



**ACTION SHEET  
CITY COUNCIL COMMITTEE MEETING OF 06/11/14  
ITEM FROM FINANCE COMMITTEE MEETING OF 06/02/14**

**ISSUE:**

12. Request for Approval of Professional Services Agreement – Website Design Services for Santa Fe Community Convention Center (RFP #14/21/P); Studio X, Inc. (Randy Randall)

**FINANCE COMMITTEE ACTION: APPROVED AS CONSENT ITEM**

Requested approval of professional services agreement for Website Design Services for Santa Fe Community Convention Center (RFP #14/21/P) with Studio X, Inc. in the amount of \$130,000.00. Budget is available in CVB marketing lodgers' tax fund.

**SPECIAL CONDITIONS OR AMENDMENTS**

**STAFF FOLLOW-UP:**

<b>VOTE</b>	<b>FOR</b>	<b>AGAINST</b>	<b>ABSTAIN</b>
COUNCILOR TRUJILLO	X		
COUNCILOR RIVERA	X		
COUNCILOR LINDELL	X		
COUNCILOR MAESTAS	Excused		
CHAIRPERSON DOMINGUEZ			

3-17/14/FCMIssue

# City of Santa Fe, New Mexico

# memo

**DATE:** May 28, 2014

**TO:** Finance Committee

**FROM:** Robert Rodarte, Purchasing Officer  
Purchasing Division *WR 5/29/14*

**VIA:** Marcos A. Tapia, Director  
Finance Department *[Signature]*

**ISSUE:** Award of Request for Proposal # '14/21/P  
Santa Fe Communications/Website Contract for the Santa Fe Convention and  
Visitors Bureau

**SUMMARY:**

On March 4, 2014, five proposals were received for the above referenced service as follows:

	Written Score	Interview Score
StudioX, Santa Fe	3080	2600
Paramore, TN	2935	2515
Simpleview, AZ	3105	2410
Anagram, Santa Fe	2570	
NXC, VA	2130	

The evaluation criteria consisted of service and charges (15%); in-house capacity (15%); experience in website design/maintenance (20%); knowledge of local conditions (10%); creative impact (10%); promote and communicate Santa Fe as a leisure travel destination (15%); and promote and communicate Santa Fe as a meeting/conference destination (15%). The proposal was reviewed and evaluated by Robert Rodarte, Purchasing, Phyllis Archuleta, Cynthia Delgado, Jim Luttjohan and Randy Randall, Santa Fe Convention Center and Sam Gerberding, Inn of the Governors, Janey Zimmer, Hotel Santa Fe, Troy Thompson, Consultant, for the City, Terrell White and Greg Evans, El Rey Motel.

The using department has reviewed the proposals and recommends award to StudioX, Santa Fe, in the amount of \$130,000.00 annually for a four year term.

Budget will be available each fiscal year in account number 22108.510310 (Marketing Lodgers Tax-Service Contracts).

**ACTION:**

It is requested that this recommendation of award to StudioX, Santa Fe, in the amount of \$130,000.00 annually be reviewed, approved and submitted to the City Council for its consideration.

**EVALUATION SCORES**

**SANTA FE COMMUNICATIONS/WEBSITE CONTRACT FOR THE  
SANTA FE CONVENTION AND VISITORS BUREAU**

'14/21/P

**Written Evaluation**

RFP Submittals	Simpleview	StudioX	Paramore	Anagram	NXC
Robert Rodarte	345	310	290	280	330
Phyllis Archuleta	445	400	390	440	335
Cynthia Delgado	295	405	280	350	235
Jim Lutfjohan	350	335	360	310	235
Sam Gerberding	470	380	310	325	190
Janey Zimmer	445	450	415	345	365
Troy Thompson	365	340	400	240	205
Terrell White	390	460	420	350	235
<b>Total Score</b>	<b>3105</b>	<b>3080</b>	<b>2935</b>	<b>2570</b>	<b>2130</b>

**Interview Evaluation**

RFP Submittals	StudioX	Paramore	Simpleview
Robert Rodarte	350	400	360
Cynthia Delgado	360	250	275
Randy Randall	305	385	395
Sam Gerberding	360	370	350
Janey Zimmer	415	445	355
Troy Thompson	365	305	275
Greg Evans	445	360	400
<b>Total Score</b>	<b>2600</b>	<b>2515</b>	<b>2410</b>



## Memo

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Date: May 22, 2014

To: Finance Committee/City Council

Via: Marcos Tapia, Finance Director 

From: Randy Randall, CVB Director 

Re: Professional Services Agreement with Studio X

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### ITEM & ISSUE:

Request for approval of the Professional Services Agreement with Studio X, Inc.

### BACKGROUND AND SUMMARY:

Studio X will provide website services on behalf of Santa Fe Community Convention Center. The compensation for this agreement is \$130,000.00, inclusive of GRT, with the option to renew for three additional years. This contract went out to RFP, #14/21/P, and this vendor was selected by the RFP evaluation team.

### REQUESTED ACTION:

Approval of the Professional Services Agreement with Studio X. Funds will be taken from 22108.510310.

CITY OF SANTA FE

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into by and between the City of Santa Fe (the "City") and Studio X, Inc. (the "Contractor"). The date of this Agreement shall be the date when it is executed by the City and the Contractor, whichever occurs last.

1. SCOPE OF SERVICES

**SPECIFIC FUNCTIONS AND FEATURES – WEBSITE DESIGN & CMS**

The new site at a basic level will contain all current information and features. It should be understood that all references to the Content Management System features that are described should require little or no knowledge of HTML.

A. The Contractor shall provide the following services for the City:

**(1) Detailed Site Map**

A detailed site map of the new site must be provided. The website agency would be required to develop a comprehensive site map for any proposal redesign including creative brief, rough layouts and prepare final estimate of time and cost necessary to complete the website and brief the City on the concept development, informational architecture, interface and informational design and obtain approval from the City prior to moving to the next phase of the website design. If redesign is not proposed an explanation of strengths and weakness of current design must be provided along with any changes or enhancements proposed.

**(2) Website Elements**

Following are elements required with the website development and design. The CVB should be presented with solutions for migrating existing content and listings into the new site. All data should be easily exportable from the database.

**a. Calendar of Events**

The site will have a calendar of events that is capable of listing reoccurring events with the option to edit events. An event submission form must be available for users to submit public events, which should populate the CMS in a pending status for CVB staff approval and/or necessary edits before publishing to the website.

**b. Partner Listing Administration**

The site will have administration capabilities to add all Destination events and partners. It should be integrated with the calendar of events, interactive mapping and the itinerary builder.

**c. Microsite Builder**

The site should be equipped to build microsites for various partners and incoming convention planners one day events or week long festivals. The microsites should be searchable, and incorporate information from all website elements including partner data, calendar of events, mapping and special offers.

**d. Special Offers**

The site will have a Special Offers module that will allow partners and CVB staff to quickly and easily add, update or delete special offers.

**e. Trip Planner/Itinerary Builder**

The new site should include a shopping-cart style custom trip planner/itinerary builder database with the ability for users to customize their travel plans and return several times to the site to modify the plans. The trip planner/itinerary builder ideally would tie into a custom map function and use an optional survey and database capture system to view the options selected.

**f. Virtual Visitors Guide/ Travel Planner**

Include the option for making catalog-like virtual visitors guide page views of CVB's current printed Visitors Guide with options to download.

**g. Virtual Tours**

Virtual tours of 360 degrees navigational views should be available for select partners

**h. Maps**

Interactive mapping integration with Google Maps should be tied to all partner data and events.

**i. Image Gallery**

The site should include a gallery of photos and videos with the option to integrate with CVB Flickr and YouTube accounts. This gallery will show CVB approved images and integrate with Social Media channels, as well as provide the opportunity for the media to request high resolution images.

**3. Multiple Languages**

The proposed website should be available in several languages or have a translation solution option

**4. Website Link Compatibility**

All current website pages must be appropriately re-directed to the new website URLs to maintain external links in place and search engine weight they carry

**5. Search Functions**

The site should have built-in advanced search capabilities that search through the entire database and all contents and provide anchors on the pages to target the search.

The search function should also contain a database-capture system to enable monitoring of the words and phrases users are searching to better modify the site. The system should have an option to omit pages from the search function to keep specific pages hidden as desired. The search section will ignore common words.

**6. Search Engine Optimization** The site should be designed and built with SEO in mind and enabled both standard and customized SEO on all pages of the site. This should include key-words, page titles URLs and meta tags.

**7. Database Capture**

Online forms will be powered by Simpleview CRM and all data captured from online forms must be inserted directly into the Simpleview CRM database

**8. Password Protection**

Password protection is needed for certain areas of the site. The new site should include a custom automated username/password generator that SFCVB manually activates. The user name and password should be linked specifically to each applicant with their email as their username and a generic generated or user-defined password. SFCVB should have the option to disable to password at any given time. The password protection capability should be available to expand to other areas of the site as needed. For example, we would like the ability to create a "Partners Only" section of the site that would only be accessible with a valid username and password. There should be one master administrator.

**9. Automated Keyword Listings**

The site should have a built-in function that automatically links pre-specified keywords within editorial sections to specific pages (i.e. if the editorial states: "Ballooning is a popular year-round sport." The word "Ballooning" will be automatically linked to a specific page with detailed information about ballooning.)

**10. Third Party Suppliers**

The website should be designed to work and adapt with third-party suppliers who mirror the site through their own hosts and provide additional functions for the website.

**11. Training**

Ample training will be provided by the vendor to insure appropriate SFCVB staff are skillfully adept at updating pages and functioning in theSFCMS.

**12. Website Design**

The website design agency must provide an analysis of the current website and how it would plan, redesign and redevelop the SFCVB's SantaFe.org website to attract visitors to Santa Fe. If no re-design is called for, explain why.

**13. Responsive Site Design and Management**

The website design agency must provide analysis of the current site and how it would

plan, redesign and redevelop the SFCVB's the site to attract visitors to Santa Fe utilizing responsive design.

#### **14. SPECIFIC FUNCTIONS AND FEATURES – EMAIL MARKETING**

##### **a. Email Marketing**

Firm will detail experience in providing proactive and comprehensive direct response e-mail marketing programs applying e-newsletters, special e-promotions, e-mail blasts and other direct-to-consumer marketing applications appropriate for SFCVB's online marketing strategy. Minimum services should include but are not limited to planning, design, production, implementation, reporting, and analytics of integrated programs for visitors, media, meeting planners and stakeholders. Programs must be designed to build the opt-in email database by effectively engaging those most likely to be continual sources of visitation and meeting/event bookings. Firm should provide examples of various types of e-mail campaigns conducted and related successes, and include information on SPAM filtering services and how Firm optimizes email delivery and open rates.

**b. Interactive Mapping** functionality for all partners and events with Google Maps integration

**c. Robust Calendar of Events** – must allow for featured events on home page and integrate with partner data stored in Simpleview CRM as well as Google Maps.

**d. Web analytics and SEO** – specialized with proven success in the destination marketing industry; SEO functions for optimal ROI; creation of web stats and reports on demand, includes tracking of website traffic.

**e. Extranet** – to allow partners to personalize and customize their own information as well as access partner benefits provided by the SFCVB and tracked in the Simpleview CRM; content sharing with partners; creative consistent with the main website

**f. Tablet functionality** – website must be optimized for both tablet and mobile device use

**g. Mobile functionality** – mobile site must be integrated with partner data stored in Simpleview CRM; access to mobile CMS for admin functions.

**h. Paid Media** – Has experience with proven success in the destination marketing industry; on-line ad tracking.

**i. Social media integration** – ability to push out to social media and to track and analyze results for SFCVB and SFCVB partners. Track partner mentions

across all social media.

j. **CMS** – for managing content and digital assets that appear on the website including photography, video, pdfs, and any other files; web-based CMS tools use familiar menus and icons, simple forms and WYSIWYG editing layouts

k. **Communication tools** - integrated design and mailing tool for newsletters, mass email.; must integrate with events tool to create weekly events email, include bounce management, stats and tracking

l. **Web design** – focused on destination assets; compelling and evocative visual design

j. **Navigation Structure** - restructuring of navigation to be user-friendly, appealing, and intuitive based upon industry knowledge of destination website user interaction and experience

k. **Accessibility to Third Party Integrations** – ability to integrate seamlessly with preferred vendors for online booking engines, user reviews

l. **Partner Marketing** – proven success with full service online advertising partnership providing CVB potential source of revenue

m. **Consumer & Planner Tools** – modules and applications to serve specific target audiences and populate Simpleview CRM database (example – consumer data, RFP data)

2. STANDARD OF PERFORMANCE; LICENSES

A. The Contractor represents that it possesses the experience and knowledge necessary to perform the services described under this Agreement.

B. The Contractor agrees to obtain and maintain throughout the term of this Agreement, all applicable professional and business licenses required by law, for itself, its employees, agents, representatives and subcontractors.

3. COMPENSATION

A. The City shall pay to the Contractor in full payment for services rendered, a sum not to exceed one hundred and thirty thousand dollars (\$130,000.00), inclusive of applicable gross receipts taxes.

B. The contractor is responsible for selling a minimum of sixty thousand dollars (\$60,000) per fiscal year of website digital advertising. This advertising revenue will be remitted to the Convention and Visitors Bureau or will be used as a credit towards additional website services. By monthly credit statements submitted by the Contractor, the City shall track the credits. The City's determination of the accounting of credits shall be final and binding on the Contractor.

C. The Contractor shall be responsible for payment of gross receipts taxes levied by the State of New Mexico on the sums paid under this Agreement.

D. Payment shall be made upon receipt and approval by the City of detailed statements containing a report of services completed. Compensation shall be paid only for services actually performed and accepted by the City

#### 4. APPROPRIATIONS

The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the City for the performance of this Agreement. If sufficient appropriations and authorization are not made by the City, this Agreement shall terminate upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

#### 5. TERM AND EFFECTIVE DATE

This Agreement shall be effective when signed by the City and terminate on June 30, 2015, unless sooner pursuant to Article 6 below. There is an option for an annual renewal for an additional three (3) years. Should either party wish to exercise this renewal option, written notice shall be given to the other party ninety (90) days before

expiration of this Agreement. Negotiations shall take place and conclude before termination of this Agreement.

6. TERMINATION

A. This Agreement may be terminated by the City upon 30 days written notice to the Contractor.

(1) The Contractor shall render a final report of the services performed up to the date of termination and shall turn over to the City original copies (electronic and hard copy) of all work product, research or papers prepared under this Agreement.

(2) If compensation is not based upon hourly rates for services rendered, the City shall pay the Contractor for the reasonable value of services satisfactorily performed through the date Contractor receives notice of such termination, and for which compensation has not already been paid.

7. STATUS OF CONTRACTOR; RESPONSIBILITY FOR PAYMENT OF EMPLOYEES AND SUBCONTRACTORS

A. The Contractor and its agents and employees are independent contractors performing professional services for the City and are not employees of the City. The Contractor, and its agents and employees, shall not accrue leave, retirement, insurance, bonding, use of City vehicles, or any other benefits afforded to employees of the City as a result of this Agreement.

B. Contractor shall be solely responsible for payment of wages, salaries and benefits to any and all employees or subcontractors retained by Contractor in the performance of the services under this Agreement.

C. The Contractor shall comply with City of Santa Fe Minimum Wage, Article 28-1-SFCC 1987, as well as any subsequent changes to such article throughout the term of this contract.

8. CONFIDENTIALITY

Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the City.

9. CONFLICT OF INTEREST

The Contractor warrants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under this Agreement. Contractor further agrees that in the performance of this Agreement no persons having any such interests shall be employed.

10. ASSIGNMENT; SUBCONTRACTING

The Contractor shall not assign or transfer any rights, privileges, obligations or other interest under this Agreement, including any claims for money due, without the prior written consent of the City. The Contractor shall not subcontract any portion of the services to be performed under this Agreement without the prior written approval of the City.

11. RELEASE

The Contractor, upon acceptance of final payment of the amount due under this Agreement, releases the City, its officers and employees, from all liabilities, claims

and obligations whatsoever arising from or under this Agreement. The Contractor agrees not to purport to bind the City to any obligation not assumed herein by the City unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

12. INSURANCE

A. The Contractor, at its own cost and expense, shall carry and maintain in full force and effect during the term of this Agreement, comprehensive general liability insurance covering bodily injury and property damage liability, in a form and with an insurance company acceptable to the City, with limits of coverage in the maximum amount which the City could be held liable under the New Mexico Tort Claims Act for each person injured and for each accident resulting in damage to property. Such insurance shall provide that the City is named as an additional insured and that the City is notified no less than 30 days in advance of cancellation for any reason. The Contractor shall furnish the City with a copy of a Certificate of Insurance or other evidence of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Agreement.

B. Contractor shall also obtain and maintain Workers' Compensation insurance, required by law, to provide coverage for Contractor's employees throughout the term of this Agreement. Contractor shall provide the City with evidence of its compliance with such requirement.

C. Contractor shall maintain professional liability insurance throughout the term of this Agreement providing a minimum coverage in the amount required under the New Mexico Tort Claims Act. The Contractor shall furnish the City with proof of

insurance of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Agreement.

13. INDEMNIFICATION

The Contractor shall indemnify, hold harmless and defend the City from all losses, damages, claims or judgments, including payments of all attorneys' fees and costs on account of any suit, judgment, execution, claim, action or demand whatsoever arising from Contractor's performance under this Agreement as well as the performance of Contractor's employees, agents, representatives and subcontractors.

14. NEW MEXICO TORT CLAIMS ACT

Any liability incurred by the City of Santa Fe in connection with this Agreement is subject to the immunities and limitations of the New Mexico Tort Claims Act, Section 41-4-1, et. seq. NMSA 1978, as amended. The City and its "public employees" as defined in the New Mexico Tort Claims Act, do not waive sovereign immunity, do not waive any defense and do not waive any limitation of liability pursuant to law. No provision in this Agreement modifies or waives any provision of the New Mexico Tort Claims Act.

15. THIRD PARTY BENEFICIARIES

By entering into this Agreement, the parties do not intend to create any right, title or interest in or for the benefit of any person other than the City and the Contractor. No person shall claim any right, title or interest under this Agreement or seek to enforce this Agreement as a third party beneficiary of this Agreement.

16. RECORDS AND AUDIT

The Contractor shall maintain, throughout the term of this Agreement and

for a period of three years thereafter, detailed records that indicate the date, time and nature of services rendered. These records shall be subject to inspection by the City, the Department of Finance and Administration, and the State Auditor. The City shall have the right to audit the billing both before and after payment. Payment under this Agreement shall not foreclose the right of the City to recover excessive or illegal payments.

17. APPLICABLE LAW; CHOICE OF LAW; VENUE

Contractor shall abide by all applicable federal and state laws and regulations, and all ordinances, rules and regulations of the City of Santa Fe. In any action, suit or legal dispute arising from this Agreement, the Contractor agrees that the laws of the State of New Mexico shall govern. The parties agree that any action or suit arising from this Agreement shall be commenced in a federal or state court of competent jurisdiction in New Mexico. Any action or suit commenced in the courts of the State of New Mexico shall be brought in the First Judicial District Court.

18. AMENDMENT

This Agreement shall not be altered, changed or modified except by an amendment in writing executed by the parties hereto.

19. SCOPE OF AGREEMENT

This Agreement incorporates all the agreements, covenants, and understandings between the parties hereto concerning the services to be performed hereunder, and all such agreements, covenants and understandings have been merged into this Agreement. This Agreement expresses the entire Agreement and understanding between the parties with respect to said services. No prior agreement or understanding, verbal or otherwise, of the parties or their agents shall be valid or enforceable unless

embodied in this Agreement.

20. NON-DISCRIMINATION

During the term of this Agreement, Contractor shall not discriminate against any employee or applicant for an employment position to be used in the performance of services by Contractor hereunder, on the basis of ethnicity, race, age, religion, creed, color, national origin, ancestry, sex, gender, sexual orientation, physical or mental disability, medical condition, or citizenship status.

21. SEVERABILITY

In case any one or more of the provisions contained in this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality, and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.

22. NOTICES

Any notices required to be given under this Agreement shall be in writing and served by personal delivery or by mail, postage prepaid, to the parties at the following addresses:

City of Santa Fe:  
Convention & Visitors Bureau  
ATTN: Randy Randall,  
Executive Director  
Santa Fe, NM 87504

Contractor:  
Studio X, Inc.  
1520 Paseo de Peralta  
Santa Fe, NM 87501

IN WITNESS WHEREOF, the parties have executed this Agreement on the date set forth below.

CITY OF SANTA FE:

CONTRACTOR:  
Studio X, Inc.

\_\_\_\_\_  
JAVIER M. GONZALES, MAYOR

\_\_\_\_\_  
NANCY BROWN,  
ACCOUNT MANAGER

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

CRS #: \_\_\_\_\_  
City of Santa Fe Business  
Registration #: \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

  
\_\_\_\_\_  
KELLEY A. BRENNAN, 5/23/14  
INTERIM CITY ATTORNEY

APPROVED:

\_\_\_\_\_  
MARCO A. TAPIA, FINANCE DIRECTOR

PSA/Studio x 22108.510310



**City of Santa Fe  
Summary of Contracts, Agreements, & Amendments**

**Section to be completed by department for each contract or contract amendment**

1 FOR: ORIGINAL CONTRACT  or CONTRACT AMENDMENT

2 Name of Contractor Studio X

3 Complete information requested  Plus GRT

Original Contract Amount: \$139,000

Inclusive of GRT

Termination Date: 10/30/2015

Approved by Council Date: \_\_\_\_\_

or by City Manager Date: \_\_\_\_\_

Contract is for: CVB Website Services

Amendment # \_\_\_\_\_ to the Original Contract# \_\_\_\_\_

Increase/(Decrease) Amount \$ \_\_\_\_\_

Extend Termination Date to: \_\_\_\_\_

Approved by Council Date: \_\_\_\_\_

or by City Manager Date: \_\_\_\_\_

Amendment is for: \_\_\_\_\_

4 History of Contract & Amendments: (option: attach spreadsheet if multiple amendments)  Plus GRT

Inclusive of GRT

Amount \$ \_\_\_\_\_ of original Contract# \_\_\_\_\_ Termination Date: \_\_\_\_\_

Reason: \_\_\_\_\_

Amount \$ \_\_\_\_\_ amendment # \_\_\_\_\_ Termination Date: \_\_\_\_\_

Reason: \_\_\_\_\_

Amount \$ \_\_\_\_\_ amendment # \_\_\_\_\_ Termination Date: \_\_\_\_\_

Reason: \_\_\_\_\_

Amount \$ \_\_\_\_\_ amendment # \_\_\_\_\_ Termination Date: \_\_\_\_\_

Reason: \_\_\_\_\_

Total of Original Contract plus all amendments: \$ \_\_\_\_\_



**City of Santa Fe  
Summary of Contracts, Agreements, & Amendments**

5 **Procurement Method of Original Contract:** (complete one of the lines)

RFP# 14/21/P Date: 3/4/14

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

Sole Source  \_\_\_\_\_ Date: \_\_\_\_\_

Other \_\_\_\_\_

6 **Procurement History:** 1st year of 2 year contract  
example: (First year of 4 year contract)

7 **Funding Source:** budget tax Service Contracts BU/Line Item: 22108.510310

8 **Any out-of-the ordinary or unusual issues or concerns:**  
\_\_\_\_\_  
(Memo may be attached to explain detail.)

9 **Staff Contact who completed this form:** Antoinette  
Phone # X16210

10 **Certificate of Insurance attached.** (if original Contract)

**Submit to City Attorney for review/signature**  
**Forward to Finance Director for review/signature**  
**Return to originating Department for Committee(s) review or forward to City Manager for review and approval (depending on dollar level).**

**To be recorded by City Clerk:**

Contract # \_\_\_\_\_

Date of contract Executed (i.e., signed by all parties): \_\_\_\_\_

Note: If further information needs to be included, attach a separate memo.

**Comments:**

Client#: 34239

STUDX

DATE (MM/DD/YYYY)  
5/20/2014

ACORD™

**CERTIFICATE OF LIABILITY INSURANCE**

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER HUB International Ins Svcs Inc P.O.Box 5080 Santa Fe, NM 87502 505 982-4296 CA Lic #0757776	CONTACT NAME: Susan Carr PHONE (A/C, No, Ext): 505-982-4296 E-MAIL ADDRESS: susan.carr@hubinternational.com	FAX (A/C, No): 866-621-0427
	INSURER(S) AFFORDING COVERAGE INSURER A: Hartford Fire Insurance Company INSURER B: Hartford Underwriters Insurance INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES      CERTIFICATE NUMBER:      REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GENL AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRG. SECT <input type="checkbox"/> LOC		34SBAES0550	02/26/2014	02/26/2015	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$300,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COM/PROP AGG \$
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		34SBAES0550	02/26/2014	02/26/2015	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ EACH OCCURRENCE \$ AGGREGATE \$
B	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$ WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N/A (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		34WECAX8414	02/26/2014	02/26/2015	WC STATUTORY LIMITS <input checked="" type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$100,000 E.L. DISEASE - EA EMPLOYEE \$100,000 E.L. DISEASE - POLICY LIMIT \$500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER  For Information Purposes Only	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE <i>Robert L. Mackovich</i>

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