), and each party hereby submits to the exclusive jurisdiction of such courts for purposes of any such proceeding.

16. Severability. The parties acknowledge that if a dispute between the parties arises out of this contract or the subject matter of this contract, the parties desire the court to interpret this contract as follows:

- A. With respect to any provision that it holds to be unenforceable, by modifying that provision to the minimum extent necessary to make it enforceable or, if that modification is not permitted by law, by disregarding that provision; and
- B. If an unenforceable provision is modified or disregarded in accordance with this section, by holding that the rest of the contract will remain in effect as written.

17. Counterparts, Digital Signatures, and Electronically Transmitted Signatures. If the parties sign this contract in counterparts, each will be deemed an original but all counterparts together will constitute one contract. If the parties digitally sign this contract or electronically transmit signatures by email, such signatures will have the same force and effect as original signatures.

Each party is signing this contract on the date below the party's signature.

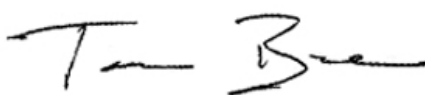
| | |
|--|---|
| <p>SAN JUAN COUNTY</p> <p>By: _____ Willie Grayeyes, Chair San Juan County Board of County Commissioners</p> <p>Date: _____</p> <p>ATTEST:</p> <p>_____ Lyman Duncan San Juan County Clerk/Auditor Date: _____</p> | <p>EARTH DIVER, LLC</p> <p>By: </p> <p>Print Name: Tom Berens</p> <p>Title: President</p> <p>Date: 9/27/2022</p> |
|--|---|

EXHIBIT A
EARTHDIVER PROPOSAL

San Juan County

Trails and Camping Content Proposal

July 19, 2022



San Juan County RFP Form

Respondent Information: Provide the following information about yourself and your company.

Respondent Name: Earthdiver LLC

Address: 1245 East Brickyard Road, Suite 530
Salt Lake City, UT 84106

Business Structure: Limited Liability Company (Utah)

Insurance Certificate: We are willing to get the proper insurance requirements if awarded the contract during contract negotiation.

Contact Information:

Name: Tom Berens

Telephone Number: 801-580-2106

E-Mail: tom@go-utah.com

Final Bid/Pricing Structure:

\$6,950 onetime All Foundational Content for Trails and Camping
Website Page Design w/ full content Integration
Animated 3D Mapping
Integrated with Front-end CMS
Customizable Reporting Dashboard

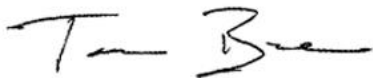
Optional Add Ons

\$1,495 yearly Ongoing Content Supplements, Updates and Refinements

\$4,500 - \$7,500 Onsite Video / Photo Collection, Production and Publishing Packages

\$1,495 yearly Interactive Itinerary Builder

By submitting this proposal, Earthdiver LLC hereby certifies our willingness to enter into a contract with San Juan County, if selected.



President/CEO Earthdiver LLC

Date: July 19, 2022

July 17, 2022

Dear Elaine and Team:

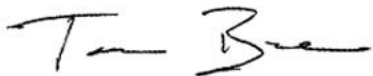
We are pleased to be working on www.utahscanyoncountry.com and look forward to the opportunity to seamlessly improve and enrich your site with rich content and animated 3D maps for all of your trails and campgrounds.

San Juan County offers some of the most unique and compelling outdoor recreational opportunities in the country, and we'd love to help you showcase those opportunities with cutting edge new tools.

We have specifically developed a product for this purpose for our DMO clients. Our intended release date was September 15, so timing could not be better.

As CEO, I oversee all new product introductions so I'll be personally seeing through your project. We'd love to make San Juan County the showcase site for our dynamic new content products and be the one-stop option for all of your website needs.

Very truly yours,



Tom Berens
CEO | President
Earthdiver LLC

Executive Summary

Our primary goal is to make life easier for the staff at San Juan County by being your one-stop source for as much content development and management work you wish to send our way. You have enough to do without also having to be webmasters for the rich content the San Juan County website will be delivering to potential visitors.

To that end we will seamlessly integrate into your website high quality content for all of your trails and campgrounds and keep that content growing and improving over time. We will pair that rich content with special mapping features and, if you like, an **Interactive Itinerary Builder**. We will also shoot and produce custom 4k videos using handheld and drone video for any content you desire such videos for.

All content will be fully integrated into your website and will be manageable from the same front-end CMS you'll use to manage your new website. The effectiveness of the work we do for you will be ascertainable through the custom reporting dashboard that comes with your website.

Most importantly, you will have one company, one technology stack and one team to work with day to day and month to month for all of your website needs.

Who We Are

Earthdiver LLC has been in business for 26 years operating large state travel portals (Go-Utah.com, Go-Arizona.com, etc.) and building and managing websites and marketing campaigns for our 50+ DMO partners. With the support of significant investors, we have been working over the last 3 years on developing Earthdiver.com, our new national travel and experience website. It will launch this October.

We are unique in that we are not only a builder of modern, highly functional DMO sites, we operate our own large network of travel websites. We are able to put our massive stores of content and our mastery of content management services to work for you. What's more, since your website will operate off the same platform that runs Earthdiver.com, all the planned upgrades and Apps we build for Earthdiver will be available to you at very low cost.

Customer Service Focus

We view our relationship with our clients as a partnership. Our business is promoting tourism, and the stronger the connection we have with the areas and towns we cover, the better job we do.

We back up every promise we make. And if there ever is a problem, we bend over backward to make things right.

You will have direct email, phone, text and Slack access to all members of your team to help you whenever you need it. (We set up Slack accounts for your team members as desired for the most efficient instant communication.)

Training, if needed, is unlimited and free and recurring as needed. Any work needed to fix something on your site is always free, and there is never an hourly charge for talking on the phone or providing customer service. We'll be a true partner promoting San Juan County tourism.

Our Team

We do all work in-house, customized to your specifications, so there is never the inconvenience or inefficiency of coordinating with multiple service providers. Our team for your project consists of:



Tom Berens, President / CEO

Earthdiver: 26 years

Tom will be overseeing your project. He has been immersed in developing the **Earthdiver Rich Content** product over the last 2 years and is committed to making its debut for San Juan County a success.

Tom holds a Bachelors in Business Administration and Law Degree from the University of Notre Dame. His focus was working in the finance and technology areas for both entrepreneurs and larger corporations. As the internet exploded in the mid-90's, Tom taught himself web development and moved out to Utah from Chicago to start Earthdiver LLC.

David McGuigan, Senior Developer

Earthdiver: 15 years



David has a bachelor's in Communication Technology from the University of Utah, and earned dual associates in Web Development and Web Design from Mesa Community College. He has over 20 years of website development experience. Among other skills, he has the relevant mastery of Java, Node, TypeScript, React, NextJS, Remix, Vue, Nuxt, Svelte, Qwik, Vite, Bun, Express, Tailwind, CFML, PHP, MySQL, NoSQL, Python, Deep Learning and AI using TensorFlow and Abacus AI, AWS, Azure, Serverless and Edge.

David has acted as senior developer on all of the work that has gone into Earthdiver and your new website, so he already has mastery of everything that needs to happen.

Jonathan Haglund, Senior Content Developer

Earthdiver: 16 Years



Jonathan is a graduate of Westminster College in Salt Lake City, with a focus on computer science and degree in English. He manages all of the content ingestion tools for Earthdiver. He is an expert in AWS/Azure/Google cloud infrastructure, Kubernetes, MySQL and PostgreSQL, and has the coding and

design skills to tie everything together. The systems Jonathan maintains leverage Natural Language Processing, image recognition AI, high volume batch processing, and user-friendly tools to manage huge amounts of travel-related data at scale.

Sydney Goodwill. Video & Motion Graphics Lead

Earthdiver: 4 Years



Sydney's 10+ years of experience in film and video production ranges from documentary filmmaking to commercial shooting and editing. An alumna of the University of Utah, Sydney graduated with her Bachelor of Arts in Film & Media Arts and a Minor in Documentary Studies in 2016.

During college and in the years just after, Sydney worked as a production assistant for several large productions from HBO's Mosaic to Paramount Network's Yellowstone. For the last several years she has been the full-time inhouse editor and content producer for Earthdiver. Sydney's skill sets have a wide range from cinematography and camera operation to motion graphics design and craft editing.

Sydney Luna, Senior Project Manager and Graphic Design

Earthdiver: 4 years



Sydney has spent the past decade working primarily as a graphic designer. Since graduating from The University of Texas at Austin in 2012 with a degree in Public Relations, she's worked as a designer and editor for newspapers and magazines across the country. After spending a couple years in the tech industry, working closely with and ultimately leading a global support team, she brought her passion for design and her project management skills to Earthdiver.

Chris Newton, *VP DMO Sales*

Earthdiver: 16 Years



Chris has been active in the tourism industry for over 20 years and has become an expert in working with DMO's. In 2007 Chris earned his master's degree in Parks, Recreation and Tourism from the University of Utah. He has built partnerships with over 100 DMO's throughout the country. His work includes crafting online marketing campaigns and putting in motion the buildout of cutting-edge DMO websites. He knows just about everyone in the official Utah state tourism world and is a great resource for knowing what is going on throughout the state.

References

Three references are provided below. They are all DMO clients for whom we have done recent extensive website and content work.

Additional references are available if desired.

Dallin Koecher, Executive Director

Go Heber Valley
475 North Main, Heber City, UT 84032
435-654-3666
dallin@gohebervalley.com

Katherine Bitely, Director of Marketing

Visit Charlevoix
109 Mason Street, Charlevoix, MI 49720
231-547-2101
katherine@visitcharlevoix.com

Jason Castellucci, Director of Partnerships

Go Lake Havasu,
314 London Bridge Rd., Lake Havasu City, AZ 86403
928-453-3444
jason@golakehavasus.com

Qualifications and Experience

Below is a sample of recent work we have done that is similar to the work we will propose to do for San Juan County. Additional examples are available upon request.

DMO Tourism Website Work

We have designed, built, imported content and maintained several dozen dynamic websites for DMO clients across the country.

| | |
|-----------------------------|--|
| San Juan County, Utah | www.utahscanyoncountry.com |
| Heber Valley, Utah | www.gohebervalley.com |
| Charlevoix, Michigan | www.visitcharlevoix.com |
| Flaming Gorge Country, Utah | www.flaminggorgecountry.com |
| Wilkesboro, North Carolina | www.wilkescountytourism.com |
| Lake Havasu, Arizona | www.golakehasasu.com |
| Glendale, Arizona | www.glendalegameday2023.com |
| Kingman, Arizona | www.explorekingman.com |
| Rockport, Texas | www.rockport-fulton.org |
| Discover UT Travel Magazine | www.discoverutahmagazine.com |
| Uintah County Trails | https://uintah.earthdiver.com (beta) |
| Garfield County Trails | www.utah-trails.com |

In each case we handled:

- All graphic design work (*Lake Havasu design was shared*)
- All web development and custom functionalities (including mapping and search functionality)
- All Content processing and ingestion (data and media)
- All Integrated content management systems

Earthdiver Travel Website Work

Over the last 3 years we have built from the ground up Earthdiver.com, our new national travel and experience website. It will launch later this fall. As part of that work we developed the **Atlas Data Ingestion Engine**. It is a fully automated AI driven system that collects, processes, updates, homogenizes and ingests data from 1000's of sources across the country.

The current Earthdiver database contains over 20 million listings for all travel related topics. The content developed includes all essential data, imagery, and written descriptions. The work includes over 200 custom videos for Utah and neighboring states.

This massive undertaking demonstrates our ability to successfully manage large scale projects, work with voluminous content, specifically outdoor recreation based content, and process media and video efficiently for website use.

All of our work on the Earthdiver platform was done with the express purpose of making the content and the high end website functionalities we developed available to our DMO website partners. Since your website is built on the same platform we are able to make our content and functionalities live on your website with very little effort.

While not directly relevant to the task at hand, if San Juan County desires to expand its content development and updating to other areas – attractions, restaurants, hotels, scenic drives, etc – we have all of that content and the ability to quickly and seamlessly integrate it into San Juan County website.

Project Specifics

Foundational Content

We will develop and make part of your website all **Foundational Content** for these topics:

- Hiking
- ATV, UTV
- Horseback Riding
- Biking
- Cross-country Skiing
- Camping

Foundational Content will consist of:

| For All Topics | For Trails | For Camping |
|--|---------------------|----------------------------|
| Photo(s) | Geo Path | Phone, Email, Website, etc |
| Name | Length | Cost / Cost Range |
| Alternative Name(s) | Trailhead Elevation | Cost Indicator |
| GEO Coordinates (Latitude, Longitude) | Elevation Gain | # of Sites Site Types |
| Community | Difficulty | Hookup Info |
| Categor(ies) | Parking Info | Max RV Length |
| Season | | Amenities |
| Pet Friendly | | Accessibility |

Additional fields for whatever additional information you need will be accommodated.

We don't have precise numbers on the number of Listings we'd initially supply, but it would be at least 80 trails and an equivalent number of campgrounds. Those numbers will grow over time.

Ongoing Content Supplements, Updates and Refinements

Content will be regularly updated and additional content added as part of our **Earthdiver Rich Content** initiative. In addition, your site will be coded to automatically pull whatever Google Places content is desired and relevant. That would include basic data, photos and user reviews and ratings.

You can opt to review new and updated content before it goes live or have it automatically go live.

Additional Content Development

We do our own photo work and produce professional video content – both hand held and drone footage. Some examples of our trail and campground work are linked to below.

Trails

- [Crimson Trail](#)
- [Round Valley Trail Network](#)
- [Sand Flats Rec Area](#)
- [Wasatch Crest Trail](#)
- [Slickrock Bike Trail](#)
- [Timpooneke Trail](#)
- [Glenwild Loop Trail](#)

Campgrounds

- [Sand Island Campground](#)
- [San Rafael Bridge Campground](#)
- [Big Creek Campground](#)
- [Sam Stowe Campground](#)
- [Calf Creek Campground](#)

If such work is desired, you could select from several packages, depending on your needs.

Each package includes:

- onsite video shooting in 4K, hand held and drone as the situation requires;
- supplemented with photos as desired;
- all video editing and production work, including professional voice overs; and
- publication to your website

The number of places we can shoot and produce videos for is dependent on what you want us to shoot, how long you want the videos to be, and the setup and travel necessary between those places. So what you can expect from each Package is subject to further discussion, but these parameters should give you an idea of what we're thinking.

Package A - 2 Day Shoot: 10 fully produced videos | 40-60 photos

Package B - 3 Day Shoot: 15 fully produced videos | 60-90 photos

Package C - 4 Day Shoot: 20 fully produced videos | 80-100 photos

If you have professional photographers or videographers that work in the area, we can also work with them efficiently to get exactly what you need.

Display on Website

The look and feel of trail and camping content on your website is fully customizable. We can conform it to pages as designed on your current new site, develop new templates for these pages, or some combination of the two options.

Maps would be fully customizable, 3-dimensional, animated, scalable and viewable from user selected angles. Trail maps will show the trailhead and the route of the trail. This product was scheduled for release in September, but we've exposed a beta version of a page that shows the type of functionality we are talking about. Obviously, it would be refined as desired to work on your website.

<https://cbtestbed.dreamhosters.com/routes/dip>

All content would be fully searchable and integrated seamlessly with your other content. All content will be editable through your front-end CMS in the same way your other site content is edited. Content would be sharable on social media with the click of a button. Users could download, share or print PDF versions of any Trail or Camping Listing they choose.

Note: So it is clear, any and all of the functionalities in the mapping product on display at <https://discoverdavis.com/davis-county-map/> is part of the product we offer.

Customizable Reporting Dashboard

Your new site will have a new reporting dashboard that allows you to customize what site usage reporting you see and how it is displayed. It will be updated to allow you to specifically track usage and interactions and time spent on the trail and camping content we produce so you can have a good sense of its efficacy in attracting and engaging your site users.

For instance, you could compare engagement with Listings that have videos versus those without to estimate relative value.

Dynamic Itinerary Builder

One of the products we have developed for Earthdiver and will be making available to our DMO clients is our Dynamic Itinerary Builder. It is currently in Stage 1 of development. We will have Stage 2 ready for deployment later this summer.

Stage 1 Dev:

- Real time integrated dynamic tool for site users to Favorite, Organize, Day Plan and Share places and activities of interest on our Partner websites
- Requires users to work through the site favoriting as they go and then click into their collection to review their Favorites, to plan their trip day by day, and to share those plans with friends and family.
- A working model can be explored here: <https://www.gohebervalley.com>

Stage 2 Dev:

- Brings assembly of a trip or itinerary into a single tool. So instead of users needing to browse and search, a user goes to a single page where s/he can access everything.
- It also will allow the user to add dates to the days of his trip and start and end times for each item s/he schedules.
- We'll build tools so the site owner can build itineraries and publish them to the site with the click of a button and share them on social media.
- Once an itinerary is built, a user will be able to calculate the time involved in traveling between the places in his itinerary AND to suggest a more efficient strategy.
- Third parties – Tour companies, Site Users, etc will also be able to contribute Itineraries they have planned which you can choose to publish or not.

It is a major product itself, so if you desire, we can convey to you a more indepth write-up.

Advantages of Working with Earthdiver

We are already building your new website and will handle all improvements, upgrades, hosting and maintenance. This new product will be seamlessly integrated with that existing work so you will only have one company to call, text, Slack message or email when you need something done.

When you work with multiple vendors with overlapping products, you almost always end up with higher costs, not to mention the aggravation and inefficiencies of having to deal with multiple contact points and coordinate their work. There is also the ever-present issue of incompatibilities between the products provided.

All aspects of our proposed product and services are priced upfront and guaranteed so San Juan County takes no risk with respect to unexpected difficulties.

We are able to keep our prices low and guarantee performance because the platform we have built was designed from the ground up with the goal of combining a fully featured website with rich deep content and efficient systems to keep it all up to date and evolving. The synergies of working with an advanced tech company that already promotes tourism in your area are substantial. All maintenance and code improvements we do for our Earthdiver.com site automatically get done to your site. Moreover, all of the features we develop for Earthdiver.com over the coming years will be made available to you at a fraction of the cost:

- Mobile App
- AI Driven Suggestion Engine
- Group Collaboration Tools
- User Submitted Content Integration
- Dynamic Interactive Storytelling
- Custom Downloadable Info Packets

Timeline

Most of the work for the proposed product is already done. All that needs to happen is the customization for your site and the refining of San Juan County specific content as you desire.

If awarded the work, we will be able to start immediately on August 2.

August

- Fully detail the work and render as a written agreement
- Back and forth with designs to settle on the final look and feel
- We'll be working behind the scenes in August to ready all the Foundational Content
- If you opt for **Onsite Video and Photo Collection** we would be ready to move forward on it starting in August with a visit or visits continuing into September as desired

September

- Launch Multilayered Customizable 3D Animated Trail Maps
- Fully integrate all Foundational Content into the website and go live with it

October

- Start **Ongoing Content Supplements** systems if you contracted for
- Deliver all purchased **Onsite Video and Photo Collection** work by end of month

Fee Schedule

| | |
|--|----------------|
| Foundational Content Buildout | \$6,950 |
| Custom Website Page Design(s) | (Included) |
| Integrated Front-End CMS | (Included) |
| Multilayered Customizable 3D Animated Trail Maps..... | (Included) |
| Customizable Stat Reporting through Client Dashboard | (Included) |
| Optional items | |
| Ongoing Content Supplements | \$1,495 /year |
| Onsite Video / Photo Collection, Production and Publishing | |
| Package A – 2 Day Shoot (~10 videos 50 photos) | \$ 4,500 |
| Package B – 3 Day Shoot (~15 videos 75 photos) | \$ 6,000 |
| Package C – 4 Day Shoot (~20 videos 100 photos) | \$ 7,500 |
| Interactive Itinerary Builder | \$ 1,495 /year |

Payment terms are negotiable. As a longtime client we'd be happy to work a payment schedule that fits your needs.

Wrap-up

We'd love to make San Juan County the first site using our new suite of content and mapping products. We believe it would give you a significant advantage over similarly situated DMOs. And if you are happy with the results, we could expand our services to other topics like dining, lodging, attractions and more.

If you would like a demonstration of any of the features we've discussed, we'd be happy to arrange that for you.

Of course, we are always available to answer any questions you might have about our proposal. We look forward to hearing from you.

EXHIBIT B
COUNTY REQUEST FOR PROPOSAL



Request for Proposals
San Juan County
CREATION OF TRAILS AND
CAMPING CONTENT WEB PAGES

San Juan County Government
117 South Main Street
PO Box 9
Monticello, Utah 84535

Date of Issue:
June 24, 2022

I. INTRODUCTION

San Juan County Economic Development and Visitor Services (SJC EDVS) is in search of a company to assist with the development and creation of San Juan County Trails and Camping Content Website Pages, content management, and editing.

II. SCOPE OF WORK

San Juan County is seeking an individual, team, or company that will satisfy all of the following:

Creation of expanded Trail and Camping Content pages and maps that includes Hiking, Biking, ATV, UTV, Cross Country Ski, and Horseback Riding.

San Juan County will own all the created content upon completion and satisfaction of services, the selected vendor fulfillment

The Trail and Camping Content Pages will provide pre-design planning assistance, including support in the selection and layout of the content, photos, trails, navigation, and maps.

The Trails and Camping Content Pages Developer will commit to Content Pages completion within one hundred and twenty (120) days after confirmed content acquisition development. The final product will, be completed and delivered one hundred (180) days after the start of the project including the content acquisition timing. This agreement may be adjusted per the client's request.

The client requests flexibility of the Content Creator to be willing to support the last-minute, within reason, project requests outside of annual package selection. Additionally, the client requests flexibility, within reason, of the proposed "packages" to allow for appropriate adjustments based on the annual project direction.

Be able to maintain Utah's Canyon Country's brand, as referenced in our attached branding packet (Attachment B).

Permits & Approvals – SJC EDVS will be financially responsible for acquiring all permits needed for each video project that falls within the contract. The video production company will be expected to provide the requested information for the permit's promptly (within 48 hours of the requested information).

III. COSTS/FEES

The maximum fee for the services sought through this RFP will be the selected Vendor's¹ proposal price. Vendors shall submit a fee proposal similar to the Form Fee Proposal below. Vendors shall also submit a rate schedule (similar to the Form Rate Attachment C) for all individuals that the Vendor anticipates will provide services in connection with this RFP.

See Attachment A

¹ The term "Vendor," as used in this RFP, means an individual or entity who is seeking to enter into a contract with San Juan County to provide San Juan County with services, including but not limited to, an individual or entity who submits a proposal in response to this RFP.

Failure by a Vendor to comply with any requirement of this Section may result in rejection of the Vendor's proposal.

The price proposal for this Project shall be submitted on "Attachment A" provided in this RFP. This price shall include all fees and costs as a maximum fee for the provisions indicated in the Project Scope of Work as described above.

Please submit an hourly rate schedule using the form above which will be utilized for changes in the scope of services approved by San Juan County.

IV. PROPOSAL SUBMISSION REQUIREMENTS

All proposals submitted for evaluation should include, but are not limited to, the following:

- A. San Juan County RFP Form: The County's Request for Proposal form was completed and included on page 1 in the bid packet. (Attachment A)
- B. Introduction: This section consists of a cover letter, an executive summary (two pages maximum), and an organizational chart showing the team involved including individual members, all organizations, relationships, and addresses abilities including a biography and resume of key members who will be involved in the project. Resumes of Principals shall be included. Provide a minimum of three references, including the name, address, and telephone number of persons who can attest to the performance, qualifications, and experience on like projects.
- C. A list and explanation of each project performed by the Vendor that is similar to the services sought through this RFP.
- D. Vendor Qualifications and Experience: A narrative that specifically addresses the firm's or individual's experience in working with the County government with the capability to successfully perform the required services requested in the RFP's scope of work, a description demonstrating involvement on similar projects and the specific project described.
- E. Proposal: This section should cover such things as the approach to the RFP's scope of work; the proposed schedule of the work to include a project timeline with availability; project strategy; the methodology used to control costs, maximize economies of scale and ensure operational effectiveness; identify outputs to be delivered; and identify advantages of the proposal to San Juan County.
- F. Fee Schedule: A detailed fee schedule proposed to be charged for the services to be performed.

Proposals in non-standard formats cannot be emailed for considerable analysis. Failure to follow the prescribed format may result in the rejection of the proposal.

V. SAN JUAN COUNTY'S REQUEST FOR PROPOSALS POLICY

Each Vendor who submits a proposal in response to this RFP agrees to comply with and be bound by San Juan County's Request for Proposals section within the San Juan County Purchasing policy that is in place at the time that this RFP was issued. Each Vendor may request and receive a copy of San Juan County's Request for Proposals policy by sending an email to Purchasing Agent and County Chief Administrative Officer Mack McDonald at mmcdonald@sanjuancounty.org and requesting a copy of San Juan County's Request for proposals policy.

VI. EVALUATION CRITERIA

Submitted Proposals will be evaluated and scored by the selection committee based on the following criteria:

The criteria listed below will be considered when making an evaluation of the proposals. Proposals for each service will be evaluated separately.

| % OF SCORING WEIGHT | EVALUATION CRITERIA |
|---------------------|---|
| 30% | Previous Destination Marketing Organization/Convention Visitor’s Bureau Experience |
| 25% | <u>Technical Experience of the Agency</u> – Considering relevant experience, preferably with state or federal clients, demonstrable expertise in specific RFP selected. |
| 10% | <u>Qualifications of Staff</u> : Appropriateness of assigned staff to account. Cite relevant experience & credentials. |
| 15% | Responsiveness of the proposal is clearly meeting the needs of the services to be performed: (1) Proposal meets the needs of the client. (2) Proposal meets deliverables desired. |
| 20% | Cost of the Agency’s proposal |

VII. PROJECTED SCHEDULE FOR THE RFP PROCESS

The County reserves the right to modify this schedule at its sole discretion.

| <u>Activity</u> | <u>Date</u> |
|---|----------------|
| Request for Proposal Issued | June 24, 2022 |
| Virtual Meet for Q&A | July 11, 2022 |
| Last day to submit questions via e-mail | July 15, 2022 |
| Proposal Due Date | July 20, 2022 |
| Notice of Award | August 2, 2022 |

VIII. WRITTEN CONTRACT REQUIRED

The selected party must be willing to enter into a written contract with San Juan County. A binding agreement between San Juan County and the selected party is dependent upon the negotiation, preparation, and execution of a formal contract. At any time prior to the execution of a binding agreement executed by both parties, San Juan County may, in its sole discretion, stop the selection process and decline to enter into an agreement for the subject matter herein.

IX. INQUIRIES

All inquiries relating to the specifications or proposal procedure should be directed in writing through e-mail to the Purchasing Agent, Mack McDonald at mmcdonald@sanjuancounty.org. The last day and time to submit

questions will be 4:30 p.m. on July 15, 2022 **Please do not contact the agency, division, department, or other County officers or employees.**

An initial virtual meeting discussion explaining San Juan County's current website and further explanation on the Scope of Work including a question-and-answer opportunity held on July 11, 2022 at 11:00 AM located on the following Zoom link at <https://us02web.zoom.us/j/3125521102>

X. REQUEST FOR FINAL AND BEST OFFERS

Among other options at San Juan County's disposal, San Juan County may request a final and best offer at any time during the RFP process. If San Juan County exercises this option, the interested party shall respond prior to the deadline established by San Juan County when the option is exercised. If the interested party fails to timely provide a final and best offer, the best offer made by the interested party prior to the exercise of this option will be considered by San Juan County as the final offer of the interested party.

XI. PROTESTS

As further described in San Juan County's Request for Proposals policy, which is incorporated herein by this reference, any proposer who submitted a timely filed proposal that was not rejected by either the evaluation committee or the Purchasing Agent may file a protest. In order to be timely, a protest must be submitted, in writing, to the San Juan County Board of County Commissioners no later than six calendar days after the date that the *Notice of Intent to Engage in Contract Negotiations* was sent by the Purchasing Agent to the applicable Vendor. Protests that are not submitted in a timely manner to the San Juan County Board of County Commissioners shall be rejected by San Juan County.

XII. SAN JUAN COUNTY MAY TERMINATE THE RFP PROCESS OR DECIDE NOT TO ENTER INTO A CONTRACT

As further described in San Juan County's Request for Proposals policy, which is incorporated herein by this reference, San Juan County may terminate the RFP process regarding this RFP for any reason and at any time prior to the execution of a contract by a proposer and San Juan County regarding the services sought through this RFP. Moreover, San Juan County may decide not to enter into a contract with any proposer to provide the services sought through this RFP.

XIII. CONTRACT AND PROPOSAL INFORMATION

All proposers who submit a proposal in response to this RFP acknowledge that they have each read and understand this RFP and agree to be bound by the terms and provisions of this RFP, including, but not limited to, the following:

- A. Firm Pricing: All prices, quotes, or proposals shall remain firm for the duration of the RFP process regarding this RFP and until a contract regarding this RFP is executed by San Juan County and a Vendor or San Juan County decides not to enter into a contract with any Vendor to provide the services sought through this RFP. A Vendor's failure to comply with these provisions may result in the rejection of the Vendor's proposal.
- B. Governing Law and Exclusive Jurisdiction and Venue: Any contract between San Juan County and a Vendor regarding this RFP will be interpreted, construed, and given effect according to the laws of the state of Utah and the ordinances of San Juan County, and the courts within San Juan County, Utah shall have the sole and exclusive jurisdiction and venue regarding any such contract. No contract will be assigned, in whole or in part, without the written consent of San Juan County.

- C. Licensing: The selected Vendor shall obtain all applicable federal, state, and local licenses before any contract between San Juan County and the Vendor regarding this RFP is executed. The selected Vendor must maintain for the duration of the contract between San Juan County and the Vendor regarding this RFP.

- D. Registration: All Vendors shall be registered with the Utah State Division of Corporations and Commercial Code to perform business in the state of Utah. NOTE: Forms and information on registration may be obtained by calling (801) 530-4849, or toll-free at 877-526-3994 or by accessing: www.commerce.utah.gov.

- E. Public Domain: Interested Parties are advised that Utah law and San Juan County ordinances provide that, upon the full execution of a contract subsequent to an RFP, the contents of a selected proposal relating to this RFP may be placed in the public domain and become public records subject to examination by any interested parties in accordance to the Government Records Access Management Act (GRAMA), Utah Code Ann. 63G-2-101 et seq. and County ordinance. Please refer to Section XVI below for specific details regarding the protection of certain information.

- F. Modifying or Withdrawing Proposals: Interested parties may modify or withdraw their proposals at any time prior to the proposal due date. Interested parties may withdraw their proposals if San Juan County and the selected interested party cannot agree on contract terms.

- G. Independent Contractors: Interested party agrees that if he/she/it enters into a contract with San Juan County, he/she/it will be an independent contractor and have no authority, express or implied, to bind San Juan County to any agreements, settlements, liability, or understanding whatsoever with any third party and will have no interest in any benefits provided by San Juan County to its employees.

- H. Free and Competitive Bidding: Any agreement or collusion among prospective interested parties to fix a price or limit competition shall render the proposal void and such conduct shall be unlawful and subject to criminal sanction.

- I. Insurance: If awarded the contract, an interested party will, at its sole cost and expense, secure and maintain both prior to the commencement of the term of the contract and for the duration of the contract, insurance coverage as follows:
 - (1) General Liability Insurance as follows: Occurrence form commercial general liability insurance with the following minimum limits:
 - (a) Each Occurrence - \$1,000,000.00;
 - (b) Damage to Rented Premises – \$50,000.00;
 - (c) Med. Exp. (Any one person) – \$5,000.00;
 - (d) Personal & Adv. Injury – 2,000,000.00;
 - (e) General Aggregate - \$2,000,000.00;
 - (f) Products – Comp/Op Agg. - \$2,000,000.00; and
 - (g) Media Liability- \$1,000,000.00
 - (2) Automobile Liability Insurance: With minimums to satisfy the state of Utah’s requirements;
 - (3) Workers Compensation and Employers’ Liability: With minimums to satisfy the state of Utah’s requirements or a valid waiver issued by the appropriate department of the state of Utah; and

- J. Indemnification: If awarded a contract and consistent with the terms and provisions of the written contract between San Juan County and the selected party, the selected party, for itself, and on behalf of its representatives, among others, shall agree and promise to indemnify, defend, save and hold harmless

San Juan County, and San Juan County’s representatives, among others, from any and all claims, among other things.

- K. Infringement: An interested party shall not infringe on patents, copyrights, trademarks, or intellectual property rights. The consequences from violation, including costs of defending a claim and indemnification from an action of a claim by a third party, shall be borne by the selected party.
- L. Warranties. If products, goods, or otherwise will be supplied or provided by the selected party, the selected party shall agree to the specific warranty provisions that will be set forth in the written contract entered into between San Juan County and the selected party.
- M. Conflicting Terms of Provisions: If any portion of this RFP conflicts in whole or in part with a written agreement entered into between the selected party and San Juan County subsequent to the issuance of this RFP, the subsequent written agreement between the selected party and San Juan County shall control.

XIV. RFP SUBMISSION REQUIREMENTS AND NOTICE TO INTERESTED PARTIES ON HOW TO POTENTIALLY PROTECT CERTAIN PORTIONS OF THEIR PROPOSALS

All interested parties shall submit five (5) copies of their proposal to San Juan County along with the completed form attached as “Attachment A” hereto. Four copies of the interested party’s proposal shall be full and complete copy and shall be submitted in hard copy form by either mailing or hand-delivering such copy as follows:

If Provided by Mail:

San Juan County
Attn: Mack McDonald
117 South Main Street
PO Box 9
Monticello, Utah 84535

If Provided by Hand Delivery:

San Juan County
Attn: Mack McDonald
117 South Main Street, Room #202
Monticello, Utah 84535

The fifth copy shall be submitted in “PDF” form. This copy may be submitted on a CD, flash drive, or other electronic storage medium and provided, along with the first copy, either in the mail or by hand delivery.

If the interested party’s proposal either does not contain information that may be protected under Section 63G-2-305(1) or (2) of the Utah Code or the interested party does not want to protect information that could be protected under Section 63G-2-305(1) or (2) of the Utah Code, then the interested party’s second copy of its proposal, provided in “PDF” form, shall be a full and complete copy of the interested party’s proposal.

If, however, the interested party’s proposal does contain information that may be protected under Section 63G-2-305(1) and/or (2) of the Utah Code, and the interested party would like to protect such information in its proposal, then the interested party shall comply with Section 63G-2-309 of the Utah Code.

If the interested party does not strictly comply with all of the foregoing provisions of this section, San Juan County, upon receiving a GRAMA request for the interested party’s proposal, will release a full and complete copy of the interested party’s proposal.

All costs associated with the preparation of the proposal, as well as any other related materials, will be the sole responsibility of the interested party. All proposals become the property of San Juan County upon submission. San Juan County reserves the right but is not obligated, to reject any or all proposals submitted.

Further submission requirements are set forth in the sections below:

Attachment A

San Juan County RFP Form

Respondent Information: Provide the following information about yourself and your company.

Respondent Name: _____
(Note: give exact legal name as it will appear on the contract if awarded)

Address: _____

City: _____ State: _____ Zip: _____

Business Structure:

- _____ Individual or Sole Proprietorship
- _____ Partnership
- _____ Corporation
- _____ Limited Liability Company
- _____ Other, list business structure _____

Insurance Certificate: _____ Copy of insurance certificate, or _____ You are willing to get the proper insurance requirements if awarded the contract during contract negotiation.

Contact Information: List the one person who San Juan County or their representative may contact concerning your proposal.

Name: _____
Telephone Number: _____
E-Mail: _____

Final Bid/Pricing Structure:

By submitting this proposal, _____ hereby certifies our willingness to enter into a contract with San Juan County, if selected.

Signature _____ Date _____

Attachment B
Utah's Canyon Country Brand Package



STYLE GUIDE

INTRODUCTION

The purpose of this style guide is to explain the use of the brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and print. Guidelines on the use of the logo are included.

Your identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations— everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

1. PRIMARY LOGO
2. LOGO MISUSE
3. LOGO CLEAR SPACE
4. COLORS
5. TYPEFACE

LOGO (Primary)

The primary logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

- 1 This logo is to be used in all applications, print or digital with both a light or dark background. This includes print ads, web ads, posters, flyers, billboards, signage, etc.
- 2 A black & white version of the logo may be used where applicable.
- 3 A one-color version of the logo may be used where applicable.





APPROVED COLOR VARIATIONS



LOGO Misuse

When reproducing any logo elements, only the original high resolution or vector graphic files should be used. Below are some standards that need to be followed to avoid distortion and misrepresentation of the logo.

1 LOW CONTRAST

The backdrop for the logo's placement is too similar to the primary color, it lacks visibility and contrast.

2 COMPRESSED/STRETCHED/TILTED/ROTATED

The logo has become distorted, stretching, rotating or squishing the shape and text.

3 CHANGED COLORS

Colors outside of the selected brand color scheme have been used. This is not recommended, as it confuses the brand image.

4 COMPLEX NON-PHOTOGRAPHIC BACKGROUND

The background is too complex to be able to see the logo clearly.



Logo Clear Space

Always make sure that the integrity of the logo is preserved by providing a “clear space” within which no text, picture, illustration or other element shall be present. The defined clear space should be used with all instances of logos.

The minimum “clear space” should be no less than the height of the ‘Y’ from the word ‘Country’ as defined below by ‘X’.



Colors

(Primary)

The below colors are the only colors that are to be used in the logo as established in their corresponding sections of the style guide.

1 Pantone 7626 C 3
 RGB 198 . 53 . 39
 CMYK 0 . 93 . 95 . 2
 HEX C63527



Pantone 4625 C
 RGB 79 . 44 . 29
 CMYK 30 . 72 . 74 . 80
 HEX 4F2C1D



2 Pantone 131 C 4
 RGB 204 . 138 . 0
 CMYK 2 . 39 . 100 . 10
 HEX CC8A00




Pantone 7750 C
 RGB 101 . 102 . 53
 CMYK 25 . 15 . 94 . 58
 HEX 656635




(Secondary)


The below colors are additional colors that can be used sparingly and situationally to supplement the primary palette where needed. Examples of acceptable use would be CTA buttons on digital assets, icons and subtle graphical elements. These colors should never replace the primary colors in the logo for any reason.

1 Pantone 7500 C 

RGB 223 . 209 . 167
 CMYK 3 . 5 . 26 . 2
 HEX DFD1A7

2 Pantone 3275 C 

RGB 0 . 179 . 152
 CMYK 90 . 0 . 52 . 0
 HEX 00B398

3 Pantone 7583 C 

RGB 196 . 98 . 45
 CMYK 0 . 69 . 98 . 12
 HEX C4622D

Typeface

Utah’s Canyon Country uses the following typefaces to help communicate its message.

1 GEARED SLAB

Geared Slab should be used primarily in headlines and callouts for all instances of copy in all forms of external communication including letters, advertising, promotional materials, branding etc.

| | |
|--|--|
| Regular a b c d e f g h i j k l m 1 2 3 4 5 6 7 8 9 0 , . : ; ! ? & | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z n o p q r s t u v w x y z |
|--|--|

2 AVENIR NEXT CONDENSED

Avenir Next Condensed should be used primarily in body copy, supportive copy and captions for all instances of copy in all forms of external communication including letters, advertising, promotional materials, branding etc.

| | |
|---------|---|
| Regular | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 , . : ; ! ? & |
|---------|---|

**Attachment C:
Form Fee Proposal**

Package 1

| | # of hours | Cost Per Hour | Total Cost |
|---|------------|---------------|------------|
| Estimated Hours to Create SJC Trail Content Pages | | | |
| Hourly Rate to Create Content Pages | | | |
| Hourly Rate to Edit Trail Content Pages | | | |
| Estimated Cost to Create SJC Trail Maps for UTV | | | |
| Estimated Cost to Create SJC Trail Maps for ATV | | | |
| Estimated Cost to Create SJC Trail Maps for Jeeps | | | |
| Estimated Cost to Create SJC Trail maps for Cross Country Ski | | | |
| Estimated Cost to Create SJC Camping Maps. | | | |
| | | | |
| | | | |

Package 2

| | # of hours | Cost Per Hour | Total Cost |
|---|------------|---------------|------------|
| Estimated Hours to Create SJC Trail Content Pages | | | |
| Hourly Rate to Create Content Pages | | | |
| Hourly Rate to Edit Trail Content Pages | | | |
| Estimated Cost to Create SJC Trail Maps for UTV | | | |
| Estimated Cost to Create SJC Trail Maps for ATV | | | |
| Estimated Cost to Create SJC Trail Maps for Jeeps | | | |
| Estimated Cost to Create SJC Trail maps for Cross Country Ski | | | |
| Estimated Cost to Create SJC Camping Maps. | | | |
| | | | |
| | | | |

Package 3

| | # of hours | Cost Per Hour | Total Cost |
|---|------------|---------------|------------|
| Estimated Hours to Create SJC Trail Content Pages | | | |
| Hourly Rate to Create Content Pages | | | |
| Hourly Rate to Edit Trail Content Pages | | | |
| Estimated Cost to Create SJC Trail Maps for UTV | | | |
| Estimated Cost to Create SJC Trail Maps for ATV | | | |
| Estimated Cost to Create SJC Trail Maps for Jeeps | | | |
| Estimated Cost to Create SJC Trail maps for Cross Country Ski | | | |
| Estimated Cost to Create SJC Camping Maps. | | | |
| | | | |
| | | | |