



Statement of Work

This Statement of Work made as of October 1, 2024 by and between Turner Public Relations, LLC. (dba TURNER) with its principal office located at 1614 15th Street, Fourth Floor, Denver, Colorado 80202 and 250 W. 39th Street, Suite 1602, New York, NY 10018 (“Agency”) and Tupelo CVB, with its principal office located at P.O. Drawer 47, Tupelo, MS 38802 (“Client”). Client and Agency may each be referred to herein as a “Party” and collectively, the “Parties”.

Recitals

- A. Client and Agency have entered into a Master Services Agreement dated as of October 1, 2022 (the “Agreement”).
- B. Client and Agency desire to enter into this Statement of Work.

1. Interpretation and Construction

- a) The Parties confirm that the Master Services Agreement shall govern the relationship between the Parties. Unless otherwise specifically set forth herein, in the event of a conflict or inconsistency between the terms and conditions set forth in the Statement of Work, the terms and conditions set forth in the Master Service Agreement shall take precedence, govern and control.
- b) The Parties hereby acknowledge that the terms set forth in this Master Service Agreement are incorporated herein by reference, as if fully set forth at length therein.

2. The Services/Scope of Work

Tupelo CVB SOW 2024/25 - Oct 1, 2024 - Sept 30, 2025				
Fee:		Total Contract Hours:		
\$90,000*12-Month Contract; Monthly Retainer \$7,500 per Month at \$160 Blended Rate		562.5 Hours (avg. 46 per Month)		
DESCRIPTION OF SERVICE + INITIATIVE	NOTES	CONTRACT TERM HOURS	RATE	ANNUAL FEE
DEVELOPMENT (Audit/Strategy/Strategic Counsel)				
Strategic Planning	Development of a 12-month (annual) strategic PR Plan and provision of senior account team member advice and counsel (3 hours per quarter)	30	\$160	\$4,800
IMPLEMENTATION (Media Relations/Influencer Vetting/News Bureau)				
Proactive Media Relations	Proactive outreach for story conversion to support key goals; focus on priority, defined target publications with pitch bank process; continual review editorial calendars. Assumes approximately 10 hours per month x 12 months	120	\$160	\$19,200
News Bureau/Inbound Media Requests	Act as an always-on news bureau to handle timely inbound media leads; coordinate with client team as needed. Assumes 4.5 hours per month x 12 months for inbound media leads.	54	\$160	\$8,640
Award Submissions/Opportunities	Recommend and submit up to two (2) award submission entries on behalf of Tupelo CVB (e.g. HSMAI Adrian Awards, PRSA or RC Awards) and/or support activating reader/constituent voting.	14	\$160	\$2,240
Review + advisement of potential crisis situations	NOTE: In the event of crisis and with client direction, TURNER can cancel monthly hours from proactive pitching to support crisis work. If the crisis scale and management takes more than the allotted retainer hours, we will charge a project fee or by the hour. KPIs will shift accordingly if time is redirected.	TBD	FEE	FEE

MEDIA VISITS/FAM TRIPS				
FAM Trips	<ul style="list-style-type: none"> o Organize 6-7 Individual media visits. o Organize 2 small-group FAMS with 3 - 4 media with a TURNER escort on one trip (using immersion hours). o TURNER to conduct follow-up with the visiting media, including post-trip information, planned placement, images and interview needs. Provide a forecast for coverage and copies of coverage once available. o TURNER will vet each visit and provide recommendations on hosting levels, itinerary suggestions and background on media. o Agency to handle invitations and booking travel (flight/ground transportation) logistics for visiting journalists, with additional expense budget. 	120	\$160	\$19,200
EVENTS/MEDIA MISSIONS				
Key Market Media Mission: 8-10 media engagements	Secure a series of media appointments or one intimate media cocktail on behalf of Tupelo in a Key Market. TURNER escort can be provided via immersion hours if client desires)	30	\$160	\$4,800
ACCOUNT MANAGEMENT - PR				
Press Material Updates; Interview Backgrounders; Partnership Backgrounders; Briefing Pages as Needed	Draft/update media briefing pages (including for conferences like IMM), interview backgrounders as needed in advance of interview/media opps and partnership backgrounders. Update key press materials (e.g. fact sheet, destination story ideas document and image library). Tasks to be completed within	15.5	\$160	\$2,480
Immersion / Product Knowledge update	Assumes: - Transportation, accommodation and meal costs for 2 TURNER team members for 3 nights / 4 days; Immersion hours can be used toward a group FAM escort and/or support with a key market media mission/in-market event.	65	\$160	\$10,400
REPORTING				
Team Status Calls/Monthly Calls	Assumes: - 1 30-minute call per month - 3 PR team members	18	\$160	\$2,880
PR Reporting, Monitoring, Analytics	Assumes 8 hours per month and includes: - Compile media coverage info - Share hit announcements in real time - Monthly Cision reports and prepare call agendas - Annual recap report	96	\$160	\$15,360
TOTAL AVAILABLE CONTRACT HOURS		562.5	x \$160 =	\$90,000

Note: TURNER will invoice at \$7,500 per month, or an average of 46 hours per month. Retainer fees do not include the administrative fee of \$500 per month to cover media subscription services and tools needed for tailored analytics and reporting. This will be billed monthly with the retainer fee. Retainer fees also do not cover any out of pocket expenses such as airfare/transportation, mileage, or FedEx, which are billed without mark-up with client pre-approval. Hard costs for events/media mailers, influencer fees, flights/travel for TURNER or media/influencers are not included in retainer fees. Contract hours not to exceed 562.5 hours across the 12 month term. TURNER will provide hours tracking update throughout contract duration. Client reserves the right to amend initiatives and priorities to address other business needs as long as total hours remain within contract allotment.

Note: TURNER will bill a project fee of up to \$50,000 for one activation in a key target market (covering agency fees and out-of-pocket expenses) in addition to the above scope of work. Any additional media activations or program enhancements outside of the above scope of work, projected target market activation project fee, or outside of account hours, will require an additional project fee and client pre-approval.

Note: For all travel within Tupelo, it is expected that the tourism board/partners will cover accommodations, meals, destination experiences for all trip participants (including TURNER staff members) by securing them on a complimentary basis.

3. Primary Contacts

Agency Contact:	Christine Turner	Client Contact:	Stephanie Coomer
	Turner Public Relations, LLC.		Tupelo CVB
	1614 15 th Street, Fourth Floor		P.O. Drawer 47
	Denver, CO 80202		Tupelo, MS 38802
	303-333-1402		662-841-6521
	christine@turnerpr.com		scoomer@tupelo.net

4. Agency Fees

Public Relations Retainer is \$7,500 per month for approx. 46 hours of services per month. Invoiced on the first day of the month.

<u>Work Period</u>	<u>Retainer Fee*</u>	<u>Admin Fee</u>	<u>Payment Due</u>
October 2024	\$7,500	\$500	Due Upon Receipt
November 2024	\$7,500	\$500	Due Upon Receipt
December 2024	\$7,500	\$500	Due Upon Receipt
January 2025	\$7,500	\$500	Due Upon Receipt
February 2025	\$7,500	\$500	Due Upon Receipt
March 2025	\$7,500	\$500	Due Upon Receipt
April 2025	\$7,500	\$500	Due Upon Receipt
May 2025	\$7,500	\$500	Due Upon Receipt
June 2025	\$7,500	\$500	Due Upon Receipt
July 2025	\$7,500	\$500	Due Upon Receipt
August 2025	\$7,500	\$500	Due Upon Receipt
September 2025	\$7,500	\$500	Due Upon Receipt
Total Fee:	\$90,000	\$6,000	

In addition to the above retainer fee and agency admin fee, TURNER will bill a project fee of up to \$50,000 for one activation in a key target market (covering agency fees and out-of-pocket expenses) upon client approval.

Client to send payments to: Accounts Receivable
4030 Easton Station, Suite 300
Columbus, OH 43219

WHEREFORE, the parties hereto have caused this Statement of Work to be executed by their duly authorized representatives.

Client

Tupelo CVB

By: _____

Name: Stephanie Coomer

Title: Deputy Director

Date: _____

Agency

Turner Public Relations, LLC.,
Db a TURNER

Christine Turner

By: _____

Name: Christine Turner

Title: President

Date: October 9, 2024