

**EXHIBIT K**

**Visit Orlando and Edelman  
STATEMENT OF WORK  
PROJECT NAME: 2018 Media Relations Campaign  
Jan. 1 – Dec. 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 the UK

**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 U.K. market</b>	<ul style="list-style-type: none"> <li>Develop and execute UK consumer publicity plans (30 day, quarterly and/or specific to 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</li> </ul>	Jan 1, 2018 – Dec 31, 2018			

	<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 <i>inform client on key UK specific events and holidays</i> 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 U K market</li> </ul>				
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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** **\$91,458**

**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.

**RETAINER BILLING SCHEDULE**

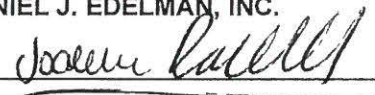
ESTIMATED INVOICE DATE	AMOUNT \$
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ACCEPTED AND AGREED TO ON THIS \_\_\_ DAY OF

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

By   
Printed Name Wanda Howard  
Title CEO

**DANIEL J. EDELMAN, INC.**

By   
Printed Name JOANNA RAMONELL  
Title ASSOCIATE DIRECTOR

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