

<b>Letter of Agreement Information</b>			
Anticipated Amount:	<b>Not to exceed \$270,711.47 for FY24</b>		
Anticipated Signed Date:	<b>September 29, 2023</b>		
Anticipated Term	From:	<b>10/1/2023</b>	To: <b>06/30/24</b>
<i>Identify the names and titles of the individuals who will sign the agreement:</i>			
<i>Name</i>		<i>Title</i>	
Brenda Scolari		Director	
<i>Identify the name of the individual to whom the insurance documents should be sent:</i>			
<i>Name</i>	<i>Title</i>	<i>Email Address</i>	
Angie Mathiesen	Operations & Finance Manager	<a href="mailto:amathiesen@travelnevada.com">amathiesen@travelnevada.com</a>	

<p><b>PROJECT OVERVIEW:</b></p> <p>The State of Nevada, on behalf of the Division of Tourism, is seeking approval to sign a letter of agreement with the Corporation for <b>Travel Promotion d/b/a Brand USA</b>.</p> <p>Brand USA is a District of Columbia nonprofit corporation organized and operated to grow incrementally international visitation to the United States, increasing America’s share of the global travel market. The Nevada Division of Tourism (Travel Nevada) a Division of the Department of Tourism and Cultural Affairs (DTCA), <b>will be investing the allocated funds towards the below Brand USA programs:</b></p> <table style="width: 100%;"> <tr> <td style="vertical-align: top;"> <p><b>Phase 1:</b>            Tripadvisor: \$75,0000            USA-Reisen.de: \$23,000            Hotelbeds: \$14,000            Brand USA Missions &amp; FAMS: \$11,500            Total: \$123,500</p> </td> <td style="vertical-align: top;"> <p><b>Phase 2:</b>            Travelzoo: \$75,000            Destination video: \$80,000            Total: \$155,000</p> </td> </tr> </table> <p><b>Grand Total: \$278,500 minus rollover amount from FY23: \$7,788.53 LOA Total: \$270,711.47</b></p> <p>The Letter of Agreement will be structured in two phases, currently The Division of Tourism is authorized to sign an agreement for an amount up to \$130,000. The Nevada division of Tourism will seek approval in the work program order for an additional \$140,711.47.</p>	<p><b>Phase 1:</b>            Tripadvisor: \$75,0000            USA-Reisen.de: \$23,000            Hotelbeds: \$14,000            Brand USA Missions &amp; FAMS: \$11,500            Total: \$123,500</p>	<p><b>Phase 2:</b>            Travelzoo: \$75,000            Destination video: \$80,000            Total: \$155,000</p>
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