

## **INDEPENDENT CONTRACTOR AGREEMENT – PINEAPPLE PR**

This agreement (the “Agreement”) is made and entered into as of the 22<sup>nd</sup> day of May, 2019 (the “Effective Date”) between The Jackson County Tourism Development Authority (the “Company”), an authority of Jackson County, North Carolina and having its principal offices at 116 Central Street, Sylva, North Carolina, and Pineapple Public Relations (the “Contractor” or “Consultant”) (collectively, the “Parties”).

WHEREAS, the Company requests the Contractor to perform services for it and may request the Contractor to perform other services in the future; and

WHEREAS, the Company and the Contractor desire to enter into an agreement, which will define respective rights and duties as to all services to be performed,

WHEREAS, the Contractor affirms that he or she understands all of the provisions contained in this Agreement, and in the case that he or she requires clarification as to one or more of the provisions contained herein, he or she has requested clarification or otherwise sought legal guidance,

NOW, THEREFORE, in consideration of the covenants and agreements contained herein, the parties hereto agree as follows:

1.0 **Services.** Beginning on the Effective Date, and remaining in effect for the duration of this Agreement, the Contractor shall provide the Company with the following services, without limitation:

See Public Relations Agreement and initial Proposals, marked as Exhibit “A” and Exhibit “B” and incorporated into this Agreement as if fully set forth herein.

2.0 **Contractor Representations and Warranties.** Beginning on the Effective Date, and remaining in effect for the duration of this Agreement, the Contractor makes the following representations and warranties.

2.1 That he or she is fully authorized and empowered to enter into this Agreement, and that his or her performance of the obligations under this Agreement will not violate any agreement between the Contractor and any other person, firm or organization or any law or governmental regulation.

2.2 That he or she is more than eighteen (18) years of age and not otherwise incapacitated at the time of the Agreement.

2.3 That he or she will notify the Company of any change(s) to the Contractor’s schedule that could adversely affect the availability of the Contractor, whether known or unknown at the time of this Agreement, no later than three (3) weeks prior to such change(s). If the Contractor becomes aware of such change(s) within the three (3) week period, the Contractor shall promptly notify the Company of such change(s) within a reasonable amount of time.

2.4 That he or she will bear all expenses incurred in the performance of this Agreement, excepting items contained as out of pocket expenses listed in 'Expenses' in supplemental document under Exhibits "A":

See Public Relations Agreement and initial Proposals, marked as Exhibit "A" and Exhibit "B" and incorporated into this Agreement as if fully set forth herein.

**3.0 Company Representations and Warranties.** Beginning on the Effective Date, and remaining in effect for the duration of this Agreement, the Company makes the following representations and warranties.

3.1 That it is fully authorized and empowered to enter into this Agreement, and that its performance of the obligations under this Agreement will not violate any agreement between the Company and any other person, firm or organization or any law or governmental regulation.

3.2 That it is in full compliance with any and all laws and/or statutes applicable to the services described hereunder.

**4.0 Compensation.** The work performed by the Contractor shall be performed at the rate set forth in Exhibits "A" and "B", and not exceed the total estimated amount specified in Exhibits "A" and "B". Contractor shall provide Company with monthly reports showing each project worked on for the month and the time that each team member spent on each project.

**5.0 Independent Contractor Status.**

5.1 The Contractor is an independent contractor of Company. Nothing contained in this Agreement shall be construed to create the relationship of employer and employee, principal and agent, partnership or joint venture, or any other fiduciary relationship.

5.2 The Contractor shall have no authority to act as agent for, or on behalf of, the Company, or to represent the Company, or bind the Company in any manner.

5.3 The Contractor shall not be entitled to worker's compensation, retirement, insurance or other benefits afforded to employees of the Company.

**6.0 Confidential Information.**

6.1 The Contractor and his or her employees shall not, during the time of rendering services to the Company or thereafter, disclose to anyone other than authorized employees of the Company (or persons designated by such duly authorized employees of the Company) or use for the benefit of the Contractor and his or her employees or for any entity other than the Company, any information of a confidential nature, including but not limited to, information relating to: any such materials or intellectual property; any of the Company projects or programs; the technical, commercial or any other affairs of the Company; or, any confidential information which the Company has received from a third party.

**7.0 Intellectual Property.**

7.1 The Contractor represents that all content provided by the Contractor to the Company, in furtherance of the services described hereunder, including, without limitation, images, videos and text, including any intellectual property, such as copyrights or trademarks (the "Content"), is owned solely and legally by the Contractor.

7.2 The Contractor grants the Company a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any Content in connection with the services described hereunder.

7.3 Any materials developed by the Company, making use of Content, remains the sole property of the Company subject to all applicable laws and/or statutes.

7.4 During the course of performing under this Agreement, the Contractor and its directors, officers, employees, or other representatives may, independently or in conjunction with the Company, develop information, produce work product, or achieve other results for the Company in connection with the services it performs for the Company under this Agreement. The contractor agrees that any such information, work product, and other results, systems and information developed by the Contractor and/or the Company in connection with such services (hereinafter referred to collectively as the "Work Product") shall, to the extent permitted by law, be a "work made for hire" within the definition of Section 101 of the Copyright Act (17 U.S.C. § 101), and shall remain the sole and exclusive property of Company. *Note that this provision shall have no effect on the status of the relationship between the Company and the Contractor, as set out in Section 5 above.*

#### **8.0 Liability.**

8.1 The Company shall not be responsible for any costs incurred by the Contractor, including, without limitation, any and all fees and expenses, such as those described in Section 2.4 above.

8.2 The Company makes no guarantees regarding the physical and/or mental fitness of any Client. The Contractor shall perform the services set out in this Agreement at his or her own risk.

8.3 EXCEPT WITH RESPECT TO THE PARTIES' INDEMNIFICATION OBLIGATIONS, NEITHER PARTY SHALL BE LIABLE TO THE OTHER FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES ARISING FROM OR RELATED TO THIS AGREEMENT, INCLUDING BODILY INJURY, DEATH, LOSS OF REVENUE, OR PROFITS OR OTHER BENEFITS, AND CLAIMS BY ANY THIRD PARTY, EVEN IF THE PARTIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE FOREGOING LIMITATION APPLIES TO ALL CAUSES OF ACTION IN THE AGGREGATE, INCLUDING WITHOUT LIMITATION TO BREACH OF CONTRACT, BREACH OF WARRANTY, NEGLIGENCE, STRICT LIABILITY, AND OTHER TORTS.

#### **9.0 Disclaimer of Warranty.**

9.1 THE WARRANTIES CONTAINED HEREIN ARE THE ONLY WARRANTIES MADE BY THE PARTIES HEREUNDER. EACH PARTY MAKES NO OTHER WARRANTY, WHETHER EXPRESS OR IMPLIED, AND EXPRESSLY EXCLUDES AND DISCLAIMS ALL OTHER WARRANTIES AND REPRESENTATIONS OF ANY KIND, INCLUDING ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT. COMPANY DOES NOT PROVIDE ANY WARRANTY THAT OPERATION OF ANY SERVICES HEREUNDER WILL BE UNINTERRUPTED OR ERROR-FREE.

#### **10.0 Indemnification.**

10.1 The Contractor agrees to indemnify and hold harmless the Company, its affiliates, and its respective officers, directors, agents and employees from any and all claims, demands, losses, causes of action, damage, lawsuits, judgments, including attorneys' fees and costs, arising out of, or relating to, the Contractor's services under this Agreement. This provision shall survive the duration of this Agreement.

10.2 The Contractor agrees to defend against any and all claims, demands, causes of action, lawsuits, and/or judgments arising out of, or relating to, the Contractor's services under this Agreement, unless expressly stated otherwise by the Company, in writing.

#### **11.0 Duration, Scope and Severability.**

11.1 This Agreement shall take effect immediately, and shall remain in full force and effect indefinitely, or until terminated pursuant to Section 11 of this Agreement.

11.2 The Company may terminate this Agreement for any reason upon ninety (90) days notice to the Contractor. Either party may terminate this Agreement for cause within 48 hours upon notice to the breaching party.

11.3 This Agreement, and any accompanying appendices, duplicates, or copies, constitutes the entire agreement between the Parties with respect to the subject matter of this Agreement, and supersedes all prior negotiations, agreements, representations, and understandings of any kind, whether written or oral, between the Parties, preceding the date of this Agreement.

11.4 This Agreement may be amended only by written agreement duly executed by an authorized representative of each party.

11.5 If any provision or provisions of this Agreement shall be held unenforceable for any reason, then such provision shall be modified to reflect the parties' intention. All remaining provisions of this Agreement shall remain in full force and effect for the duration of this Agreement.

11.6 No modifications to this Agreement shall be binding upon the Company without the express, written consent of the Company.

11.7 This Agreement shall not be assigned by either party without the express consent of the other party.

11.8 If Exhibit "A" or Exhibit "B" conflict with this Agreement in anyway, this Agreement shall control.

#### **12.0 Governing Law and Jurisdiction.**

12.1 This Agreement shall be governed by and construed in accordance with the laws of the State of North Carolina without reference to any principles of conflicts of laws, which might cause the application of the laws of another state. Any action instituted by either party arising out of this Agreement shall only be brought, tried and resolved in the applicable federal or state courts having jurisdiction in the State of North Carolina. EACH PARTY HEREBY CONSENTS TO THE EXCLUSIVE PERSONAL JURISDICTION AND VENUE OF THE COURTS, STATE AND FEDERAL, HAVING JURISDICTION IN THE STATE OF North Carolina.

#### **13.0 Waiver of Rights.**

13.1 A failure or delay in exercising any right, power or privilege in respect of this Agreement will not be presumed to operate as a waiver, and a single or partial exercise of any

right, power or privilege will not be presumed to preclude any subsequent or further exercise, of that right, power or privilege or the exercise of any other right, power or privilege.

13.2 The Company shall not be responsible for federal, state and local taxes derived from the Contractor's net income or for the withholding and/or payment of any federal, state and local income and other payroll taxes, workers' compensation, disability benefits or other legal requirements applicable to the Contractor.

**14.0 E. Verify and Iran Divestment Act Certification.**

14.1 E-verify: Company shall comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes. Further, if Company utilizes a contractor or subcontractor, Company shall require the contractor or subcontractor to comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes.

14.2 Iran Divestment Act Certification: As of the effective date of this contract, the Company is not listed on the Final Divestment List created by the State Treasurer pursuant to North Carolina General Statute § 147-86.58 The signatory below for the Company hereby certifies that he or she is authorized to make the foregoing statement.

IN WITNESS WHEREOF, the Parties, intending to be legally bound, have each executed this agreement as of the Effective Date.

COMPANY:

\_\_\_\_\_  
Jackson County Tourism Development Authority  
Ann Self, Chair  
Date

CONTRACTOR:

\_\_\_\_\_  
Pineapple Public Relations  
Deborah Stone, President  
Date

This instrument has been pre-audited in the manner required by the Local Government Budget and Fiscal Control Act.

\_\_\_\_\_  
Signature of Finance Officer  
Date



**AGREEMENT**

Pineapple Public Relations, hereinafter called the Agency, will provide public relations services to the Jackson County Tourism Development Authority, hereinafter called the Client, beginning on July 1, 2019 through June 31, 2020.

MONTHLY FEE, BLOG PROJECT AND PAYMENT SCHEDULE:

The Agency will bill an annual fee of \$60,000.00 payable in monthly retainers of \$5,000.00. The retainer will cover 44 hours of work done each month in accordance with the public relations and marketing proposals submitted, including public relations services, press release preparation and media outreach. The Agency will work up to 52 hours per month at no additional charge.

Additional project work:

Blog posts (2) per month and annual calendar	\$9,300.00
Media FAM Trip Expenses	\$2,000.00
VISIT NC Media Mission attendance + expenses (3)	\$7,000.00

If required and requested, additional time and projects conducted by the Agency will be billed at an hourly rate of \$115.00 or estimated and agreed upon Project Fee.

The monthly retainer and blog fee will be billed in advance on the 15th of the preceding month, and the payment will be due on the 1st of the next month.

EXPENSES:

The Client is responsible for out-of-pocket expenses including but not limited to travel, expenses incurred with group and individual media visits, VISIT NC Media Mission time and travel, graphic design, printing, artwork, photography, courier and overnight services, and postage. The Agency will bill the Client at net plus 15% for out-of-pocket expenses incurred on behalf of said client. Advance approval from the Client will be required on all expenses in excess of \$50.00. The out-of-pocket expenses will be itemized. Out-of-pocket expenses will be billed on the 15th for the previous month and are due on the 1st of the following month. Accurate expense records will be maintained and open for inspection.

CANCELLATION CLAUSE:

If the Client or Agency should decide to cancel this Agreement, written notification is required 90 days prior to the scheduled termination date. The Agency is not required to provide written notification of contract termination to the Client if the Client has outstanding balances due in excess of 90 days.

Signed:

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Ann Self, Chairman  
 Jackson County Tourism Development Authority  
 116 Central Street  
 Sylva, NC 28779  
 (828) 848-8711

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Deborah M. Stone  
 Pineapple Public Relations  
 5238 Peachtree Road, Ste. 150  
 Chamblee, GA 30341  
 (404) 237-3761

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

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



## JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

### FY20 PR BUDGET PROPOSAL

Pineapple PR’s monthly retainer fee is based on the time required to successfully implement the scope of work outlined in the Public Relations Plan and is contracted at a monthly rate of \$5,000.00 for 44 monthly hours. Pineapple PR is happy to contribute up to 52 hours at no additional cost. Additional hours above and beyond 52 per month will be billed at rate of \$115.00. Third party expenses, including but not limited to photography, print, production, travel and related costs will be additional and will be subject to a standard 15% mark-up.

**BUDGET:** \$5,000.00 per month

#### Services:

#### ANNUAL PR PLAN

**\$60,000.00**

- Generation of Earned Media for JCTDA
- Press releases and Pitching Campaigns
  - B2V
  - B2B
- Media Visits (Individual)
- Consulting services
- FAM trip
  - Creation and distribution of invites
  - Pineapple representation
  - Itinerary creation
  - Briefing Book creation
  - FAM logistics

**PLAY ON BLOG****\$9,300.00**

- Creation of FY20 blog plan
- Development of two monthly blog post

**(1) FAM ADDITIONAL EXPENSES\*****\$2,000.00**

- Transportation costs
- Food costs for Pineapple
- Tips for restaurants and tour guides
- Media travel expenses (\$500.00)

**MEDIA MAILERS/ MISCELLANEOUS****\$ 200.00**





## ESTIMATED EXPENSES

### \*FY20 FAM TRIP EXPENSES:

FAM Trip Projected Budget				
Description	Category	Per trip	Cost	Total Amount
FAM Pineapple PR food expenses	Food	1	400.00	400.00
Rental Car to drive media and gas	Transportation	1	500.00	500.00
Tips for media meals and activities	Food	1	350.00	350.00
Transportation for select media opportunities	Transportation	TBD	750.00	750.00
<b>Total Estimated Expenses for FAM trip</b>				<b>\$ 2,000.00</b>



**\*FY20 VISIT NC MEDIA MISSIONS IN STATE, REGIONAL AND NEW YORK PROJECTED EXPENSES:**

NC Media Mission Projected Budget				
Description	Category	Per Mission	Cost	Total Amount
NC Media Mission Pineapple PR attendance	Representation	1	750.00	750.00
Media Mission Airfare	Transportation	1	300.00	200.00
Media Mission Ground Transportation	Transportation	1	100.00	100.00
Media Mission Hotel (per day)	Lodging	1	200.00	200.00
Registration Fees	NC / STATE	1	400.00	400.00
Media Mission Per Diem	Food	1	100.00	100.00
<b>Total Estimated Expenses for media mission</b>				<b>\$ 1,750.00</b>



**ATL Media Mission Projected Budget**

Description	Category	Per Mission	Cost	Total Amount
Regional Media Mission Pineapple PR attendance	Representation	1	750.00	750.00
Media Mission Ground Transportation	Transportation	1	50.00	50.00
Registration Fees	Regional	1	750.00	750.00
<b>Total Estimated Expenses for media mission</b>				<b>\$ 1,550.00</b>

**NY Media Mission Projected Budget**

Description	Category	Per Mission	Cost	Total Amount
New York Media Mission Pineapple PR attendance	Representation	1	1000.00	1000.00
Media Mission Airfare	Transportation	1	300.00	300.00
Media Mission Ground Transportation	Transportation	1	350.00	350.00
Media Mission Hotel (per day)	Lodging	2	300.00	600.00
Registration Fees	New York	1	1250.00	1250.00
Media Mission Per Diem	Food	2	200.00	200.00
<b>Total Estimated Expenses for media mission</b>				<b>\$ 3,700.00</b>



**ADDITIONAL EXPENSES:**

Projected Budget				
Description	Category	Per Mission	Cost	Total Amount
Media Mailings ex: Visitor Guides, promotional materials etc...	Media Mailings	TBD	200.00	200.00
<b>Estimated Expenses for media mailings</b>				<b>\$ 200.00</b>