



**Sonoma County Tourism  
Visitor Center Funding  
Required Program Components**

**SCOPE OF SERVICES**

This Scope of Services sets forth the services to be provided by [Grantee Name], hereinafter referred to as "Visitor Center." This Scope of Services also sets forth payment terms for the services to be performed by Visitor Center. The total amount payable to Visitor Center under this Scope of Services shall not exceed [Written Grant Amount] dollars (\$[Numeric Grant Amount]).

**SERVICES:**

1. Visitor centers funded through Sonoma County Tourism Bureau ("SCT") are required to operate at a professional level, offering an information-rich experience for guests. Visitor Center shall provide a range of visitor services to effectively promote the attractions of the entire Sonoma County. Visitor Center shall implement appropriate programs as they become available, including, but not limited to, use of standardized signage, available Wi-Fi, training of staff, and distribution of generic Sonoma County literature.
2. Visitor Center shall cooperate with special countywide tourism promotions sponsored by SCT. **Visitor Center shall provide on its web site a hyper-link to the SCT website and in partnership with SCT, Visitor Center shall include a legible version of the SONOMA COUNTY LIFE OPENS UP logo and SCT web site URL on its local visitor materials, new or as materials are reprinted.**
3. All staff employed by Visitor Center shall attend SCT-sponsored training programs when offered. As much as possible, Visitor Center volunteers should also participate in County-sponsored training.
4. Visitor Center shall distribute appropriate informational material in response to in-person, telephone, mail or electronic requests for visitor information. Should kiosks, laptops or other digital information delivery sources may be incorporated providing the visitor center staff is trained on the use of the devices.
5. Visitor Center shall offer other area chambers' and visitor centers' guides or promotional materials representing Sonoma County communities. Permanent brochure racks with promotional literature must be accessible to the public and in a primary location that is visible upon entering Visitor Center. The visitor center is responsible for ensuring that all offered collateral/materials are the most current. Visitor Center shall not be required to offer commercial literature from other communities (privately owned attractions, lodging, restaurants, etc.), unless Visitor Center so desires. Visitor Center may charge a fee for the

distribution of commercial literature. Visitor Center shall create space at front desk to display all SCT Spanish & International promotional materials.

6. Promotional information may be provided on the exterior of the building, providing the rack ensures pieces are not able to be dismantled from the rack.
7. This Agreement does not prohibit Visitor Center from providing a range of visitor services for its specific community according to the desires of Visitor Center's own governing body. Visitor Center may offer any local literature it desires, including commercial literature, and may provide other visitor assistance programs separate from the countywide promotion services required under this Agreement. Visitor Center may host events and other activities providing it is fully insured to do so.

### **FACILITIES & OPERATIONS:**

1. Visitor Center shall provide all office equipment and furnishings necessary to carry out operations. Visitor Center shall provide all heating and air conditioning, electricity, water, sewer, building repairs, and utilities as necessary, including telecommunication lines. Restroom facilities, including those for the disabled, must comply with state and federal American Disabilities Act requirements. The building grounds and restrooms must be kept neat and free of refuse at all times.
2. Visitor Center shall be open year-round but may close for major holidays.

Visitor Center must be open at peak days/times ensuring visitors needing information have a ready resource. While the operational schedule may vary based on need, the Center must be open and welcoming to visitors matching the hours posted on the building and must keep Google listing current. Visitor Center must provide opening hours with days of the week and open hours per day posted on the exterior of the building.

Changes in days and hours of service should be submitted in advance to SCT. Nothing shall prevent Visitor Center from operating for additional hours.

The property must have functioning Wi-Fi available at no charge to visitors. Guest Wi-Fi log-in access must be posted in the building.

### **RECEIVABLES AND REQUIREMENTS:**

1. Visitor Center shall maintain an accurate up-to-date visitor count (may be written or digital) to provide SCT with a monthly count of visitors to the Center.
2. Visitor Center shall provide monthly reports to SCT via SCT provided online form within fifteen (15) days of month's end. Information collected includes, but is not limited to:
  - a. Visitor inquiries (in person, via email, through website, phone, and via social media)
  - b. Social media reach

- c. Unique website visitors
  - d. Complaints received
  - e. Total number of volunteers
  - f. Total monthly hours of operation
3. Visitor Center shall provide all relevant information as requested by SCT to evaluate Visitor Center operations.
  4. To help ensure consistency and best practices, Visitor Center shall make available to SCT copies of all existing or proposed operating manuals, including:
    - Job Descriptions of Staff
    - Anticipated additional revenue sources
  5. All Visitor Center staff and volunteers are required to complete SCT's Accredited Hospitality Professional (AHP) program. This program will be provided at no cost to the Visitor Center and may be completed through either a publicly available SCT class or a private session arranged specifically for the Visitor Center's staff and volunteers at a mutually agreed-upon time. Accredited staff and volunteers may also participate in additional AHP-related activities. Any costs associated with these activities will be the responsibility of the individual participant.
  - 5. Any promotional material created by the Visitor Center must include a legible version of the SONOMA COUNTY LIFE OPENS UP logo.**
  6. Visitor Center shall forward to SCT monthly, in writing, all complaints (written or oral) concerning Visitor Center and its operation, along with a record of responses to the complaint.
  7. Should Visitor Center not be able to use all funding, an explanation as to the reason will be required. Should no response be received, the potential for future funding may be jeopardized.
  8. Visitor Center shall exercise fiscal oversight and account for all operations utilizing generally accepted accounting principles (GAAP). This shall include establishing adequate internal controls to safeguard its operation and connection to SCT funding and maintaining sufficient record keeping to document and support all financial transactions. In particular, all Visitor Center's employee timesheets must have been signed by the employees and their supervisors in order to properly support Visitor Center claims for funds provided under this Agreement.

#### **PAYMENT SCHEDULE AND REQUIREMENTS:**

Payments will be made based on reimbursement of actual costs of operating Visitor Center on a Quarterly basis – as determined by the Visitor Center, and may only include the following: staffing, insurance, rent, utilities, facility cleaning and supplies.

All invoices for reimbursement must be accompanied by statements of costs and expenses incurred by GRANTEE that are sufficient, in SCT's judgment, to prove that the costs and expenses were

actually incurred to operate Visitor Center and are properly payable under this Agreement. In many cases, profit & loss statements meet this requirement.

### **Quarterly**

Upon receipt of an invoice mailed to Sonoma County Tourism either via email or at the address below with all required backup documentation, payments will be issued according to the following schedule:

Payment #1 – On or after July 15, 2025

Payment #2 – On or after October 15, 2025

Payment #3 – On or after January 15, 2026

Payment #4 – On or after April 15, 2026

### **Payments**

Payments will be issued within thirty (30) days of receipt of an invoice mailed to Sonoma County Tourism with all the required backup documentation. ***All invoices must be submitted no later than July 15, 2026 with backup documentation included.***

Mailing Address:

Sonoma County Tourism  
Attn: Tanya Rainey  
400 Aviation Boulevard  
Santa Rosa, CA 95403