

EXHIBIT A – Statement(s) of Work

STATEMENT OF WORK

This Statement of Work (“**SOW**”) is entered into and made effective as of July 1, 2024 (the “**Effective Date**”), by and between **MMGY NJF, a division of MMGY Global, LLC**, a Delaware limited liability company with offices at 360 Lexington Avenue, 10th Floor, New York, NY 10017 (hereinafter referred to as “**Agency**”) and Haywood County Tourism Development Authority, DBA Visit NC Smokies, a company whose address is 91 North Lakeshore Drive, Suite 2, Lake Junaluska, NC 28745 (“**Client**”).

This SOW is governed by the terms and conditions of the Services Agreement between Agency and Client with an Effective Date of July 1, 2024.

I. Term:

Unless terminated earlier as provided herein, the term of this SOW shall commence on the SOW Effective Date and end June 30, 2025. Client has the option to renew the contract annually on July 1, up to four times. A new scope of work must be agreed upon by Client and Agency each time the contract is renewed. Contract can be terminated by either party with 90 days written notice.

II. Scope of Services:

A) Public Relations

Objectives:

- Position Haywood County as a premiere overnight destination in Western North Carolina
- Secure earned media coverage that will increase awareness of and drive visitation to Visit NC Smokies’ five partner destinations (Canton, Clyde, Waynesville, Maggie Valley and Lake Junaluska)

Activities include:

- Develop and execute an annual public relations plan
- Account management, strategic counsel and message development
- Comprehensive proactive and reactive ongoing media relations/news engine
- Maintain a proprietary media database of local, regional and national print, online and broadcast contacts
- Editorial calendar development for story angles to proactively pitch to media
- Write and distribute pitches and press releases (2-3 per month)
- Fulfillment of media requests and reactive outreach in response to story leads
- Coordinate individual press and influencer trips to generate feature coverage
- Coordination and hosting of one group press trip to Haywood County annually
- Execution of one virtual or in-person media tour in a key market annually
- Minor crisis management, as needed (additional hourly rates may apply for ongoing crisis situations)
- One immersion trip for two MMGY NJF staff members to Haywood County (maximum three nights/four days)
- Seek out and make recommendations on brand partnerships
- Creative ideation around destination initiatives
- Ongoing reactionary vetting of non-paid influencers

- Ongoing trendspotting
- Creation and updating of press materials, as needed
- Bi-weekly PR status calls
- Monthly PR activity and coverage reporting, monitoring and measurement
- Administration and operating expenses, including your cooperative share of media relations tools such as Cision, Muck Rack and Meltwater, etc.

Additional services not mentioned in this Scope of Work shall be estimated and performed upon the written authorization by the Client.

B) Estimated Expenses Budget

- Media Relations Costs - \$200 (estimated)
 - Expenses for implementing a media relations program, including coffees/lunches and ground transportation for media meetings to generate interest in producing coverage; purchase of digital and print subscriptions to important local, regional, national and trade media outlets.
- Press/Influencer Trip Costs - \$8,000 (estimated)
 - Hosting budget to cover transportation, lodging, meals and activities for one annual press trip (up to 4 media and 1 MMGY NJF host) and up to 3 individual journalist trips (price per trip dependent upon Client-approved itineraries). Media rates and comps will be secured from destination partners whenever possible.
- Media Mission to Key Market Costs - \$2,500 (estimated)
 - Expenses for one Visit NC Smokies team member to travel to a key media market to meet in person with journalists and content creators and share Haywood County story angles. Expenses include destination representative travel costs and hosting costs for media meetings and experiences.
- MMGY NJF Immersion/Familiarization Trip - \$2,800 (estimated)
 - Travel costs for two MMGY NJF team members to come to Haywood County to tour the destination, meet partners and develop new media opportunities and story angles.

III. Agency Resources Allocation: Estimated 50 Hours / Month

IV. Fees and Payment Schedule

A) Public Relations Fee

Client agrees to pay Agency a public relations program fee in the amount of seven thousand three hundred and fifty dollars (\$7,350) monthly for Agency staff time devoted to development and implementation of the public relations plan. This fee shall be due and payable on the first day of each month beginning July 1, 2024.

Additional staff time exceeding the monthly allocations will be billed at the blended rate of \$150 per hour. The Client's designated representative will first be consulted for approval prior to incurring staff hours in excess of approved retainer.

B) Agency Admin/Operations Fee

Client agrees to pay five percent (5%) of monthly agency fees at the beginning of each month as an Agency Admin/Operations Fee to cover internal costs relating to the servicing of your account. The purpose of this fee is to better equip our team with enhanced platforms, tools, and technology that will allow us to secure more impactful media placements on your behalf, resulting in a strong ROI.

These costs include your pro-rated, cooperative share for specialized services MMGY NJF uses daily on your behalf, including but not limited to technical tools like Cision, the Agency's online media database; magazines and newspapers that are part of the media outreach, publicity lead subscriptions such as ProfNet and other various editorial notification services the agency uses to research client-specific news outlets for placement of news about you.

C) Reimbursement of Expenses

Client shall reimburse Agency for all (i) reasonable direct out-of-pocket expenses including, without limitation, travel expenses, shipping costs, third party vendors, design costs, printing, mailing, catering expenses, model honoraria, online marketing service costs, rentals for special events, event production expenses, monthly clipping service costs, and similar expenses; (ii) disbursements; and (iii) production expenses including purchases from third parties including, without limitation, illustrations, photography, retouching and typography, which are ordinary or necessary to the accomplishment of the Services.

Client shall reimburse Agency for any travel by members of Agency, journalists, and influencers on behalf of Client including mileage at the current IRS allowable rate, business class airfare (if travel time exceeds 6 hours) and single room accommodations for each member of Agency. Any travel booked by Agency on behalf of Client by our internal travel booking service will be billed back to Client at cost plus an additional booking fee of \$50 for domestic travel or \$100 for travel outside of the United States.

Any expenses over \$250 must be approved in advance in writing by Client. All expenses will be billed monthly.

D) Annual Increase

The Public Relations Fee will be subject to a five percent (5%) automatic increase on an annual basis effective on each yearly anniversary of the Effective Date.

E) Other Services

Any additional Agency services or changes in the scope as outlined under the Description of Services shall be estimated and approved by both parties under an additional Statement of Work. A change in services may necessitate a change in compensation

IN WITNESS WHEREOF, the parties hereto have set their hands by their duly authorized agents on this 9th day of April, 2024.

Corrina Ruffieux, Executive Director
Haywood County Tourism Development Authority

Hugh McConnell, Chief Financial Officer
MMGY Global, LLC