



May 4, 2023

Mayor Todd Jordan
Mr. Lynn Bryan, Council President
Mr. Travis Beard
Ms. Nettie Davis
Ms. Janet Gaston
Ms. Rosie Jones
Mr. Chad Mims
Mr. Buddy Palmer

Mayor Jordan and City Council,

I am requesting approval of international travel for Jennie Bradford Curlee. She will participate in Visit Mississippi's sales and media mission to Ireland and the United Kingdom September 18-22, 2023. The mission will include appointments with tour operators and journalists and networking events for travel trade and media in both countries, as well as attendance at a Visit USA Committee event at the U.S. Embassy. The maximum per diem rate is \$100 in Ireland and \$173 in the UK, and the total travel cost estimated for this trip is \$3,000.

Jennie Bradford will also participate in Brand USA Travel Week UK & Europe October 16-20, 2023 in London, England. This annual event brings together U.S. destinations and key European travel trade to drive future visitation to the United States. It includes four days of pre-scheduled appointments with international tour operators, enrichment sessions, and networking events. The maximum per diem rate is \$173 and the total travel cost estimated for this trip is \$5,000.

These trips will be covered in the travel budget as a regular expense so we are just requesting approval to travel internationally.

Sincerely,

Neal McCoy
Executive Director



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