



REQUEST FOR PROPOSALS

JOHNSON COUNTY PURCHASING AGENT
211 N. CHURCH STREET
MOUNTAIN CITY, TN 37683
Phone: (423) 727-7861

Requisition # 34637
RFP Name Tourism Marketing

Proposals will be received for Johnson County, TN until the date shown below for articles specified below, and under the following conditions, unless otherwise specified by the Johnson County Purchasing Agent:

Request for Proposals: Tourism Marketing Services Per Requirements

(Description on Page 3)

For: Johnson County Tourism Grant - DMRA

Proposals will be accepted until: February 17, 2021; 2:00 PM

If applicable to this RFP, Prices quoted must include all transportation charges, packing, and drayage. Proposals must be free from alteration, or erasures, and all signatures must be hand signed in ink by individual or firm making the proposal. Carefully review all sections before submission. Incomplete documents may be rejected. You may include other documentation for review inside the proposal envelope. The Purchasing Agent/Committee and/or the Johnson County Commission, reserve the right to waive technicalities, to reject any or all bids/proposals, to request additional information from all proposers, to use any ideas presented in proposals, and to negotiate with one or more of the finalists regarding terms of the engagement. Johnson County, TN intends to select the company that, in its opinion, best meets the County's needs. All submitted proposal documents become the property of Johnson County, TN when submitted, and will not be returned. Johnson County is not responsible for any cost related to proposal submissions. A copy of the awarded proposal(s) shall become part of any contract(s) or agreement(s) entered into by Johnson County, TN & the vendor.

RFP Return Address for the outside of the envelope: Johnson County Purchasing Agent
Dustin Shearin
RE: Tourism Marketing Services 2021 RFP
211 N. Church Street
Mountain City, TN 37683

All proposals will be considered in accordance with Title VI and without regard to age, sex, color, race, creed, national origin, religious persuasion, marital status, political belief, or disability that does not prohibit the performance of duty.

Under this RFP, your company may not offer all items or services requested. Please include a list of these omissions and any alternatives available.



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Basis of Award(s):

Proposals will be evaluated based upon (but not limited to) the following criteria:

1. Understanding & Depth of Response to the Scope of this request.
2. Qualification of the firm(s) and the ability to provide required services & staff to support this project.
3. Description of the services, materials, and systems as they relate to the proposed scope and requirements of this request (See Page 3) of which your firm proposes to provide to Johnson County, TN under this request.
4. Cost – Contract Costs to implement proposed services.

Johnson County, TN reserves the right to conduct independent reviews and interview proposers submitting proposals prior to making any selection. Johnson County, TN will make a final award(s) based upon the best response(s) to this request, and has the final say as to those award determinations. Johnson County, TN will not be liable for any costs associated with your firm preparing its response to the Request for Proposals.

Awarding will be made to the best responsive & best responsible proposer(s) who meet the requirements of the solicitation and have submitted the best responsive & responsible proposal(s). Awarding of this agreement to the successful vendor(s) is contingent upon approval by all necessary involved parties. ***Proposal awarding results will be made available upon request, and in accordance to applicable state law. ***

Proposals will not be considered unless accompanied by this complete signed original document.

Please feel free to call Johnson County Purchasing Agent, Dustin Shearin with any questions you may have. (423) 727-7861



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DESCRIPTION OF GOODS/SERVICES WANTED

Tourism Marketing Services

Specifications: Request for proposals & any necessary pricing for the following projects within Johnson County as requested per the following information.

Listed below are preliminary details for the respective project.

I) PURPOSE AND OPPORTUNITY

The purpose of this RFP is to seek the services of a qualified vendor or vendors to produce videography, digital media, web-based tourism travel calendar, & site touring application for DMRA marketing purposes.

II) SCOPE OF SERVICES.

Johnson County, TN is seeking offers from interested companies and/or individuals to send their proposals for video production & digital media related services.

A. Scope Detail and Functional Requirements

The vendor(s) will be required to enter into an agreement(s) to provide professional, competitively priced video production & other digital media services for Johnson County, TN for the following:

1. Digital Support/Social Media Boosting
2. Videography of Johnson County Tourist Destinations
3. Creation of web-based Tourism Travel Calendar
4. Creation of Mural and Heritage Site Touring Application for Walking Downtown Mountain City

B. Scope of Work Basics

Upon award(s), the vendor(s) will be required to conduct a kick-off meeting with the Johnson County/DMRA team to confirm goals and creative direction. During that meeting, the video(s) timeline, storyboard, acquisition of assets and any other technical aspects will be discussed.

The project portion of videography production should include:

1. CREATIVE CONSULTING/PRE-PRODUCTION, CONCEPTING PLANNING
2. ALL SCRIPT-WRITING AS NECESSARY
3. ALL PRODUCTION CREWS, EQUIPMENT AND SUPPLIES
4. ALL EDITORIAL SERVICES AND EQUIPMENT
5. MUSIC/SOUND EFFECTS LICENSING
6. FINISHED PRODUCTION INCLUDING COLOR CORRECTION AND MASTERING, BOTH AUDIO AND VIDEO
7. FINAL MASTERING/ENCODING FOR ONLINE USE TO FORMATS DEEMED APPROPRIATE FOR FINAL USE BY JOHNSON COUNTY, TN & DMRA.

Other project portion production requirements shall be discussed within the kick-off meeting based off of proposal(s) submissions.



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C. Scope of Content

- Proposed content shall include both written and visual information of area tourist destinations to; 1. Draw more visitors to the area, 2. To promote local events, and 3. To enhance guided touring of downtown Mountain City showing points of interest, things to do, and places to stay.
- Proposed content must not contradict or conflict in any way with all other on-going marketing campaigns for Johnson County, TN.
- Content provided under this proposal must be new, exclusive, never before used or seen content.
- Proposal submissions may also focus on expansion of other currently on-going marketing campaign efforts of previously awarded marketing contracts that proposing vendors may have been awarded. Project expansions must show proof of project differences between campaigns and be able to be measured independently of each other.

D. Approval and Delivery

Johnson County Government & DMRA representatives will review rough cuts and have final approval of the videos and content.

The required project(s) delivery deadline is April 30, 2021.

III) SUBMISSION INSTRUCTIONS

A. Timetable.

The following timetable should be used as a working guide for planning purposes. Johnson County, TN reserves the right to adjust this timetable in its sole discretion during this RFP process.

Request for Proposal Issued February 3, 2021

Request for Proposal Response Due February 17, 2021 @ 2pm EST

B. Inquiries.

Direct all questions related to this RFP via email to Dustin Shearin, Johnson County Purchasing Agent, purchasing@johnsoncountyttn.gov with Tourism Marketing Services RFP in the subject line.

All questions and inquiries will be reviewed and responses will be posted online at

www.johnsoncountyttn.gov/open-solicitation-for-johnson-county

C. Submissions.

All submittals must be received no later than February 17, 2021 @ 2pm EST. Submittals must be submitted in a sealed envelope. No submission will be accepted after the deadline. Incomplete or ineligible submissions will not be reviewed. Every effort will be made to ensure the safe handling of submitted materials; however, the Johnson County, TN will not be responsible for any loss or damage. Submission should be sent by UPS or FedEx or by Hand Delivery to:

Johnson County Purchasing Agent

Dustin Shearin

RE: Tourism Marketing Services 2021 RFP

211 N. Church Street

Mountain City, TN 37683



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D. Compliance with RFP.

Submissions must be in strict compliance with this RFP. Failure to comply with all provisions of the RFP may result in disqualification. Johnson County, TN reserves the right to reject any proposals and/or waive any formalities in the solicitation process. Furthermore, each proposer should carefully examine this RFP and all attachments and exhibits. Each proposer shall judge for itself all conditions and circumstances having relationship to the proposal. Each proposer will be responsible for taking such actions, as they deem necessary or prudent prior to submitting a proposal. Failure on the part of any proposer to take such actions shall not constitute grounds for declaration of not understanding the conditions with respect to making its proposal. Each proposer is responsible for reading and understanding this RFP, including, but not limited to, these instructions for submitting a proposal. Proposer's failure or neglect to review any provided provisions of an agreement and the provisions of this RFP will not relieve such proposer of any contractual obligations contained in an agreement or required under the RFP. Proposer shall have no claim for relief based upon a lack of knowledge of the content or legal effect of any such provision.

E. Response Format & Other Requirements.

Please submit three (3) printed document sets of the following materials to the address set forth in Section III (C). Proposals submitted electronically (i.e., Email) WILL NOT be accepted.

1. Cover page: The cover page of each submission must be on the proposer's letterhead, signed and dated by a duly authorized representative of the proposer, and must include the following information:
 - Total project price for all proposed work according to these specifications.
 - An executive summary/vendor profile, documenting qualifications and experience.
 - Three (3) professional references. Include a contact name, email, and number for each one.
2. Preparation of Proposal - Proposal should be submitted in the following format:
 - Vendors Response Sheet Cover Page(s) with detailed pricing.
 - Vendors shall provide individual pricing for each portion of the project as listed on page 3 of this document under section II. Scope of Services. Johnson County reserves the right to award contracts to a single vendor for all proposed projects or to multiple vendors by awarding specific proposed project portions to more than one vendor.
 - Detailed Description of Services for each project to be offered under your proposal.
 - A sample of work representative of the work you will be providing for Johnson County for each project.
 - Detailed Description of any Exceptions to this RFP.
 - Submission or completed W-9 and Title VI contract monitoring form (attached).

Note: Proposals should be prepared simply and economically, providing straightforward, concise descriptions of capabilities. Emphasis should be on completeness, brevity and clarity of content. Proposers may be required to give an oral presentation to Johnson County, TN employees and/or committees to clarify or elaborate on the proposal.



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3. In addition, any material that will add to the persuasiveness of your proposal may be included. However, if the materials do not directly address the stated requirements, please include them in an appendix or a separate volume. Johnson County will review and consider all material submitted, but will concentrate on the material that directly addresses the County's stated needs. Your proposal must be signed and dated in ink by the owner, partner, or corporate officer of the company or by an agent duly authorized to represent the contractor under this proposal. Include the name and position held within proposer's organization.

4. Specifications/Exceptions: All proposals are expected to meet the specifications included with these documents. Any deviation or variance from the specifications must be identified by the proposer as an exception and described in detail, referencing the applicable subsection number.

5. Copyright & Content Usage: Included with your proposal please describe in writing any copyright restrictions for proposed content or services your company may provide. Also, please provide in writing any content or service usage term limits for each project you are submitting within your proposal. It is the intent to for Johnson County, TN to make awards in the most advantageous manner to the proposer(s) who offer content for extended usage. Please provide and describe any and all contract terms and conditions that would be required by your company for continued content usage time limits and/or copyright usage terms.

IV) RULES AND GUIDELINES

1. Payment terms: Unless otherwise agreed to in writing between the successful proposer and the County, payments by the County will be made within 30 days after receipt of an accurate, complete and itemized invoice for the work specified after 100% completion of the proposed project.

2. Applicable laws and regulations: All applicable federal and state laws, city ordinances, orders, rules and regulations of all authorities having jurisdiction over the specified work shall apply to the successful bidder, and they will be deemed to be included in these specifications the same as though they are written out in full herein.

5. Confidential and/or proprietary information; trade secrets. All contents of all submittals are subject to public disclosure. Further, by submitting its proposal, the proposer indemnifies and holds the Johnson County, TN harmless against any loss or damage, including reasonable attorney fees, it may incur as a result of the County's reliance upon the proposer's representation that materials supplied by the proposer do not contain trade secrets or proprietary information which is not subject to public disclosure.

7. Antidiscrimination: The successful proposer, in performing the work covered by these documents, shall not discriminate against any person seeking employment with or by the proposer because of sex, race, color, religion, creed, age or national origin.

8. Agreement to procurement terms and conditions: By submitting a proposal, each proposer certifies that they have read and accepts all terms, conditions and requirements of this solicitation.

9. Governing law: Any dispute or default arising from the work described in these bid documents shall be governed by the laws of the State of Tennessee. Proposers agree to submit to the jurisdiction and venue of the courts of Johnson County, Tennessee.

10. Bid expiration: Prior to award, all bids and associated pricing as submitted shall be considered valid and may be accepted by the County for as long as the proposer is willing to do so but for at least 90 days after the proposal opening.



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11. Vendor(s) shall provide Insurance Coverage information prior to the beginning of the projects. Coverage shall be in effect throughout the term of the projects. Insurance documents provided shall name Johnson County, TN as an endorsement. Coverage shall include when required:

- Commercial General Liability
- Comprehensive Automobile Liability
- Worker's Compensation Insurance
- Professional Liability Insurance

REQUIRED SUBMITTALS

Each proposer responding to this RFP must supply all the required documentation as stated throughout this RFP. Failure to provide the documentation with the response will result in the proposal being declared "non-responsive".

NOTIFICATION TO PROCEED

Service may not begin until receipt of a Notice to Proceed from the county's Purchasing Agent.

NO GUARANTEE OF QUANTITIES

Johnson County, TN does not guarantee any award to be made solely by submitting a proposal.

DISPUTES

Should disputes, alternatives or other disagreements related to the performance of the work herein described arise between the county and the provider, the parties hereto shall negotiate in good faith in an attempt to resolve same. Such negotiations shall take precedence to any remedy at law.

COMPETITION INTENDED

It is the intent of Johnson County, TN that this RFP permit competition. It shall be the proposer's responsibility to advise the Purchasing Agent in writing if any language, requirement, specification, etc., or any combination thereof, inadvertently restricts or limits the requirements stated in the RFP to a single source. Such notification shall be received by the Purchasing Agent no later than ten (10) days prior to the date set for acceptance of proposals.

REJECTION OF PROPOSALS

The right is reserved by the county at its discretion to reject any or all proposals or parts thereof. The county reserves the right to waive defects or informalities, to negotiate with proposers and to accept the proposal(s) deemed in the best interest of the county.

COMPLIANCE WITH LAWS

The service provider shall at all times observe and comply with all Federal, State and local laws, ordinances and regulations which may in any manner affect the performance of this agreement.

FEEDBACK

The Johnson County Purchasing Agent reviews any and all feedback or suggestions anyone reviewing these solicitation documents may be willing to provide. Critical feedback or suggestions is an integral part of creating understandable proposal documents. Please feel free to include in your proposal package, or send by mail, a separate page stating these types of items that may help with future proposals. We thank you for your time in doing so.



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Vendor Contact Information

Company Name: _____

Company Mailing Address: _____

Primary Contact Information:

Name _____

Phone # _____

Secondary Contact (If Applicable):

Name _____

Phone # _____

CONFLICT OF INTEREST (ACCORDING TO: T.C.A. 5-14-114) - No member of County of Johnson Legislative body, and no other officer, employee, or agent of the County of Johnson who exercises any functions or responsibilities in connection with the carrying out of the Project to which this Contract pertains, shall have any personal interest in, and/or receive any monies or anything of value directly or indirectly from this Contract.

IRAN DIVESTMENT ACT – By submission of this proposal, each proposal and each person signing on behalf of any vendor certifies, and in the case of a joint proposal each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each vendor is not on the list created pursuant to T.C.A. 12-12-106.

NON-COLLUSION AFFIDAVIT – The agent of the vendor hereby certifies to the best of his/her knowledge and belief that this proposal to Johnson County, TN has not been prepared in collusion with any other seller of similar products. The agent also certifies that the prices, terms and conditions of said proposal have not be communicated by the undersigned, nor by any employee or agent of the vendor, to any other seller of similar products and will not be communicated to any such seller prior to the official opening of said proposal.

The undersigned firm or individual(s), understands the above specifications, conditions, and terms as described. The undersigned proposes to follow all conditions set forth in this document, to furnish and deliver to the place designated, the named supplies/services at the prices quoted within the proposal, same to be charged to Johnson County. We guarantee all the above named goods/services to be in accordance with specifications or equal.

(Printed Name)

(Authorized Signature) Date: _____

(AFFIX NOTARY SEAL)

My Commission Expires _____

Signature _____



JOHNSON COUNTY PURCHASING DEPT.

211 North Church Street
Mountain City, Tenn. 37683
423-727-7861

DUSTIN SHEARIN
PURCHASING AGENT

CONTRACT MONITORING

Johnson County requires that sub-recipients maintain records of those ethnic and gender groups who are awarded bids on projects.

FOR TITLE VI COMPLIANCE, WE ASK VOLUNTARY DISCLOSURE OF THE FOLLOWING INFORMATION:

GENDER: MALE _____ FEMALE _____

RACE: CAUCASIAN _____

AFRICAN AMERICAN _____

HISPANIC _____

OTHER (PLEASE SPECIFY) _____

Johnson County in accordance with Title VI of the Civil Rights Act of 1964, Stat. 252, 41 U.S.C. 2000d to 2000d-4 and Title 49 Code of Federal Regulations, hereby notifies all proposer's that it will affirmatively insure that in any contract entered into pursuant to this bid proposal, Disadvantaged Business Enterprises (DEB's) will be afforded full opportunity to submit proposals in response to bid invitations and will not be discriminated against on the grounds of race, creed, color, sex, national origin, or handicap in consideration for an award.

**Request for Taxpayer
 Identification Number and Certification**

Give Form to the requester. Do not send to the IRS.

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return)	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input type="checkbox"/> Other (see instructions) ▶ _____	Exemptions (see instructions): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____
	Address (number, street, and apt. or suite no.)	Requester's name and address (optional) Johnson County Government 211 North Church Street Mountain City, TN 37683
	City, state, and ZIP code	
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number																							
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Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ _____	Date ▶ _____
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.
Future developments. The IRS has created a page on IRS.gov for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the

withholding tax on foreign partners' share of effectively connected income, and
 4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.