

CEDAR FALLS TOURISM & VISITORS BUREAU

2016 REQUEST FOR PROPOSAL (RFP)

For
MARKETING SERVICES

RFP Issue Date: **May 16, 2016**

Bid Proposal Due Date: **June 17, 2016**



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I. INTRODUCTION AND BACKGROUND

INTRODUCTION

The Cedar Falls Tourism & Visitors Bureau (CFTVB) is issuing this Request for Proposals (RFP) for marketing services and invites submittals from qualified firms.

Purpose

The development and implementation of community rebranding, a digital strategy and a digital advertising plan for Cedar Falls as a tourism destination.

Process

The proposal submission and review process will consist of **two phases**:

Phase I encompasses the issuance of the RFP, receiving proposals and the review process.

Phase II of the process will be the selection of firms to participate in a more comprehensive review in which additional information may be requested and an oral interview conducted with selected firms.

At the conclusion of the evaluation process, a successful applicant may be chosen at the discretion of the bureau.

Qualified Firms (Applicants)

- Demonstrated success in developing brand management plans and digital strategies
- Experience in destination marketing preferred, but not required
- Ability to provide comprehensive plans, creative, professional ad placement, and measurement with reporting and written overviews

Questions

We've designed the RFP to provide applicants with the information necessary to prepare a competitive proposal. Any questions should be directed to Kim Manning, manager of the Cedar Falls Tourism & Visitors Bureau. All questions must be submitted in writing via e-mail. Questions that pertain to details of the RFP will be posted on our website with answers posted in a timely manner. Questions will be accepted until Friday, May 27, 2016.

Kim Manning

kim@cedarfallstourism.org

BACKGROUND

Mission

To foster, promote, market and service our community as a quality destination for visitors.

The Cedar Falls Tourism & Visitors Bureau is a destination marketing organization (DMO) structured as a division of the City of Cedar Falls. In 1988, the successful passage of a new local hotel/motel tax provided Cedar Falls with funds to increase visitor services and marketing projects. Today, Black Hawk County ranks among the top five visitor revenue producing counties in the state. In 2004, the Cedar Falls Visitor Center was built. It houses the administrative office of the bureau and, with the help of

nearly 100 volunteers, provides a welcoming space for visitors and a meeting room for community groups daily, including weekends and holidays.

Who We Are

- Our audience includes adult consumers with discretionary income and businesses. Individual travelers from out of town and members of our community make up our consumer audience. Business relationships include tourism partners (local and state), travel writers and group tour, sports and meeting planners
- Our primary demographic is women 35-54 and our secondary demographic is people 35-54
- Our geographic target for advertising is Iowa (excluding Cedar Falls and a 30-mile radius of Cedar Falls), southeast and south-central Minnesota and southwest Wisconsin
- Accolades:
 - Iowa's Outstanding Tourism Community by the state of Iowa in 2014, 2009 and 2004
 - Best Iowa Trail Town by the Iowa Bicycle Coalition in 2016
 - Visit the Media section of our website for more information
- We are a happy, positive, proud, and prosperous community where alumni are eager to return and where visitors are surprised and pleased with our amenities (trails, historic downtown, unique and quaint shops, University of Northern Iowa sports and Broadway shows)

Our Current Situation

In September 2015, we launched a new responsive website with flat-design and an emphasis on photos to help illustrate the activities of our city and tell our story. Our marketing currently includes:

- Traditional (print and radio) and digital advertising
- Attendance at trade and consumer shows
- Content marketing including social media
- Relationships with freelance and travel writers and industry partners

Strengths and Challenges

Strengths:

- We're on the right track with resources and tools in place to implement an approved plan
- Utilization of only one or two photographers to create consistency in our photographic style for social media platforms, advertising and website design
- New website with strong visual elements
- Opportunity for growth in content marketing
- Success in promoting our trail system and girlfriend getaways

Challenges:

- Lack of cohesive feel and image in our marketing efforts. Need image and tagline that clearly identifies who we are while being inviting and positive
- Haven't clearly set ourselves apart from competitors
- Name on each social media platform is different
- We need to represent hundreds of tourism related entities

For **more information** about the Cedar Falls Tourism & Visitors Bureau, please visit CedarFallsTourism.org, find us on Facebook (Cedar Falls Visitor Center), or follow us on Instagram (@cedar_falls_tourism_bureau), Twitter (@CedarFalls) and Pinterest (@CedarFalls).

II. TIMETABLE

The schedule provided is an estimate of deadlines. The Cedar Falls Tourism & Visitors Bureau reserves the right to amend the RFP at any time and any changes to this schedule will be posted to our website with the date of the change stated.

RFP ACTIVITIES	SCHEDULED DATES (May 16 – July 29, 2016)
Distribution of RFP	Monday, May 16, 2016 online at cedarfallstourism.org/2016RFP
Written Questions Due	Friday, May 27, 2016 to kim@cedarfallstourism.org
Post Response to Questions	by Friday, June 3, 2016 at cedarfallstourism.org/2016RFP
Proposal Submissions Due	Friday, June 17, 2016 before 4:30 pm CDT to kim@cedarfallstourism.org
Invite to Oral Interviews	Wednesday, June 22, 2016
Oral Interviews	Tuesday and Wednesday, June 28 & 29, 2016
Notice of Selection	by Friday, July 29, 2016
CONTRACT ACTIVITIES	
Start of Initial Contract Period	August 1, 2016
End of Initial Contract Period	July 31, 2017

III. PROPOSAL OUTLINE

The proposal should utilize a numerical outline, with titles/subtitles that are consistent with the following outline:

- I. Table of Contents
- II. Introductory Letter
- III. Community Rebranding Plan, Digital Strategy and Digital Advertising Plan
- IV. Budget/Expenditure Plan
- V. Background and Demonstration of Past Performance

I. Table of Contents

The contents of the proposal should be complete, divided and in order, as specified above.

II. Introductory Letter

The introductory letter must be on the official letterhead of the company that will provide the work and must be signed by an individual authorized to legally bind the applicant along with the corporate seal if any. If the signer is not the president or equivalent principal officer if not a corporation, evidence shall be submitted showing the individual's authority to bind the applicant.

The letter must include complete geographic, telephonic and electronic contact information for a) the business headquarters, b) authorized signer, c) RFP contact person and d) primary person who will be responsible for performing the scope of the work described in the proposal.

III. Community Rebranding Plan, Digital Strategy and Digital Advertising Plan

Applicant must submit a comprehensive plan with brand identification/story and strategies for implementation in fiscal year 2017 (FY17), including a digital strategy and a plan for digital advertising.

The plan must lay out all the elements and activities for a **successful plan that should:**

- Drive visitation and increase travelers and visitor expenditures
- Increase website visits and number of visitor guide requests
- Demonstrate how the rebrand will integrate with our existing advertising, social media and website
- Establish our brand in the minds of travelers and potential visitors
- Separate our brand from the pack (other DMOs) so that we're recognized quickly
- Inspire travelers from out of town to visit Cedar Falls and entice them to come again
- Increase awareness among all our audiences of the value of Cedar Falls and encourage community support

Scope of Work

- The successful applicant will audit our organization's print and digital communications to determine what explicit and implicit messages are being sent
- Develop a brand plan that specifies our organization's primary audiences, brand values, personality, value proposition, brand positioning and brand promise
- Develop branding strategies as they relate to marketing: traditional advertising (print, radio, television and cable), digital advertising and content marketing (including social media, our website and our blog)
- Provide guidance in brand launch
- Create a digital strategy and digital advertising plan as it relates to proposed branding strategies and the successful plan elements listed above
- Define plan successes and provide post-advertising measurement and analysis with written overviews

Deliverables

- Creation of brand identity elements and a brand book including templates for print advertising that can be used by staff and designers
- Tagline development
- Potential revitalization of logo and reconsideration of colors
- Creation and implementation of a digital advertising strategy and digital advertising plan
- FY17 community rebranding plan document including branding strategies

The community rebranding plan and strategies, as well as the digital advertising plan and strategies outlined in the proposal must be relevant and achievable within the contract period. Applicant should include a proposed work schedule and timeline of deliverables.

The contract is expected to begin August 1, 2016, and should be completed by July 31, 2017. After an evaluation by the CFTVB, there may be the option to renew for an additional year on August 1, 2017 (for FY18). An option to renew will be at the sole discretion of the CFTVB.

Applicants can include recommendations for FY18 and beyond if it helps formulate the applicant's plan, but it is not required for the RFP.

Excluded Work

Primary research on tourism and hospitality and the CFTVB (use of secondary research is encouraged)

Traditional advertising plan (print, radio, television, cable, outdoor)

Website development or maintenance

Renaming

Cedar Falls Tourism & Visitors Bureau Marks

See APPENDIX 1 for our current logo, font and PMS colors

RFP Documents Online

Complete RFP documents are available for download online at www.CedarFallsTourism.org/2016RFP

IV. Budget/Expenditure Plan

Because bid proposals must include a digital advertising plan, applicants will be responsible for creating two (2) budgets; one specific to plan development, creative and strategies, and the other for placement of advertising. Their combined total should be \$35,000.

The \$35,000 budget can be divided between the two budgets as the applicant proposes and justifies. Deliverables within each budget must be itemized and quantified to simplify the creation of a pay schedule.

As stated in Section III., applicants can include recommendations for FY18 and beyond if it helps formulate the applicant's plan, but it is not required for the RFP. Please propose and itemize any additional budgets separate from the two (2) budgets required in the RFP.

The successful applicant/contractor will be responsible for staying within their budget presented in the proposal and as outlined in a contract. It will be expected that the successful applicant will be able to achieve all the goals set out in the proposal and within the approved timeframe without the need for any additional monies.

V. Background and Demonstrated Past Performance

Applicants must provide relevant information that clearly demonstrates the applicant's financial position and related experience and knowledge of marketing as it relates to tourism.

To be included, but not limited to:

- Minimum of three (3) financial references
- Applicant's establishment, development and accomplishments

- Locations of business headquarter and branch offices
- The number of years in business
- The number of years providing services relevant to the work described in this RFP
- Minimum of three (3) client references and a short narrative of the work provided including success stories
- List of professional and business affiliations
- The identification of all threatened or pending litigation and business disputes involving the applicant
- A description of the applicant's facilities, office space and other physical assets available to the applicant to perform the work described in the RFP
- Applicant must provide a list (with contact information) for all or any subcontractor/s expected to have a subcontract in excess of ten (10) percent of any one of the budgets
- An organization chart reflecting the position of each staff member and the line of responsibility/supervision, including position and title
- Identification and qualifications of key staff to be assigned to the Cedar Falls Tourism & Visitors Bureau account
- Description of the experience and past performance history of key staff to be assigned to the account

IV. RFP PROCESS

Phase I

- Issuance of the RFP on May 16, 2016
- Receipt of proposals no later than June 17, 2016
- Review of the bid proposals to assess compliance with mandatory requirements
- Detailed evaluation of proposed services

Phase II

- Presentations (optional, solely at the CFTVB's discretion)
- Ranking of proposals
- Recommendation to CFTVB board from marketing/advertising task force

Award decision by Cedar Falls Tourism & Visitors Bureau and approved by the City Council.

Submittal Procedure

The Cedar Falls Tourism & Visitors Bureau must receive proposals electronically by **June 17, 2016 BEFORE 4:30 PM CDT** to kim@cedarfallstourism.org. Compliance to this deadline is mandatory. Any proposal received after this deadline will be rejected. It is the vendor's responsibility to ensure timely receipt of their bid proposals.

Applicants must furnish all information necessary to evaluate the bid proposal. Proposals that fail to meet the mandatory requirements of the RFP will be disqualified. Verbal information provided by the applicant shall not be considered part of the applicant's proposal.

Proposals can be submitted electronically by emailing a PDF to kim@cedarfallstourism.org by the required deadline. Use of a file sharing service is allowed as long as the document is uploaded and a notification of the upload with password and link is emailed to Kim before 4:30 pm CDT on June 17. Any costs of preparation and delivery of the proposals are solely the responsibility of the applicant.

V. RFP EVALUATION

Evaluation Process

The evaluation process is designed to award the contract not necessarily to the vendor of least cost, but rather to the vendor with the best combination of attributes to perform the required services.

Evaluation Criteria

The Cedar Falls Tourism & Visitors Bureau will evaluate all proposals and make an award using the following criteria, which are listed in no particular order:

- Compliance with the mandatory requirements of the RFP
- Evaluation of applicant's experience and qualifications as outlined in section III and including introductory letter, background and demonstrated past performance
- Evaluation of applicant's ability to meet all the service requirements of the RFP as outlined in section I (Qualified Firms) and sections III (plans) and IV (budgets) under Proposal Outline.

Other factors include, but are not limited to:

- Applicant's project approach and methodology
- Quality of project work plan
- Description of the proposed deliverables
- Project management and internal controls

VI. PROVISIONS, CONDITIONS, DISCLAIMERS AND DISCLOSURES

Government contract restrictions and/or guidelines

The city has the right to accept none of the proposals, reject or deny any proposal, and accept partial proposals.

Contracting department

All contracts will be approved by the Cedar Falls City Council and signed by the mayor.

Insurance

Any consulting firm under contract with the City of Cedar Falls must agree to meet the minimum insurance requirements. A copy of those requirements are attached hereto, marked Exhibit "A".

Notice of selection

Notice of intent to award the contract will be sent by mail to all vendors submitting a timely bid proposal. Negotiation and execution of the contract shall be completed no later than August 1, 2016.

Conflicts of Interest

No relationship should exist between the applicant and the CFTVB that interferes with fair competition or is a conflict of interest. Applicants must also disclose if they are working with another destination marketing organizations.

APPENDIX 1 – CEDAR FALLS TOURISM & VISITORS BUREAU MARKS

Font

Lato Light, Lato Black

PMS Colors

Green: 341 Blue: 295

Logo



City Logo

City logo is required on publications, business correspondence, etc., but not on advertisements.

PMS Colors

Green: 569 Blue: 542 Brown: 404

Logo



EXHIBIT "A"

Original 12/13/11
Revision 02/07/15

**INSURANCE REQUIREMENTS FOR
CONTRACTORS FOR THE CITY OF CEDAR FALLS**

*** This document outlines the insurance requirements for all Contractors who perform work for the City of Cedar Falls. The term "contractor" as used in this document shall be defined as the general contractor, artisan contractor, or design contractor that will be performing work for the City of Cedar Falls under contract.

1. All policies of insurance required hereunder shall be with an insurer authorized by law to do business in Iowa. All insurance policies shall be issued from companies satisfactory to the City and have a rating of A-, VII or better in the current A.M. Best Rating Guide.
2. All Certificates of Insurance required hereunder shall include the City of Cedar Falls, Iowa Cancellation & Material Change Endorsement. A copy of this endorsement is attached in Exhibit 1.
3. Contractor shall furnish a signed Certificate of Insurance to the City of Cedar Falls, Iowa for the coverage required in Exhibit 1. Such Certificates shall include copies of the following endorsements:
 - a) Commercial General Liability policy is primary and non-contributing
 - b) Commercial General Liability additional insured endorsement – See Exhibit 1
 - c) Governmental Immunities Endorsement – See Exhibit 1

Copies of additional insured endorsements, executed by an authorized representative from an Insurer duly licensed to transact business at the location of the jobsite, must be provided prior to the first payment.

Contractor shall, upon request by the City, provide Certificates of Insurance for all subcontractors and sub-sub contractors who perform work or services pursuant to the provisions of this contract.

4. Each certificate shall be submitted to the City of Cedar Falls.
5. Failure to provide minimum coverage shall not be deemed a waiver of these requirements by the City of Cedar Falls. Failure to obtain or maintain the required insurance shall be considered a material breach of this agreement.
6. Failure of the Contractor to maintain the required insurance shall constitute a default under this Contract, and at City's option, shall allow City to

terminate this Contract for cause and/or purchase said insurance at Contractor's expense.

7. Contractor shall be required to carry the following minimum coverage/limits or greater, if required by law or other legal agreement; as per Exhibit 1:

- This coverage shall be written on an occurrence, not claims made form. All deviations or exclusions from the standard ISO commercial general liability form CG 001 shall be clearly identified and shall be subject to the review and approval of the City.
- Contractor shall maintain ongoing CGL coverage for at least 2 years following substantial completion of the Work to cover liability arising from the products-completed operations hazard and liability assumed under an insured contract.
- Governmental Immunity endorsement identical or equivalent to form attached.
- Additional Insured Requirement – See Exhibit 1.
The City of Cedar Falls, including all its elected and appointed officials, all its employees and volunteers, all its boards, commissions and/or authorities and their board members, employees and volunteers shall be named as an additional insured on General Liability Policies for all classes of contractors.

Contractors shall include coverage for the City of Cedar Falls as an additional insured including ongoing and completed operations coverage equivalent to: ISO CG 20 10 07 04* and ISO CG 20 37 07 04**

* ISO CG 20 10 07 04 “Additional Insured – Owners, Lessees or Contractors – Scheduled Person or Organization”

** ISO CG 20 37 07 04 “Additional Insured – Owners, Lessees or Contractors – Completed Operations”

8. Errors & Omissions: If the contract's scope of services includes design work or other professional services, then Contractor shall maintain insurance coverage for errors, omissions and other wrongful acts or omissions (except for intentional acts or omissions), arising out of the professional services performed by Contractor. Contractor shall maintain continuous Errors & Omissions coverage for a period commencing no later than the date of the contract, and continuing for a period of no less than 2 years from the date of completion of all

work completed or services performed under the contract. The limit of liability shall not be less than \$1,000,000.

9. Separation of Insured's Provision: If Contractor's liability policies do not contain the standard ISO separation of insured's provision, or a substantially similar clause, they shall be endorsed to provide cross-liability coverage.

10. Limits: By requiring the insurance as set out in this Contract, City does not represent that coverage and limits will necessarily be adequate to protect Contractor and such coverage and limits shall not be deemed as a limitation on Contractor's liability under the indemnities provided to City in this Contract. The City will have the right at any time to require liability insurance greater than that otherwise specified in Exhibit 1. If required, the additional premium or premiums payable shall be added to the bid price.

11. Indemnification (Hold Harmless) Provision: To the fullest extent permitted by law, the Contractor agrees to defend, pay on behalf of, indemnify, and hold harmless the City of Cedar Falls, Iowa, its elected and appointed officials, directors, employees, agents and volunteers working on behalf of the City of Cedar Falls, Iowa against any and all claims, demands, suits or loss, including any and all outlay and expense connected therewith, and for damages which may be asserted, claimed or recovered against or from the City of Cedar Falls, Iowa, its elected and appointed officials, directors, employees, agents and volunteers working on behalf of the City of Cedar Falls, Iowa, including, but not limited to, damages arising by reason of personal injury, including bodily injury or death, and property damages, which arises out of or is in any way connected or associated with the work and/or services provided by the Contractor to the City of Cedar Falls, Iowa pursuant to the provisions of this contract to the extent arising out of the errors, omissions or negligent acts of the Contractor, its agents, employees, subcontractors or others working on behalf of the Contractor. It is the intention of the parties that the City of Cedar Falls, Iowa, its elected and appointed officials, directors, employees, agents and volunteers working on behalf of the City of Cedar Falls, Iowa shall not be liable or in any way responsible for the injury, damage, liability, loss or expense incurred by the Contractor, its officers, employees, subcontractors, and others affiliated with the Contractor due to accidents, mishaps, misconduct, negligence or injuries either in person or property resulting from the work and/or services performed by the Contractor pursuant to the provisions of this contract, except for and to the extent caused by the negligence of the City of Cedar Falls, Iowa.

The Contractor expressly assumes full responsibility for damages or injuries which may result to any person or property by reason of or in connection with the work and/or services provided by the Contractor to the City of Cedar Falls, Iowa pursuant to this contract to the extent arising out of the errors, omissions or negligent acts of the Contractor, its agents, employees, subcontractors or others working on behalf of the Contractor, and agrees to pay the City of Cedar Falls,

Iowa for all damages caused to the City of Cedar Falls, Iowa premises resulting from the work and/or services of the Contractor, its officers, employees, subcontractors, and others affiliated with the Contractor to the extent arising out of such errors, omissions or negligent acts.

The Contractor represents that its activities pursuant to the provisions of this contract will be performed and supervised by adequately trained and qualified personnel, and the Contractor will observe, and cause its officers, employees, subcontractors and others affiliated with the Contractor to observe all applicable safety rules.

12. Performance and Payment Bonds: The City shall have the right to require the Contractor to furnish performance and payment bonds for the full amount of the Contract price. The Contractor shall furnish, by a surety and in a form satisfactory to the City, such bonds to the City, prior to the start of Contractor's Work, covering the performance of the Contractor and the payment of all obligations arising hereunder. The Contractor, upon receipt of the bonds and invoice from the surety, shall pay for the cost of said bonds. Additional bond premium costs due to modifications to the Contract shall be included in the modification amount submitted by Contractor, and paid by Contractor.

13. Waiver of Subrogation: To the extent permitted by law, Contractor hereby releases the City of Cedar Falls, Iowa, its elected and appointed officials, its directors, employees, agents and volunteers working on behalf of the City of Cedar Falls, Iowa, from and against any and all liability or responsibility to the Contractor or anyone claiming through or under the Contractor by way of subrogation or otherwise, for any loss or damage to property caused by fire or any other casualty and for any loss due to bodily injury to Contractor's employees. This provision shall be applicable and in full force and effect only with respect to loss or damage occurring during the time of this contract or arising out of the work performed under this contract. The Contractor's policies of insurance shall contain a clause or endorsement to the effect that such release shall not adversely affect or impair such policies or prejudice the right of the Contractor to recover thereunder.

Completion Checklist

- Certificate of Liability Insurance (2 pages)
- Additional Insured CG 20 10 07 04
- Additional Insured CG 20 37 07 04
- Governmental Immunities Endorsement

EXHIBIT 1 – INSURANCE SCHEDULE

General Liability (Occurrence Form Only):

Commercial General Liability	
General Aggregate	\$2,000,000
Products-Completed Operations Aggregate Limit	\$2,000,000
Personal and Advertising Injury Limit	\$1,000,000
Each Occurrence Limit	\$1,000,000
Fire Damage Limit (any one occurrence)	\$ 50,000
Medical Payments	\$ 5,000

Automobile: *(Combined Single Limit)* \$1,000,000

If the Contractor does not own any vehicles, coverage is required on non-owned and hired vehicles.

Standard Workers Compensation

Statutory for Coverage A	
Employers Liability:	
Each Accident	\$ 500,000
Each Employee – Disease	\$ 500,000
Policy Limit – Disease	\$ 500,000

Umbrella: \$3,000,000

The Umbrella/Excess Insurance shall be written on a per occurrence basis and if the Umbrella/Excess is not written on a follow form basis it shall have the same endorsements as required of the primary policy(ies).

Errors & Omissions: \$1,000,000

**CITY OF CEDAR FALLS, IOWA
ADDITIONAL INSURED ENDORSEMENT**

The City of Cedar Falls, Iowa, including all its elected and appointed officials, all its employees and volunteers, all its boards, commissions and/or authorities and their board members, employees, and volunteers, are included as Additional Insureds, including ongoing operations CG 2010 07 04 or equivalent, and completed operations CG 2037 07 04 or equivalent. See Specimens.

This coverage shall be primary to the Additional Insureds, and not contributing with any other insurance or similar protection available to the Additional Insureds, whether other available coverage be primary, contributing or excess.

**CITY OF CEDAR FALLS, IOWA
GOVERNMENTAL IMMUNITIES ENDORSEMENT
(For use when including the City as an Additional Insured)**

1. Nonwaiver of Government Immunity. The insurance carrier expressly agrees and states that the purchase of this policy and the including of the City of Cedar Falls, Iowa as an Additional Insured does not waive any of the defenses of governmental immunity available to the City of Cedar Falls, Iowa under Code of Iowa Section 670.4 as it now exists and as it may be amended from time to time.
2. Claims Coverage. The insurance carrier further agrees that this policy of insurance shall cover only those claims not subject to the defense of governmental immunity under the Code of Iowa Section 670.4 as it now exists and as it may be amended from time to time.
3. Assertion of Government Immunity. The City of Cedar Falls, Iowa shall be responsible for asserting any defense of governmental immunity, and may do so at any time and shall do so upon the timely written request of the insurance carrier. Nothing contained in this endorsement shall prevent the carrier from asserting the defense of governmental immunity on behalf of the City of Cedar Falls, Iowa.
4. Non-Denial of Coverage. The insurance carrier shall not deny coverage under this policy and the insurance carrier shall not deny any of the rights and benefits accruing to the City of Cedar Falls, Iowa under this policy for reasons of governmental immunity unless and until a court of competent jurisdiction has ruled in favor of the defense(s) of governmental immunity asserted by the City of Cedar Falls, Iowa.
5. No Other Change in Policy. The insurance carrier and the City of Cedar Falls, Iowa agree that the above preservation of governmental immunities shall not otherwise change or alter the coverage available under the policy.

**CITY OF CEDAR FALLS, IOWA
CANCELLATION AND MATERIAL CHANGES ENDORSEMENT**

Thirty (30) days Advance Written Notice of Cancellation, Non-Renewal, Reduction in coverage and/or limits and ten (10) days written notice of non-payment of premium shall be sent to: Risk Management Office, City of Cedar Falls, City Hall, 220 Clay Street, Cedar Falls, Iowa 50613. This endorsement supersedes the standard cancellation statement on the Certificate of Insurance to which this endorsement is attached. Contractor agrees to furnish the City with 30 days advance written notice of cancellation, non-renewal, reduction in coverage and/or limits, and 10 days advance written notice of non-payment of premium.

POLICY NUMBER:

COMMERCIAL GENERAL LIABILITY
CG 20 10 07 04

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED – OWNERS, LESSEES OR
CONTRACTORS – SCHEDULED PERSON OR
ORGANIZATION**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

Name Of Additional Insured Person(s) Or Organization(s):
Location(s) Of Covered Operations
Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

A. Section II – Who Is An Insured is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by:

1. Your acts or omissions; or
2. The acts or omissions of those acting on your behalf;

in the performance of your ongoing operations for the additional insured(s) at the location(s) designated above.

B. With respect to the insurance afforded to these additional insureds, the following additional exclusions apply:

This insurance does not apply to "bodily injury" or "property damage" occurring after:

1. All work, including materials, parts or equipment furnished in connection with such work, on the project (other than service, maintenance or repairs) to be performed by or on behalf of the additional insured(s) at the location of the covered operations has been completed; or

2. That portion of "your work" out of which the injury or damage arises has been put to its intended use by any person or organization other than another contractor or subcontractor engaged in performing operations for a principal as a part of the same project.

All terms and conditions of this policy apply unless modified by this endorsement.

POLICY NUMBER:

COMMERCIAL GENERAL LIABILITY
CG 20 37 07 04

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED – OWNERS, LESSEES OR
CONTRACTORS – COMPLETED OPERATIONS**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

Name Of Additional Insured Person(s) Or Organization(s):
Location And Description Of Completed Operations
Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

Section II – Who Is An Insured is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury" or "property damage" caused, in whole or in part, by "your work" at

the location designated and described in the schedule of this endorsement performed for that additional insured and included in the "products-completed operations hazard".

All terms and conditions of this policy apply unless modified by this endorsement.