

STATE OF LOUISIANA
PARISH OF EAST BATON ROUGE
PARISH OF ORLEANS

COOPERATIVE ENDEAVOR AGREEMENT

THIS COOPERATIVE ENDEAVOR is entered into by and between the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism, hereinafter sometimes referred to as the "State" or "LOT", and the **New Orleans Metropolitan Convention and Visitors Bureau (NOMCVB)**, officially domiciled at 2020 St. Charles Ave., New Orleans, Louisiana 70130, hereinafter sometimes referred to as "Contractor" or "NOMCVB".

WITNESSETH:

WHEREAS, Article VII, Section 14(c) of the Constitution of the State of Louisiana provides that "for a public purpose, the state and its political subdivisions...may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual"; and

WHEREAS, in accordance with La. R.S. 51:1254, the Office of Tourism was established to be responsible for the design, plan, development and implementation of the effective and accurate promotion of Louisiana's history, culture, art, folklife, recreational and leisure opportunities, natural and scenic resources, transportation, cuisine, sites, attractions, accommodations and events, and the Office of Tourism is mandated to encourage and assist local governmental and private sector development for the promotion of tourism; and

WHEREAS, in accordance with La. R.S. 51:1255, the Office of Tourism is also mandated to cooperate with all governmental agencies, tourists, promotion agencies, private industry, and private nonprofit associations and organizations in promotion, advertising, and publicity of the state, including cooperative advertising, formation of local promotion groups, and other activities necessary and proper to promote and assist in the expansion of tourism and the tourism industry in Louisiana; and

WHEREAS, in accordance with the Office of Tourism's Master Plan to expand and increase the economic impact of tourism on Louisiana through strong and effective public initiatives, the State and the Contractor desire to collaborate in the promotion of Louisiana, as a unique tourism travel destination by cooperating in funding, directing, and supporting efforts to maintain four foreign representatives ("Agents") working in international markets to represent Louisiana tourism as described below; and

WHEREAS, maintaining these offices and Agents greatly enhances Louisiana's ability to reach a broader marketing base, resulting in greater public relations exposure in foreign territories through the representation in four different international tourism markets which include the United Kingdom, Germany, France and Mexico; and

WHEREAS, the public benefit of this cooperative endeavor is to maximize Louisiana tourism visibility by positioning Agents in international markets with expertise and personnel to engage in greater and broader marketing activities that provide opportunities for promoting the Louisiana tourism industry, increasing the awareness of Louisiana as a unique and desirable premier travel destination for tourism travel; and the efforts will also support the overall mission of the Louisiana Office of Tourism to increase visitation to the State on an international level; and

WHEREAS, based on past experience collaborating with the Contractor in maintaining international representation for Louisiana tourism in the aforementioned markets, the State has a demonstrable, objective and reasonable

expectation of receiving a benefit or value at least equivalent to the amount to be expended through this cooperative endeavor.

NOW THEREFORE, in consideration of the mutual covenants herein contained, the parties hereto agree as follows:

Scope of Services

The **State** hereby agrees to:

1. Provide a maximum funding level of **\$495,300.00** to be used toward the cost of maintaining the services of Four (4) international Agents to publicize Louisiana's tourism industry in the United Kingdom, Germany, France and Mexico for a twelve-month (12) period.
2. Provide ongoing consultative and advisory services to NOMCVB.
3. Provide tourism-related promotional materials to Agents to be used for distribution and display at international marketing events.
4. Coordinate the use of Agents for the purpose of promoting Louisiana with other tourism entities located outside of the New Orleans metropolitan area.
5. Provide Contractor with the State's international marketing priorities to be implemented and used as tools to direct the international Agents in their Louisiana promotional efforts, sales missions and special marketing events.

The **Contractor** hereby agrees to provide all services as provided herein and in greater detail in Exhibits A, B and C, which are by this reference incorporated herein:

1. Fully manage the operations of the said four (4) foreign Agents dedicated toward the marketing of Louisiana tourism interests in the United Kingdom (and The Netherlands and Flemish-speaking Belgium), Germany (and Austria and Switzerland), France (and French-speaking Belgium), and Mexico. Contracts between the NOMCVB and the Agents shall include the requirement that the Agents incorporate the Louisiana Office of Tourism Marketing and Advertising plans as outlined in Attachment C, into the programs and initiatives of each office.
2. Provide consultation and supervision, request regular feedback from Agents and provide support staff to assist the Agents in their efforts to represent and promote Louisiana at international marketing events and missions. Contractor will cover all support staff expenses.
3. Ensure that Agents provide the following minimum monthly services on behalf of the state: 1) minimum of ten 10 travel trade sales calls to travel representatives, 2) provide at least ten 10 media pitches per month and 3) make at least 20 telemarketing calls to potential travelers or agents of potential travelers regarding Louisiana tourism industry opportunities, which calls shall be reported in the monthly report to be provided to the State when requesting monthly payments.
4. Contractor shall keep the State apprised of all activities of the Agents in advance as to keep the State informed regarding activities of normal business, developing activities and any unusual or extraordinary

activities or events, trends, changes, challenges, opportunities and other developments that pertain to the State's positioning as a unique and desirable tourism destination, including opportunities such as developing sales missions, public relation missions, business missions, etc.

5. Cooperate with the State by providing the State with any information requested regarding the performance of Agents when information is requested by the State's representative, and shall at the expiration date of the contract provide to the State a performance review of each of the Agents including detailed information regarding events, activities, efforts and performance results.
6. Provide for payment to the Agents, inclusive in the total maximum amount payable.
7. Require the submission of monthly activity reports from each Sales Agent representing each country, to be submitted to the State on a monthly basis with the request for monthly payment. Each report shall include activities engaged in by the Agents and their staff as per the Scope of Services to include an itemized list of sales calls made, dates of calls, a recap of each call, and a description of any business activities resulting from calls. The report should also include visits to provide Louisiana tourism travel information to stakeholders (travel agents/representatives) of the travel industry, media stories generated and the name of publication, copies of any articles resulting for publicity efforts, copies of consumer advertisements regarding Louisiana travel, and information regarding the representation of the State's interest at trade and consumer trade shows, familiarization trips ("FAM trips") hosted and a list of special events attended or organized.

Payment Terms

The State hereby agrees to provide a maximum fee of **FOUR HUNDRED NINETY FIVE THOUSAND THREE HUNDRED US DOLLARS (\$495,300.00)**, representing the State's share of expenses (65% of the total cost) for maintaining the offices of four foreign sales Agents (representatives) as per the attached budget, Exhibit B. All travel and other expenses constitute part of the total maximum payable and will not be reimbursed or paid separately.

Upon satisfactory completion of services, payments shall be made to the Contractor in the following manner:

Contractor shall submit monthly activity reports regarding the efforts of agents and an original invoice at a maximum amount of not more than **FORTY ONE THOUSAND TWO HUNDRED SEVENTY FIVE US DOLLARS (\$41,275.00)** representing the State's share of the total fee for marketing services and operational costs for maintaining the four Foreign Agents representing each sales office. Upon receipt of the invoice and monthly reports, and verification of information by the State's Contract Monitor, the State shall make payment to the Contractor, contingent upon the following:

- The Louisiana Division of Administration, Office of Contractual Review's approval of this agreement
- Receipt of original invoices and the completion and submission of monthly activity reports provided by the Contractor from each Sale Agent, with subsequent approval by the State's Contract Monitor
- Contractor's progress and/or completion of services as agreed, to the reasonable satisfaction of the State in compliance with the Scope of Services
- State's continued availability of funds to fulfill the requirements of the agreement.

The International Program Manager of the Office of Tourism or her supervisor or successor is responsible for reviewing all submitted information to ensure compliance and the performance of services under this

agreement. Contractor is expected to perform all duties in complete compliance with the terms of the Scope of Services; therefore the State reserves the right to reduce the maximum monthly payment for inadequate performance or for non-compliance with the terms of the Scope of Services, which reduction will be based on percentage of incomplete services. Should adjustments be necessary, Contractor will be notified with specifics regarding the cause and adjustment.

If it is determined in an audit that the Contractor has defaulted on the agreement, breached the terms of the agreement, ceased to do business as agreed, or ceased to do business in Louisiana, it shall be required to repay the State in accordance with the State's terms for repayment.

Taxes

Contractor hereby agrees that the responsibility for payment of taxes from the funds thus received under this Contract and/or legislative appropriation shall be Contractor's obligation and identified under federal tax identification number 72-0540607.

Termination for Cause

The State may terminate this agreement for cause based upon the failure of Contractor to comply with the terms and/or conditions of the agreement; provided that the State shall give Contractor written notice specifying Contractor's failure. If within thirty (30) days after receipt of such notice, Contractor shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Contractor in default and the agreement shall terminate on the date specified in such notice. Contractor may exercise any rights available to it under Louisiana law to terminate for cause upon the failure of the State to comply with the terms and conditions of this agreement; provided that the Contractor shall give the State written notice specifying the State's failure and a reasonable opportunity for the State to cure the defect.

Termination for Convenience

The State may terminate the Contract at any time by giving thirty (30) days written notice to the Contractor. The Contractor shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

Remedies for Default

Any claim or controversy arising out of this contract shall be resolved by the provisions of La. R.S. 39:1524 - 1526.

Ownership

All records, reports, documents and other material delivered or transmitted to Contractor by the State shall remain the property of the State, and shall be returned by Contractor to the State, at Contractor's expense, at termination or expiration of this contract. All records, reports, documents, or other material related to this contract and/or obtained or prepared by Contractor in connection with the performance of the services contracted for herein shall become the property of the State, and shall, upon request, be returned by Contractor to the State, at Contractor's expense, at termination or expiration of this contract.

Assignment

Contractor shall not assign any interest in this contract and shall not transfer any interest in same (whether by assignment or novation), without prior written consent of the State, provided however, that claims for money due or to become due to the Contractor from the State may be assigned to a bank, trust company or other financial institution without such prior written consent. Notice of any such assignment or transfer shall be furnished promptly to the State.

Auditors Clause

It is hereby agreed that in accordance with La. R.S. 24:513 the Legislative Auditor of the State of Louisiana and/or the Office of the Governor, Division of Administration and/or DCRT auditors shall have the option of auditing all accounts of the Contractor and/or the Agents that relate to this contract.

Fiscal Funding Clause

The continuation of this contract is contingent upon the legislative appropriation of funds to fulfill the requirements of the contract. If the legislature fails to appropriate sufficient monies to provide for the continuation of the contract, or if such appropriation is reduced by the veto of the Governor or by any means provided in the appropriations act to prevent the total appropriation for the year from exceeding revenues for that year, or for any other lawful purpose, and the effect of such reduction is to provide insufficient monies for the continuation of the contract, the contract shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated.

Term of Contract

This contract shall begin on July 1, 2011 and shall terminate on June 30, 2012.

Discrimination Clause

The Contractor agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973, as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975, the Fair Housing Act of 1968, as amended and Contractor agrees to abide by the requirements of the Americans with Disabilities Act of 1990.

Contractor agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, or disabilities.

Any act of discrimination committed by Contractor, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this contract.

Indemnification Clause

Contractor shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from or by reason of any negligent act or omission, operation or work of the Contractor, his agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

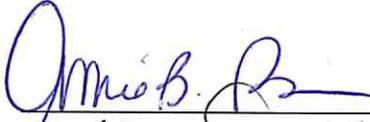
Amendment Clause

Any alteration, variation, modification, or waiver of provisions of this contract/agreement shall be valid only when it has been reduced to writing, and executed by all parties and approved by the Director of the Louisiana Division of Administration, Office of Contractual Review.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on September 10, 2011.

WITNESSES:

**Office of the Lieutenant Governor
Dept. of Culture, Recreation & Tourism**


Linda Smith


Charles R. Davis, Deputy Secretary

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on September 1, 2011.

WITNESSES:

Office of Tourism





James Hutchinson, Assistant Secretary

THUS DONE AND SIGNED AT New Orleans, Louisiana on September 9, 2011.

WITNESSES

**New Orleans Metropolitan Convention
and Visitors Bureau**


Ashley Perry


J. Stephen Perry, President

Exhibit A

Agency: DCRT, Office of Tourism
Contractor: New Orleans Metropolitan Convention and Visitors Bureau (NOMCVB)
Contract Monitor: International Program Manager of the Office of Tourism

Purpose: Contractor and State will collaborate to provide monetary and supervisory support towards the operation and maintenance of tourism Agents dedicated to marketing Louisiana as a destination in France, French-speaking Belgium, Germany, the Netherlands and Flemish-speaking Belgium, Austria, Switzerland, Mexico, and the United Kingdom. Contractor will act as liaison between foreign Agents and the Office of Tourism.

Goal: To market Louisiana in these international markets and create and nurture a positive image of Louisiana as a desirable tourist destination in order to increase the number of international visitors to Louisiana.

Objective: To ensure that each Agent and/or their staff make sales calls; attend trade fairs; and organize sales trips, familiarization tours, sales missions; provide tourism information services to tourism stakeholders/representatives and research to create new programs, expand on existing programs, and to increase the visibility of Louisiana in the trade and consumer media. The Contractor will provide support staff to assist the Agents in their efforts to represent and promote Louisiana at designated marketing events and missions.

Performance Measures:

Contractor will perform all activities provided for in the agreement in complete compliance with the Scope of Services and Statement of Work (Exhibit C) to the satisfaction of the Contract Monitor (see Termination for Cause). The Contractor shall require that each Agent provide monthly reports fully detailing activities performed to be submitted to the Contract Monitor in compliance with the Scope of Services regarding monthly reporting, which report will be used to evaluate the completion of monthly task and services.

Monitoring Plan:

The International Program Manager of the Office of Tourism, or her supervisor or successor will serve as the State's Contract Monitor and will ensure that services and deliverables are completed to the reasonable satisfaction of the State on a monthly basis; and will also review and verify all submitted invoices and information provided in the monthly reports prior to authorizing the release of payments to Contractor. An evaluation form will be completed by the Contract Monitor within 45 days of the termination of contract or the end of the contract period, which will evaluate the effectiveness of services to include the evaluation of sales call performance, lead generation, fam tours, sales missions, media relations and fulfillment of requests for collateral materials.

Utility of Final Product:

The services and information provided under this contract will be used by the State to strengthen and supplement the international tourism marketing efforts and will support the State's overall comprehensive tourism marketing efforts designed to increase the economic impact of tourism on the Louisiana economy.

Exhibit B

**July 1, 2011 – June 30, 2012
INTERNATIONAL OFFICE BUDGETS**

FRANCE & BELGIUM BUDGET

		LOT Cost
Account Services: Includes all operational expenses and activities incurred on behalf of the Louisiana Office of Tourism, including but not limited to staffing, office operations, postage/shipping, telephone, development and printing of collateral and operation materials, storage of collateral and operational materials and other business expenses.	\$94,000	\$61,100
Promotions/Marketing: Includes Pow Wow USA, Forum des Ameriques Global USA Workshop, Tour Operator Road Shows , Le Monde a Paris Travel Show, Internet and Social Media Marketing, Trade Familiarization Trips, Cooperative Marketing Programming, Visit USA France and Belgium Memberships	\$90,000	\$58,500
Public Relations/Events: Includes but is not limited to press release translation and distribution, media and trade events coordination and attendance, media familiarization tour programs, clipping services	\$12,000	\$7,800
Total Contract	\$196,000	\$127,400
LOT 65% match		\$127,400
LOT Total		\$127,400

GERMANY/AUSTRIA/SWITZERLAND BUDGET

		LOT Cost
Account Services: Includes all operational expenses and activities incurred on behalf of the Louisiana Office of Tourism, including but not limited to staffing, office operations, postage/shipping, telephone, development and printing of collateral and operation materials, storage of collateral and operational materials and other business expenses.	\$94,000	\$61,100
Promotions/Marketing: Includes Internet and Social Media Marketing, Visit USA Austria, Germany and Switzerland Memberships, Visit USA Trade Shows, Consumer Travel Shows, Deep South USA Travel Agent Event, Cooperative Marketing Programs	\$52,500	\$34,125
Public Relations/Events: Includes but is not limited to press release translation and distribution, media and trade events coordination and attendance, media familiarization tour programs, clipping services	\$18,500	\$12,025
Total Contract	\$165,000	\$107,250
LOT 65% match		\$107,250
LOT Total		\$107,250

UNITED KINGDOM BUDGET

		LOT Cost
Account Services: Includes all operational expenses and activities incurred on behalf of the Louisiana Office of Tourism, including but not limited to staffing, office operations, postage/shipping, telephone, development and printing of collateral and operation materials, storage of collateral and operational materials and other business expenses.	\$97,200	\$63,180
Promotions/Marketing: Includes World Travel Market (WTM) London, UK, Pow Wow USA , Holiday World Trade, Media & Consumer Show (Dublin), London Destinations Show, Bon Voyage Consumer Show, Tour America Consumer Show (Dublin), UK Visit USA Trade Road Shows, Kuoni Trade Road Show, Deep South Mission, Trade Familiarization Trips, Cooperative Marketing Programs, Visit USA UK & Ireland Memberships, UK Sales Mission	\$112,100	\$72,865
Public Relations/Events: Includes but is not limited to press release translation and distribution, media and trade events coordination and attendance, media familiarization tour programs, clipping services	\$44,700	\$29,055
Total Contract	\$254,000	\$165,100
LOT 65% Match		\$165,100
LOT Total		\$165,100

MEXICO BUDGET

		LOT Cost
Account Services: Includes all operational expenses and activities incurred on behalf of the Louisiana Office of Tourism, including but not limited to staffing, office operations, postage/shipping, telephone, development and printing of collateral and operation materials, storage of collateral and operational materials and other business expenses.	\$76,000	\$49,400
Promotions/Marketing: Includes Mexico Sales Mission, Expomayoristas Trade Shows, ARLAG Trade Show, Cooperative Marketing Programs	\$48,200	\$31,330
Public Relations/Events: Includes but is not limited to press release translation and distribution, media and trade events coordination and attendance, media familiarization tour programs, clipping services	\$22,800	\$14,820
Total Contract	\$147,000	\$95,550
LOT 65% Match		\$95,550
LOT Total		\$95,550

Exhibit C

STATEMENT OF WORK

1. **Fiscal Responsibilities** - Subject to the terms and conditions set forth herein, NOMCVB, in partnership with the Louisiana Office of Tourism and acting as the Louisiana Office of Tourism's fiscal agent in this cooperative effort, agrees to contract with and manage the services of foreign agents in the markets of the United Kingdom (and The Netherlands and Flemish-speaking Belgium), Germany (and Austria and Switzerland), France (and French-speaking Belgium), and Mexico to provide international tourism marketing and public relations representation for the Louisiana Office of Tourism and NOMCVB in each of these markets.

The goal of this agreement is to maximize Louisiana's visibility as a travel destination to European and Mexican markets. The Louisiana Office of Tourism has developed an approach that includes increasing consumer and trade awareness through proven public relations activities and engaging, new opportunities.

Approach

New Orleans and Louisiana continue to enjoy strong business relationships with the international tourism consumer and travel trade industry. However, it has been noted through conversations with travel partners and research of consumer behavior that New Orleans and Louisiana would benefit from a more balanced marketing approach; this endeavor strives to effectively share Louisiana and New Orleans' message equally among trade professionals and the travel consumer.

2. **Identify Target Market** - In order to increase the number of visitors to New Orleans and Louisiana from the targeted markets specified in this contract, activities performed by Contractor under this contract shall include, but not be limited to, the following:

Consumer

Agents will update the Louisiana tourism message to consumers by assisting the Louisiana Office of Tourism and the NOMCVB in the following ways:

- a. Focus on consumer events that will maximize and strengthen media and public relations efforts in international markets through special events, targeted festivals, trip giveaways and promotions.
 - b. Focus on consumer-based tourism promotion by identifying advertising opportunities that simultaneously augment Louisiana and New Orleans' appeal to consumers and reveal cost-effective mass marketing.
3. **Trade** - Participate in select tourism and travel trade efforts.

- a) Implement Promotions/Direct Mailings to stay connected to top tour operators.
- b) Implement educational workshops, seminars and incentive packages designed for top tour operators to push Louisiana packages to their top customers through their communications.
- c) Assist in identifying new itineraries or new themes that would appeal to each international market.
- d) Trade Fairs/Shows – Each Agent shall recommend to NOMCVB and the Louisiana Office of Tourism concurrently those consumer shows, festivals, special events and trade fairs in which NOMCVB/Louisiana Office of Tourism should participate, and assist NOMCVB/Louisiana Office of Tourism at these special events outlined in NOMCVB'S / Louisiana Office of Tourism's Annual Marketing Plan. The NOMCVB and the LOT must approve the Agent's participation.
- e) Familiarization Tours - In cooperation with an airline, each Agent shall identify a number of the top clients with potential incentive travel and/or wholesale/FIT business to be invited on a familiarization tour of New Orleans and Louisiana, during the period of the contract. Eight (8) to twelve (12) participants would be included in the group and staff from the Agents shall escort the group through the tour. The Agent will be responsible for arranging the familiarization tour participants and proposing appropriate components for itinerary.
- f) Sales Trips - Each Agent shall, in cooperation with a NOMCVB/Louisiana Office of Tourism representative, arrange sales calls in each international market and plan one annual sales trip, and/or in conjunction with trade fairs/shows. The Agent shall be responsible for arranging all on-site components of sale calls including but not limited to meals, travel, scheduling and communication with sales office.
- g) Sales Calls – Each international office shall engage in at least 40 sales calls per month representing Louisiana tourism as follows: a minimum of ten (10) direct travel/trade sales calls each month to travel industry account representatives, ten (10) media pitches per month, and twenty (20) additional telemarketing calls each month to potential travelers or to agents of potential travelers.

Sales calls shall emphasize (1) the variety of attractions available in the New Orleans Metropolitan Area and Louisiana, including museums, historic homes and gardens, tours, cruises, etc.; (2) the unique cuisine and entertainment offered; (3) tax-free shopping for international visitors; (4) the warm, sunny climate of the region; (5) the unique cultural and historical attributes of the lifestyle, architecture and historic districts; and (6) the geographic and cultural diversity available within Louisiana and within a day's drive of New Orleans, thus providing multiple opportunities for holiday trips. NOMCVB and the Louisiana Office of Tourism will provide the Agents with information to be used in such sales calls. These sales calls shall result in eighteen (18) tentative leads and five (5) service leads to the NOMCVB for distribution to Louisiana Office of Tourism and NOMCVB members.

- h) Tourism Information Service – Each international office shall provide a dedicated telephone line to

be answered "Destination New Orleans and Louisiana" to respond to trade and consumer requests for destination information.

- i) Liaison/Miscellaneous Projects – Each international office shall respond on an "as needed" basis to a variety of requests from NOMCVB and Louisiana Office of Tourism as are appropriate and not inconsistent with this Contract.
 - j) Research – Each international office will conduct research to include an annual review of all tour operators and other trade programs presently promoting the New Orleans metropolitan area and Louisiana within each market. This research would be information directly derived from the tour operators and airlines that presently sell the New Orleans metropolitan area and Louisiana. Research will also include a staff visit to New Orleans and Louisiana for a structured discussion with the Louisiana Office of Tourism and NOMCVB staff, as well as other travel industry representatives. This report shall include tour operator company name, key contact, address, phone, fax, city packages, group tours, New Orleans and Louisiana hotels used, annual volume by room nights, percentage of individuals and percentage of group business. This report will be collected based on six months (Jul – Dec).
 - k) New Programs and Expansion of Current Programs – Each international office shall assist in retaining and/or expanding current programs to bring visitors to New Orleans and Louisiana. Program information shall be provided to the NOMCVB/Louisiana Office of Tourism as tour operators launch their USA products.
4. **Visibility** - To create increased visibility of the New Orleans and Louisiana area in the trade and consumer media, each international office shall perform the following public relations activities:
- a. Organize and escort a minimum of one press trip for consumer journalists and trade press.
 - b. Act as liaison office for individual journalists in each market, serving thirty six (36) (an average of six (6) each month) journalists' information needs whenever possible (including releases, press kits, photos, videos, slides, etc.), and when necessary, referring them to NOMCVB and the Louisiana Office of Tourism for further assistance.
 - c. Distribute to the media periodic press releases annually prepared by NOMCVB and the Louisiana Office of Tourism which will highlight upcoming events and information of potential interest to each foreign market. Each international office shall follow up with the media to ensure coverage and provide copies of press reports to NOMCVB and the Louisiana Office of Tourism. Each international office shall initiate special features on New Orleans and Louisiana in travel publications and assist Louisiana in responding to individual requests from journalists. Each international office shall work with appropriate airlines to encourage New Orleans and Louisiana as a destination promotion feature in airline magazines and newsletters to the travel trade.
 - d. Work with the trade press in each market concerning any special functions at which NOMCVB and the Louisiana Office of Tourism are represented. This would include press relations on NOMCVB'S

and/or the Louisiana Office of Tourism's behalf prior to and during any trade shows, such as those outlined in NOMCVB'S and the Louisiana Office of Tourism's marketing plan, special trade missions, etc., inviting press to events when appropriate, and working to create press opportunities, interviews, etc.

- e. Maintain a photo and slide library representing New Orleans and Louisiana.
- f. Take advantage of any unplanned media opportunities and special promotions that occur during the year.

The NOMCVB will hire Agents, maintain and manage the services to be provided by each Agent representing the various countries and report on a monthly basis the activities in compliance with the Scope of Services. Contractor will also report to the State any challenges being faced, extraordinary events, and any expectations that are not being met by the Agents as developments occur. The Contractor is required to make certain the fulfillment of all required services, take corrective action if necessary and do all things necessary to ensure objectives are being met.