

Application Guidelines
Concerning the “Management of the Kyoto City Overseas Representatives”

1 Name of the Entrusted Assignment

Management of the Kyoto City Overseas Representatives

2 Assignment Details

Please refer to the attached requirements specification form. This is a consignment assignment from the City of Kyoto.

3 Qualifications to Apply

Those qualified to apply must fulfill the following requirements:

- (1) Have a clear understanding of the assignment through activities outlined in the document “Management of the Kyoto City Overseas Representatives”, and take part with intention of working for the public interest.
- (2) Have extensive PR experience in information transmission and information collection.
- (3) If permissions, certifications and/or licenses are necessary, permissions, certifications, and/or licenses must be obtained or expected to be obtained.
- (4) Not be an organization whose primary purpose is religious or political activity.
- (5) Not be an organized crime group, a member of an organized crime group, a related company or association of an organized crime group, and any other equivalent person of above.
- (6) Has the necessary management base to execute proposed content and sufficient management skills for handling financial resources, etc.
- (7) An applicant shall have a business operation structure in place that meets legal requirements on the protection of personal information that are applicable in Japan and any other country/region where the business operation is located. In addition, the applicant business operator shall conclude an outsourcing agreement that would meet legal requirements on the protection of personal information that are applicable in Japan and any other country/region where it is located.

4 Application Period

Friday, March 12th, 2021 to Friday, March 19th, 2021, 12:00 Noon (Japan Standard Time)

5 Terms of Contract

(1) Contract Type:

Consignment Contract

(2) Location of the Kyoto City Overseas Representatives (tentative) (6 in total):

New York City, Los Angeles, London, Paris, Sydney, Taipei

※Consignees are recruited one for each of the above locations for the Kyoto City Overseas Representative.

(3) Maximum Contract Fee

2,000,000 JPY each

As a rule, payment will be in Japanese Yen. All costs related to remittance charges will be borne by the consignor.

(4) Contract Period

From Thursday, April 1st 2021 until Thursday, March 31st, 2022.

(5) Conditions of Payment of Money in Trust

In principle, after the completion of each half of the assignment, at the request of the consignee, that half of the contract will be paid.

(6) Other

- ① The consignee is expected to smoothly relegate operations between both the previous fiscal year's consignee and the following year's consignee.
- ② Unless there are reasonable grounds, the consignee is not allowed to change the proposed amount on which the proposal is based. However, it is required that the consignee will be aware that it is not necessarily the case that the estimated amount will be the same as the amount in the contract.
- ③ The consignee candidate is not allowed to transfer their status and rights. After signing the contract, it will be prohibited to re-consign the assignments to a third party. However, if it is found to be necessary to outsource a portion of the fulfillment of contract to a third party, it is necessary to obtain advanced approval from the consignor
- ④ In the case that the proposed budget for this assignment as part of the City of Kyoto's budget for Fiscal Year 2021 is not approved or reduced at the City of Kyoto Assembly, the consignee must agree that the contract content may change accordingly or the contract may not be able to be established.
In this case, the candidate consignee must refrain from making objections or bill for money or goods.
- ⑤ In the event of a breach of contract (i.e. late submission of necessary reports),

the consignee is obligated to pay a penalty, the consignor is exempt from paying a part or all of the contract fee, or the contract itself will be dissolved completely.

6 How to Apply

Applicants to this operation must submit a proposal as follows:

(1) Office in Charge (Please submit here)

Kyoto City Tourism Association

PR and Promotion Team (c/o Kyoto City Overseas Representatives)

Kyoto Asahi Kaikan Bldg., 3rd Floor

Kawaramachi Sanjo-agaru, Nakagyo-ku, Kyoto 604-8005, Japan

TEL: +81-(0)75-213-0070, FAX: +81-(0)75-213-1011

E-mail : kyototravel@kyokanko.or.jp

(2) Submission of Necessary Documents

① Necessary Documents and the Number of Copies to be Submitted:

A Documents confirming applicant fulfills all application qualifications (company background/information [in the case of an individual, a resume], latest financial statements, record of performance/results, etc.) 1 Copy

B Proposal (No set format) 1 Copy

The proposal should be related to this assignment and there is no set format. Content should be written based on a clear understanding of the specified requirements whilst referring to the screening criteria.

Please include the following content in your proposal:

i Plan of Activities

ii List of Media and Agents in Applicants' Network

iii Media Clippings Demonstrating Examples of Past Successful Work

iv Media Exposure Proposal

v Management system on the protection of personal information

C Quotation for the fiscal year 2021 (Set Format: Attached Form) 1 Copy

Indicate detailed explanation of costs related to the proposed assignment.

In addition, in anticipation of the COVID-19 tourism recovery period, provide estimates for additional business activity proposals in a separate budget.

② Application Deadline

Friday, March 19th, 2021, 12:00 Noon (Japan Standard Time)

③ How to Submit

Please E-MAIL to the office in charge listed above (1).

(3) Precautionary Notes

① For the application procedures the language of use will be Japanese or English, and as a rule, the currency will be Japanese Yen.

② Grounds for Proposal Disqualification

The following is a list of articles which are grounds for disqualification of the proposal. In the event that a proposal is disqualified, the applicant will be notified.

A Proposals that do not conform to the designated submission deadline, address for submission, or means of submission.

B Proposals that do not follow the guidelines.

C Proposals that do not include some or all of the necessary information.

D Proposals that include false information.

(4) Other

① All fees incurred in the creation and submission of materials will be borne by the proposer.

② Proposals, aside from the consignee's, will not be used without permission. However, the contents of proposals may be used for future reference.

③ Submitted materials may be copied for the purpose of selecting a consignee.

④ Proposals cannot be revised or resubmitted after the deadline.

⑤ Submitted materials will not be returned.

7 Proposal Screening and Selection

(1) Screening

Selection of consignee candidates will be performed based on the submitted documents.

(2) Screening Criteria

The evaluation criteria are noted below. The consignee candidates will be evaluated comprehensively and selected taking into account factors such as the level of understanding of this assignment, level of proposal, effectivity, feasibility of the assignment, performance capability/skills within the provided structure.

① The applicant has given enough thought and effort to efficiently carry out this assignment, given its objective.

② The applicant has a structural plan sufficient to smoothly perform this assignment.

③ The price estimate is appropriate.

④ The applicant has other additional effective proposals other than those noted in

the requirements specification document.

- ⑤ The applicant is able to conduct consultation related to the consignor's activities as needed.
- ⑥ The applicant has sufficient past accomplishments in the same or similar work.
- ⑦ Whether or not it is possible for the applicant business operator to conduct business operations in compliance with the laws and regulations of Japan and any other country/region where it is located.

(3) Notification of Results

All applicants will be sent a notification of their result via e-mail.

(4) Contract

A contract will be established after discussion and with negotiation within the bounds of the estimate and personal as specified by the consignee candidate.

However, if an agreement cannot be reached in the above negotiations, the negotiations will proceed with the next candidate in line.

The details of the contract will be based on the requirements specification document and the consignee's proposal; however if the details need to be changed due to situations such as price fluctuation, the content will be finalized as a result of discussion with the consignor and consignee upon signing the contract.

8 Schedule (as currently scheduled)

Friday, March 12 th , 2021	Applications Open
Friday, March 19 th , 2021, 12:00 Noon	Application Deadline
Late March	Application Inspection
End of March	Notification of selection results

9 Other

- (1) From the start until the finish of the consignment assignment, the consignee must maintain in regular contact regarding information such as methods to conduct the assignment and updates on progress with the consignor in order to smoothly fulfill the contract.
- (2) Cooperate with on-site financial audits in the event that they occur.
- (3) In principle, control of all intellectual properties, including copyrights and patents, resulting from this consignment assignment will revert to the City of Kyoto.

Quotation for the fiscal year

Month Day, Year

Mr. Seiji Tanaka
 Chairman, Kyoto City Tourism Association
 3F, Kyoto Asahi Kaikan Bldg.,
 427 Ebisu-cho, Kawaramachi Sanjo-Agaru,
 Nakagyo-ku, Kyoto 604-8005
 Japan

< Name of Representative >
 < Company Name >
 < Address >

	Description	Amount	Remark
<Contract fee>			
Basic Assignment fee (¥X,XXX,XXX)	Labor costs (Sales call, attending travel market etc.)		
	Expenses for communication		
	Expenses for transportation		
	Other expenses		
Fees for organizing special events (¥X,XXX,XXX)	Fee for ***		
	Subtotal		X,XXX,XXX
<Additional Contract fee>			
	Fee for ***		
	Subtotal		
Total			

in anticipation of the COVID-19 tourism recovery period, provide estimates for additional business activity proposals in a separate budget.

※ Please note that annual meeting will not be held in 2021.
 ※ Please do not include the costs which the consignor directly pays for.

Requirements Specification

1 Name of the Entrusted Assignment

Management of the Kyoto City Overseas Representatives

2 Objective of Assignment

To improve Kyoto's recognition as a world-class travel destination and its increase its brand power by continuously collecting information on Kyoto's public relations activities and market trends, and to transmit accurate information according to the situation of each markets.

In addition, while the COVID-19 is spreading around the world, we will promptly collect information on the local market trends, etc. and transmit the correct information related to Kyoto tourism in preparation for the recovery period.

3 Assignment Duration

From April 1st, 2021 to March 31st, 2022

4 Location of the Kyoto City Overseas Representatives (tentative) (6 in total):

New York City, Los Angeles, London, Paris, Sydney, Taipei

5 Assignment Details

(1) Collection of Information

- Identify the needs of leading media as they relate to Kyoto City and build relationships in each market.
- Swiftly gather information and share reports with the City of Kyoto if and when sudden socioeconomic change occurs.

(2) Provision of Information

- Regular distribution of tourist information about Kyoto to leading media (using effective tools such as press releases, media meetings, trade magazines, newsletters, etc.)
- Keep tabs on local media and agents and guide them to cover Kyoto with providing the information to promote visiting Kyoto. (Fielding requests from media and following-up accordingly.)
- in anticipation of the COVID-19 tourism recovery period, provide estimates for additional business activity proposals in a separate budget. (Details to be discussed separately)

(3) Kyoto Tourism Administrative Office Functions

- Coordinate contact between local media etc.
- Create an opportunity for email interview with a representative Kyoto City.

(4) Cautionary Notes

- If other duties are necessary other than those noted above, discussion will be held.
- When the consignee side carries out business other than this assignment whose clients are those concerned with the consignor, the consignee is obliged to urge the clients to share information with the consignor as appropriate.
- Provide administrative documents as directed by the consignor by the designated date.

6 Reports

Submit periodic reports, a yearly report, relevant financial statements, and a form confirming the completion of the aforementioned assignment as follows. (Set Format: Attached Forms)

(1) Dates of Submission

- periodic report

April to June	– Wednesday, June 30th, 2021
July to September	– Thursday, September 30th, 2021
October to December	– Friday, December 31st, 2021
January to March	– Thursday, March 31st, 2022

- yearly report, relevant financial statements, and a form confirming the completion of the aforementioned assignment – Thursday, March 31st, 2022

When the consignor finds it to be necessary and requested consignee to make a report on its business improvement.

(2) Contents of Report

Images and the method of the press release that is mentioned in the item (2) above, the coverage numbers (each medium), advertisement conversion value, the number of media support cases, other major activities etc.

*Attach the outline and coverage clippings if there is any coverage in specific leading media etc.

7 Other

(1) Protection of Personal Information

Ensuring that the applicant business operator has a business operation structure in place that meets legal requirements on the protection of personal information that are applicable in Japan and any other country/region where it is located; and concluding an outsourcing agreement that would meet legal requirements on the protection of personal information that are applicable in Japan and any other country/region where it is located.

(2) Compensation for Damages

All damages to third parties as a result of the commissioned work shall be the responsibility of the consignee except for those that should be attributed to the consignor.

(3) Copyright

As a rule, in order to implement smooth projects and disseminate results, the copyright resulting from this consignment work shall be attributed to the consignor.

(4) Agenda

Where doubts arise in matters not stipulated in this specification or in the performance of work, resolution shall be done through consultation between the consignor and the consignee, and if the consultation is not settled, it shall be in accordance with the direction of the consignor.

About Annual Report

《Note》

*Since this report will be sent to the KCTA/KCVB members, please write information that will be beneficial to concrete business development.

*Please narrow down the content to only the essential points.

*Please do not write about works in which KCTA/KCVB members took part, as this report will be provided to their competitors.

Annual Report

(1) Overview

<Content>

- Please write a brief overview of the activities in the past fiscal year.

<Note>

- Please summarize the activity themes for the fiscal year, results of activities, and future challenges.

(2) Main activities and results

<Content>

(1) ABC Campaign (Dates)

***** (Content)

(2) XYZ FAM Trip (Dates)

***** (Content)

<Note>

- Please include information about activities in the past fiscal year.
- Please avoid listing strings of information. Please sort out information, as listed above and summarize content concisely.

(3) Main Achievements

<Content>

- e.g The number of participants in seminars and exhibitions, the number of expected tours created following the FAM, the number of inquiries.

<Note>

- In each topic, please include your objective results, using statistics as much as possible.
- In addition to reporting achievements to the members of the general assembly, this information will also be used in Kyoto City PR materials, so please write with the intent of promoting your achievements.

*KCTA...Kyoto City Tourism Association

*KCVB...Kyoto Convention & Visitors Bureau

Notification of Completion of Consigned Assignment

March 31, 2022

Mr. Seiji Tanaka
President, Kyoto City Tourism Association
3F, Kyoto Asahi Kaikan Bldg.,
427 Ebisu-cho, Kawaramachi Sanjo-Agaru,
Nakagyo-ku, Kyoto 604-8005
Japan

<Name of Representative>

<Company Name>

<Address>

This form confirms that the following assignment has been completed. For details, please refer to the report attached to this document.

- 1 Name of the Consigned assignment
Management of the Kyoto City Overseas Representatives
- 2 Amount 2,000,000 JPY
- 3 Period April 1st, 2021 – March 31st, 2022

Financial Settlement for the fiscal year 2021

March 31, 2022

Mr. Seiji Tanaka

President, Kyoto City Tourism Association

3F, Kyoto Asahi Kaikan Bldg.,

427 Ebisu-cho, Kawaramachi Sanjo-Agaru,

Nakagyo-ku, Kyoto 604-8005

Japan

< Name of Representative >

< Company Name >

< Address >

Description	Amount	Remark
<Contract fee>		
Basic Assignment fee (¥X,XXX,XXX)	Labor costs (Sales call, attending travel market etc.)	
	Expenses for communication	
	Expenses for transportation	
	Other expenses	
Fees for organizing special events (¥X,XXX,XXX)	Fee for ***	
	Subtotal	X,XXX,XXX
<Additional Contract fee>		
	Fee for ***	
	Subtotal	
Total		

Describe in the case of any additional projects that were conducted in consultation with KCTA.

- ※ Please note that annual meeting will not be held in 2021.
- ※ Please do not include the costs which the consignor directly pays for.