



a world class African city

Johannesburg Tourism Company NPC

A City of Johannesburg Metropolitan Municipality Entity

Req. No. 2003/009873/08

Sandton Library Offices
Nelson Mandela Square
West Street, Sandton
Johannesburg
South Africa

P.O Box 7776
Johannesburg
South Africa
2000

Tel +27 11 779 0200
www.joburgtourism.com

REQUEST FOR QUOTATION (RFQ)

RFQ Number	JTC 0024/ 2022-23
DESCRIPTION:	
REQUEST FOR QUOTATION FROM A QUALIFIED CREATIVE DESIGN AGENCY TO CONCEPTULISE, DESIGN, PRODUCE CORPORATE VISUALS AND COROPORATE IDENTITY MANUAL FOR JOBURG TOURISM COMPANY TO BE APPLIED ON ALL BRANDING AND MARKETING COLLATERAL AS WELL AS INTERNAL AND EXTERNAL COMMUNICATION PLATFORMS.	
THIS REQUEST FOR PROPOSAL IS FOR THE JOHANNESBURG TOURISM COMPANY	

Date of advertisement:	13 September 2022
Closing date:	20 September 2022
Closing time:	14H00
Compulsory briefing meeting date (if applicable)	Date: Wednesday, 14 September 2022 Time: 14h00 to 15h30 4 th Floor, Council Chamber Joburg Tourism Company Sandton Library, Nelson Mandela Square <u>Microsoft Teams link</u> will be shared upon request
Quotations may be deposited in bid box at: Sandton Library Offices Nelson Mandela Square West Street, Sandton or alternatively email to mkhumalo@mbus.joburg.org.za / sphiwem@JoburgTourism.com	Email: pontsho@joburgtourism.com
Procurement Enquiries	mkhumalo@mbus.joburg.org.za Tel: (011) 779 0200



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Technical Enquiries	pontsho@joburgtourism.com	Tel: (011) 779 0200
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ENTITY DETAILS

Entity Type	Private	Partnership	Close Corporation		Sole Proprietor
	Other (Specify)				
Entity Name	Legal Name:				
	Trading as:				
Entity Registration Number					
City of Johannesburg/ JTC Vendor Registration Number (if already have)					
National Treasury Central Supplier Database number: (Compulsory)					
Entity Street Address					
					Postal Code :
Contact Details of the Person Representing the Entity	Name	:			
	Telephone:	:			
	Cell phone:	:			
	E-mail address	:			
Income Tax Number					
VAT Reference Number (if applicable)					

PRICING SCHEDULE – FIRM PRICES

Bidder's Name:

- Johannesburg Tourism Company is not bound to accept the lowest or any quotation and reserves the right to accept the whole or any part of a quotation and to award the bid to more than one bidder.
- Offers to be valid for 60 days from the closing date of bid and no second-hand/refurbished materials/parts may be used in the final goods to be delivered by the bidder.
- Only firm prices will be accepted. Non-firm prices (including prices subject to rates of exchange variations) will not be considered in cases where different delivery points influence the pricing; a separate pricing schedule must be submitted for each delivery point.
- Do you intend to subcontract more than 25% of the work?

(Tick applicable box)

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

- If the answer is **YES**, indicate the name of the subcontractor _____, the percentage to be sub-contracted _____% and attach the BBBEE certificate of the subcontractor.
- The quotation will be evaluated on 80/20 preference point system in line with PPPFA Regulations, 2017.
- A bidder must submit proof of its B-BBEE status level of contributor to be awarded preference points, attach original or certified certificate (not older than 3 months) or sworn affidavit.
- For quotations above R30 000, the bidder should submit the municipal account for the company and all directors or lease agreement or an affidavit if they do not own or lease a property.
- B-BBEE Status Level of Contribution _____ (preference points, maximum 20) _____

- Other than completing the pricing schedule below, a bidder should submit the quotation on their company's letterhead or logos.

SCHEDULE OF PRICES/ RATES:

Quotation Description:

REQUEST FOR QUOTATION FROM A QUALIFIED CREATIVE DESIGN AGENCY TO CONCEPTULISE, DESIGN, PRODUCE CORPORATE VISUALS AND COROPORATE IDENTITY MANUAL FOR JOBURG TOURISM COMPANY TO BE APPLIED ON ALL BRANDING AND MARKETING COLLATERAL AS WELL AS INTERNAL AND EXTERNAL COMMUNICATION PLATFORMS.

Pricing	(R)
Sub Total Price	
Vat 15% (if applicable)	
Total Quoted Price (Inclusive of Vat)	

MBD 4: DECLARATION OF INTEREST

1. No bid will be accepted from persons in the service of the state¹.
2. Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer

or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.

- 3 **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**

3.1 Full Name of Owner of the Bidding Entity:

.....

3.2 Identity Number if applicable:

.....

3.3 Position occupied in the Company (director, trustee, shareholder²):

.....

3.4 Company Registration Number:

.....

3.5 Tax Reference Number:

.....

3.6 VAT Registration Number:

.....

3.7 The names of all directors/ trustees/ shareholders' members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below

3.8 Are you presently in the service of the state?

(Tick applicable box)

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

3.8.1 If yes, furnish particulars.

3.9 Have you been in the service of the state for the past twelve months?

(Tick applicable box)

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

3.9.1 If yes, furnish particulars

.....

3.10 Do you have any relationship (close family member, partner or associate) with persons in the service of the state and who may be involved with the evaluation and or adjudication of this bid?

(Tick applicable box)

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

3.10.1 If yes, furnish particulars

3.11 Are you aware of any relationship (close family member, partner or associate) between any other bidder and any persons in the service of the state who may be involved with the evaluation and or adjudication of this bid?

(Tick applicable box)

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

3.11.1 If yes, furnish particulars.....

3.12 Are any of the company's directors, trustees, managers, principle shareholders or stakeholders in the service of the state?

(Tick applicable box)

YES	NO

3.12.1 If yes, furnish particulars

.....

3.13 Are any spouse, child or parent of the company's directors trustees, managers, principle shareholders or stakeholders in service of the state?

(Tick applicable box)

YES	NO

3.13.1 If yes, furnish particulars

.....

3.14 Do you or any of the directors, trustees, managers, principle shareholders, or stakeholders of this company have any interest in any other related companies or business whether or not they are bidding for this contract?

(Tick applicable box)

YES	NO

3.14.1 If yes, furnish particulars:

.....

.....

4. Full details of directors / trustees / members / shareholders. (Attach for additional members)

Full Name	Identity Number	State Employee Number (If applicable)

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¹MSCM Regulations: “in the service of the state” means to be –

- (a) a member of – (i) any municipal council; (ii) any provincial legislature; or (iii) the national Assembly or the national Council of provinces;
- (b) a member of the board of directors of any municipal entity;
- (c) an official of any municipality or municipal entity;
- (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
- (e) a member of the accounting authority of any national or provincial public entity; or
- (f) an employee of Parliament or a provincial legislature.

² Shareholder” means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.

MBD8: DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

1. This Municipal Bidding Document must form part of all bids invited.

2. It serves as a declaration to be used by municipalities and municipal entities in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.

3. The bid of any bidder may be rejected if that bidder, or any of its directors have:
 - a. abused the municipality's / municipal entity's supply chain management system or committed any improper conduct in relation to such system;
 - b. been convicted for fraud or corruption during the past five years;
 - c. wilfully neglected, reneged on or failed to comply with any government, municipal or other public sector contract during the past five years; or
 - d. been listed in the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004).

4. **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid. (tick applicable box).**

Item	Question	Yes	No
4.1	<p>Is the bidder or any of its directors listed on the National Treasury's database as a company or person prohibited from doing business with the public sector?</p> <p>(Companies or persons who are listed on this database were informed in writing of this restriction by the National Treasury after the <i>audi alteram partem</i> rule was applied).</p>	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Item	Question	Yes	No
4.1.1	If so, furnish particulars:		
4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? (To access this Register enter the National Treasury's website, www.treasury.gov.za, click on the icon "Register for Tender Defaulters" or submit your written request for a hard copy of the Register to facsimile number (012) 3265445).	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.2.1	If so, furnish particulars:		
4.3	Was the bidder or any of its directors convicted by a court of law (including a court of law outside the Republic of South Africa) for fraud or corruption during the past five years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.3.1	If so, furnish particulars:		
Item	Question	Yes	No
4.4	Does the bidder or any of its directors owe any municipal rates and taxes or municipal charges to the municipality / municipal entity, or to any other municipality / municipal entity, that is in arrears for more than three months?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.4.1	If so, furnish particulars:		

Item	Question	Yes	No
4.5	Was any contract between the bidder and the municipality / municipal entity or any other organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.7.1	If so, furnish particulars:		

CERTIFICATION

I, THE UNDERSIGNED (NAME)

CERTIFY THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM IS CORRECT.

I ACCEPT THAT THE STATE AND/OR THE EMM MAY ACT AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Capacity

.....
Name of Bidding Entity

MBD 9: CERTIFICATE OF INDEPENDENT BID DETERMINATION

1. This Form "I" must form part of all bids¹ invited.
2. Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).² Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.
3. Municipal Supply Regulation 38 (1) prescribes that a supply chain management policy must provide measures for the combating of abuse of the supply chain management system, and must enable the accounting officer, among others, to:
 - a. take all reasonable steps to prevent such abuse;
 - b. reject the bid of any bidder if that bidder or any of its directors has abused the supply chain management system of the municipality or municipal entity or has committed any improper conduct in relation to such system; and
 - c. cancel a contract awarded to a person if the person committed any corrupt or fraudulent act during the bidding process or the execution of the contract.
4. This Form "I" serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
5. In order to give effect to the above, the attached Certificate of Bid Determination must be completed and submitted with the bid:

CERTIFICATE OF INDEPENDENT BID DETERMINATION (MBD 9)

I, the undersigned, in submitting the accompanying bid:

(Bid Number and Description)

in response to the invitation for the bid made by: **Johannesburg Tourism Company**, do hereby make the following statements that I certify to be true and complete in every respect:

I _____ certify, _____ on _____ behalf _____ of: _____ that:
(Name of Bidder)

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign, the bid, on behalf of the bidder;
5. For the purposes of this Certificate and the accompanying bid, I understand that the word “competitor” shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
 - (a) has been requested to submit a bid in response to this bid invitation;
 - (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
 - (c) provides the same goods and services as the bidder and/or is in the same line of business as the bidder
6. The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However communication between partners in a joint venture or consortium³ will not be construed as collusive bidding.

-
- 7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
 - a) prices;
 - b) geographical area where product or service will be rendered (market allocation)
 - c) methods, factors or formulas used to calculate prices;
 - d) the intention or decision to submit or not to submit, a bid;
 - e) the submission of a bid which does not meet the specifications and conditions of the bid; or
 - f) bidding with the intention not to win the bid.

 - 8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.

 - 9. The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.

 - 10. I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No. 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No. 12 of 2004 or any other applicable legislation.

.....
Signature	Date
.....
Full Names of Person Representing Company	Position in Company

FORM “E”

SPECIFICATION/SCOPE OF WORK/TERMS OF REFERENCE

1. BACKGROUND

The City of Johannesburg (CoJ), Joburg Tourism Company, referred to as JTC is mainly tasked with promoting tourism, by marketing the city as a tourism destination both internationally and domestically. The tourism goal for the city in the existing strategy is to position Johannesburg as a leading business tourism destination. JTC focuses on experience-based destination and tourism marketing; stimulating tourism growth through demand-driven tourism development.

2. STRATEGY VISION AND OBJECTIVES

2.1 Vision

To position Johannesburg as a premium business and lifestyle destination (global positioning) that caters to a diverse spectrum of travel appetites (range of product offerings) in an environment that is safe, accessible and ensures visitor satisfaction (providing quality products and services)

2.2 Objectives

- To position the COJ as a business and lifestyle destination on a global scale
- To ensure accessibility to the COJ- both on a physical (roads, navigation systems) and technical (online presence, and making use of the latest ICT) level.
- To enhance the City’s competitiveness through constant innovation, upgrades and expansion of product offerings.
- To unlock tourism potential through continuous market research to stay on top of consumer trends and global tourism characteristics

Therefore in the execution of its current tourism strategy, it aligns the roll-out of the strategy with the overall desired strategic marketing impact for the destination:

- Shared sustainable economic growth and development;
- Destination marketing including Meetings, Incentives, Conferences and Events;
- Stimulating tourism economy;

The existing plan supports the two-fold current Joburg Tourism mandate and in the proposed execution and will be driven across the various platforms:

- Promote and position Joburg as the business tourism (meetings, incentives, conferences, exhibitions and major international events) destination of choice.
- Leverage the leisure tourism benefits off increased business tourism activity – sports, lifestyle as well as cultural events and experiences.

Rationale for Joburg Tourism Company corporate identity

In this specific project, Joburg Tourism Company will focus on conceptualization, creation and production of corporate identity in order to re-launch the destination brand to its target market and maximize brand awareness, loyalty and affinity. As such, JTC has come up with

The scope of activities will include the following five distinct focus areas:

- Business tourism [Joburg Tourism Convention Bureau]
- Leisure tourism (trade and consumer)
- Destination events
- Public Relations (PR) and communications
- Digital platforms
- Key strategic considerations

Institutional:

- a) To turn around Joburg Tourism destination marketing function to become more efficient and effective, during and post Covid -19.
- b) To close capacity gaps within the Tourism structure which serves as a vehicle to perform responsibilities aligned to tourism as a municipal function.
- c) To reposition Johannesburg, to remain a competitive destination with unique brand.
- d) To safeguard the reputation of the City of Johannesburg in rendering the service to the sector.
- e) To create positive image for Johannesburg as a popular tourist destination.
- f) To enhance destination marketing efforts for the city to remain possessing its competitive and comparative advantage against potential new entrant, substitute and other competing destinations with a primary goal that will enable the destination achieve differentiation.

-
- g) To make its offerings much more globally competitive and become more reputable.
 - h) To mitigate and overcome critical risk identified “Failure to attract tourism”.

Sectorial:

- a) Alignment with UNWTO (United Nations World Tourism Organisation), SAT (SA Tourism) and GTA (Gauteng Tourism) principals.
- b) Enhance destination brand image.
- c) Enhance brand loyalty
- d) Enhance brand affinity
- e) Stimulate interest in visiting diverse local tourism offerings and improve geographical spread.
- f) Promote Johannesburg as a leading business destination.
- g) To create positive destination image

3. THE CHALLENGE

Over its 15-year history, Joburg Tourism Company has proven itself to be a leader in destination marketing amongst its local competitors through innovation, strategic leadership, and the engagement of leaders from industry, academia, government, and civil society. During this time JTC has won international accolades and topped lists of most visited destination by world-known agencies. Locals and internationals alike found it easy to identify and associate with the brand and its tagline – **Visit. Work. Play**, familiar work Joburg’s tourism offerings, both leisure and business and encouraging visitors to explore and experience more of what the destination offers.

In the past decade, Tourism Directorate in Department of Economic CoJ, took over the function of JTC as the destination marketing Unit in the City. This resulted in confusion and challenges relating to brand identity, loyalty and affiliation. As the brand grapple with how to rise to meet these pressing challenges – new product development, crime, grime, emergence of new destinations and Covid-19 made it worse for the destination to perform to its peak.

Following numerous consultations, it became clear that JTC be brought back to function. This exciting and ground-breaking move requires a bold, future-focussed, and undeniably compelling brand that can take the destination to greater heights and beyond. A brand that visitors and stakeholders alike both local and international can associate with.

This RFP represents an exciting opportunity for an agency to help ideate, create, and produce this new corporate identity and narratives that captures the imaginations of key audiences - namely leaders from industry, government, media, academia, corporates, general public and spurs them to use their influence to create the positive change we need for a prosperous, sustainable, and inclusive and attractive destination. .

2 SCOPE OF WORK

The City of Joburg: Tourism Directorate seeks to appoint accredited service providers (creative design agency) to deliver on the following:

- a) **Naming/Tagline:** Using the newly proposed destination tagline “*The Heartbeat of Africa*” create a new corporate identity paying attention to brand value and equity of the destination. While working on the new tagline it is advised that the successful bidder consults with CoJ legal for the authentication, usage and trademark rights of the tagline.
- b) **Creation and production of corporate identity (CI) manual** in line with “*The Heartbeat of Africa*” destination tag line. The CI Manual permits how to identify the brand guidelines across all destination marketing platforms namely; media, digital, branding and marketing collateral channels. It will incorporate elements of brand personality, including the vision, mission and goals, values, culture, communication style, tone, etc. of destination Joburg. CI should also outline exactly how and when different visual assets are used, considering all placements.
- c) **Creation of a logo** which should act to identify JTC in line with the mandate and ethos, as well as building its own instant identity.

3 KEY DELIVERABLES:

3.1 A full CI manual or document: Design a corporate identity style manual to standardise the creative approach to support the Joburg Tourism Company’s corporate identity so that it is easy to recognise and heightens visibility and credibility in the minds of customers while upholding the integrity of the brand. The manual should incorporate the policies and procedures that control the formatting and visual presentation of all JTC communications, including:

3.2 The logo: the usage preferences, word marks, icons, taglines and other identifiers; positioning, orientation, proportional relationships and minimum size requirements, as well as colour and style variations and logo configurations as they apply to every situation; clear space requirements around the logo to optimize visibility; examples of the correct use of copyright statements, disclaimers, etc. The manual should also provide specific design guidelines on how the logo should be used on the following items:

- **Advertisements:** layout, placement
- **Corporate stationery on both digital and hard copy print:** layout, fonts, line spacing, presentations.
- **Annual report**
- **Corporate presentations**
- **Newsletter**
- **Clothing Uniforms:** colours, logo placement, size etc.
- **Branding material e.g. outdoor and indoor pull banners:** layout, colours
- **Corporate gifts/giveaways**
- **Publications:** colours, fonts, layout
- **Brochures:** online and print colors, font, layout

-
- **Co-branding**
 - **Screensavers**
 - **Presentation**
 - **Website**
 - **Mobi-app**
 - **Visitor information centre touchscreens**
 - **Signage**
 - **Mobile information centre (vehicle)**
 - **Email signature**
 - **Business cards**
 - **Digital platforms (twitter, Instagram, facebook, LinkedIn, YouTube)**

3.3 Colour Palettes: primary and secondary colours; colour palette; combination of colours and contrasts; which print- and Web-specific colour spaces, colour builds and other specifications have been approved for which form of communication; which file formats are preferred for printing and duplication processes, etc.

3.4 Typography: The font or font families; the number of allowable weights and styles and determine the proper spacing and formatting of letterforms; visual hierarchy of headlines, subheads, body copy and other style preferences, etc.

3.5 Imagery: illustrations, clip art and photography; the correct use of captions and credits, etc. It should be noted that JTC is in the process of securing a new photography library, as such the appointed agency is **NOT** required or expected to procure for images, but can use JTC images for illustration.

3.6 Editorial Style: Editorial guidelines to manage the treatment of language across multiple documents - rules governing perspective, vocabulary, tone of voice, etc.

3.7 Templates: The use of templates for layouts; proportional relationships; rules that govern content management, including the hierarchy of information; etc.

3.8 Print ready and open files: for all the elements proposed

NOTE WELL:

a) Quoting Reference number must be typed on the subject line when quoting is emailed.

RETURNABLE DOCUMENTS:

Checklist documents and requirements should be submitted or attached as failure to do so may lead to disqualification.

Documents required to be attached :-	Attached	
	Yes	No
Quotation on company letter head.		
All parts must be quoted. (If there is an omission of any part or parts will result in disqualification.)		
Valid certified BBEE certificate or affidavit.		
Valid Tax Clearance certificate		
CSD registration number to be filled in on the front page of RFQ in clear handwritten		
Respondents should also include in their submission three (3) x reference letters of similar or same job done before for a tourism organization rebranding project, failure to meet this requirement will result in disqualification of the submission.		
Respondent must also include in their response two (2) samples of Corporate Identity Guideline Manuals they have produced in the past.		
Participation in the request for quote is open to creative design agencies service providers who have 3 to 5 years' experience in this field with specific experience in designing Corporate Identity Guidelines, logos and producing user-friendly Microsoft templates.		
Completed RFQ		
Municipal Account not in arrears for more than 90 days for all <u>directors</u> or lease agreement if leasing a property or affidavit if the company and directors are nether leasing nor own a property.		
Municipal Account not in arrears for more than 90 days for the <u>company</u> with the address appearing on CSD report or lease agreement if leasing a property or affidavit if the company are nether leasing nor own a property.		

