

**EXHIBIT K**

**Visit Orlando and Edelman  
STATEMENT OF WORK  
PROJECT NAME: 2017 Media Relations Campaign  
Jan. 1 – December 31, 2018**

Pursuant to the Agreement by and between Orlando/Orange County Convention & Visitors Bureau, Inc., d/b/a Visit Orlando, a Florida non-profit corporation (“Client”) and Daniel J. Edelman, Inc., doing business as Edelman (“Edelman”) dated January 22, 2014, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

**SCOPE OF SERVICES**

**Overview**

The following provides an overview of activities and costs associated with Edelman’s media relations activities in support of Client’s brand in Canada.

**Deliverables/Milestones & Timeline**

<b>Program Element</b>	<b>Activities</b>	<b>Start &amp; End Dates</b>	<b>Est. Fees</b>	<b>Est. Expenses</b>	<b>Est. Total</b>
<b>Ongoing Media Relations in Canada market</b>	<ul style="list-style-type: none"> <li>Develop and execute Canada consumer publicity plans (30 day, quarterly and/or specific individual announcements as appropriate.)</li> <li>Work with Client to establish and meet goals for media coverage as outlined in Global Communications’ Key Performance Indicators (i.e., #of press trips, placement in target media and social media influencers.)</li> <li>Develop target media list (print, broadcast, and online media) including social media / non-traditional media influencers (when appropriate), annually to be used to focus efforts aimed at generating feature coverage for Orlando; keep Client updated on quarterly basis of any changes to ensure alignment.</li> <li>Execute in-market elements of campaigns as mutually agreed upon (additional SOW may be required to cover incremental fee and expenses)</li> </ul>	Jan. 1, 2018 – Dec. 31, 2018			

	<ul style="list-style-type: none"> <li>• Identify high-profile, publicity-driven promotional opportunities/events to generate awareness and excitement for Orlando (additional SOW may be required to cover incremental fee and expenses)</li> <li>• Organize and participate in Client group press trip(s) to Orlando (1-2) and broadcast shoots. Assist as needed with requests for press trips received from airlines and industry partners (additional SOW may be required to cover incremental fee and expenses for large press trips led by Edelman and if Edelman is required to attend)</li> <li>• Distribute key press releases to Canada media. Generate steady stream of coverage in target media for mutually agreed upon campaigns/messaging.</li> <li>• Track clip coverage related to Orlando and send to client to meet monthly report deadlines.</li> <li>• Plan and execute 2-3 mini campaigns around key messages mutually agreed upon (additional SOW may be required to cover incremental fee and expenses)</li> <li>• Attend industry events on behalf of Client as requested and mutually agreed upon (may require additional SOW).</li> <li>• Arrange and execute media appointments for Orlando representatives.</li> <li>• Screen all journalist visit requests and work with the Client Publicity team to develop the appropriate itinerary for visiting journalists.</li> <li>• Provide information in response to journalist inquiries.</li> <li>• Establish and maintain good relations with target media on behalf of Client.</li> <li>• Regularly apprise Client</li> </ul>				
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	<p>Global Communications of relevant emerging stories in-country such as travel trends, travel company mergers, economic situations, crisis situations, other destination campaigns, etc. Also regularly inform client on key Canada specific events and holidays. Advise on appropriate messaging accordingly.</p> <ul style="list-style-type: none"> <li>• Participate in regular series of ongoing communication as needed by market (i.e., regular calls, status reports, etc.).</li> <li>• Participate in brainstorming sessions to create communications programs in support of campaigns, opportunities and challenges related to Client in the Canada market.</li> </ul>				

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services or increase the time retained, the amount of additional time will be agreed upon and an Addendum will be attached to the current Statement of Work.

**BUDGET**

**Total:** \$111,823

**TERMS**

**Fee Billing.** Edelman shall invoice Client a monthly retainer amount (“Monthly Retainer”) in accordance with the billing schedule set forth below. The Monthly Retainer is based on the Scope of Services or minimum retained hours above. Edelman shall not be obligated to provide Client with hourly billing detail.

**Expense Billing.** Edelman shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as incurred basis. Actual expenses may vary from any estimated amounts provided in the Budget section.

**Prepaid:** Edelman will pre-bill Client quarterly amounts based on the billing schedule below ("Prepayment") to cover estimated expenses. Any unused prepaid amount for expenses will be refunded or utilized at the Client's discretion.

**Invoices.** Edelman will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be available upon request. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name:	Becca Bides
Company Name:	Visit Orlando
Address:	6277 Sea Harbor Drive, Ste 400 Orlando, FL 32821

**Purchase Order.** The client Purchase Order number is [Enter Number or indicate N/A].

**RETAINER BILLING SCHEDULE**

ESTIMATED INVOICE DATE	AMOUNT \$

**EXPENSE BILLING SCHEDULE**

ESTIMATED INVOICE DATE	AMOUNT \$

ACCEPTED AND AGREED TO ON THIS \_\_\_ DAY OF.

**ORLANDO/ORANGE COUNTY CONVENTION & VISITORS BUREAU, INC.**

By: 

Printed Name: Larry Henrich

Title: COO/CEO

**DANIEL J. EDELMAN, INC.**

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

*Signature Page for 2018 Media Relations Campaign SOW / Exhibit F*