



ZENO

For Zeno Use Only

Client No.:

Contract No.:

Aruba Tourism Authority and Zeno Group, Inc.

STATEMENT OF WORK

PROJECT NAME: Issues Management Q2, Q3, & Q4

April 1, 2021 – December 31, 2021

Pursuant to the Agreement by and between the Aruba Tourism Authority ("Client") and Zeno Group, Inc. ("Zeno") dated January 1, 2019, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

SCOPE OF SERVICES

Overview

This Scope of Work is made a part of the Client Services Agreement dated January 1, 2019 (the Agreement"), by and between Zeno Group, Inc. ("Agency") and the Aruba Tourism Authority ("Client"). Any capitalized terms used herein shall have the meaning set forth in the Agreement. To the extent that the provisions of this Scope of Work conflict with those of the Agreement, the provisions of the Scope of Work shall control.

Deliverables

ACTIVITY
Crisis & Issues Management
<p>Ongoing Issues Management: COVID-19 Risk Mitigation</p> <ul style="list-style-type: none"> • Strategic counsel • Coordination with account teams and client teams/stakeholders to help manage potential concerns as Aruba continues to navigate issues in the wake of the global pandemic (reopening, health and safety for travelers, regulatory changes and new requirements, etc.) • Development of rapid-response materials such as standby statements, messaging, etc., as appropriate. • Support with developing, editing, and modifying materials (i.e., media interview questions, internal and external Q&A, and others) • Ad-hoc support from senior crisis lead(s) for recommendations, points-of-view, and insights around potential risks or issues as they arise. <p>COVID-19 Monitoring Report</p> <ul style="list-style-type: none"> • Daily media audit and summary for COVID-19 and related issues <p>Additional Ongoing Issues Management</p> <ul style="list-style-type: none"> • Support from senior crisis leads(s) on other non-pandemic issues on an as needed basis.

For major crisis events that require additional resources above and beyond the existing engagement, Zeno will advise ATA and get pre-approval for any additional budget.

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services or increases the time retained, the amount of additional time will be agreed upon and an Addendum will be attached to the current Statement of Work.

BUDGET

April 2021 through September 2021

Crisis & Issues Management (Q2, Q3)	\$41,400 (\$6,900/mo. for 6 months)
COVID-19 Monitoring Report (Q2, Q3)	\$14,400 (\$2,400/mo. for 6 months)

October 2021 through December 2021

Crisis & Issues Management (Q4)	\$12,000 (\$4,000/mo. for 3 months)
COVID-19 Monitoring Report (Q4)	\$7,200 (\$2,400/mo. for 3 months)

Total SOW:	\$75,000
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Zeno shall only request approval from Client per initiative or individual out-of-pocket expenses exceeding \$1,000. Client authorizes Zeno to bill up to ten percent (10%) over the estimated expense amounts over \$1,000 without seeking further approval.

TERMS

Fee Billing. Zeno shall invoice Client in accordance with the billing schedule mentioned above. The Monthly Retainer is based on the Scope of Services retained above. Zeno shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Zeno will bill Client for out-of-pocket expenses on an as incurred basis at the end of the month. Prebilled expenses may be required via written approval by the client prior to being incurred. Agency shall not exceed the total budget amount unless approved in writing, it being understood that amounts may be shifted between fees and expenses, so long as the total budget is not exceeded.

Invoices. Zeno will render invoices based on the billing schedule above. For pre-billed out-of-pocket expenses, documentation for expenses will be provided within 60 days of reconciliation after the quarter close. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name:	Sjeidy Feliciano
Company Name:	Aruba Tourism Authority
Address:	L.G. Smith Blvd 8, Oranjestad, Aruba

Purchase Order. The client Purchase Order number is not required.

ACCEPTED AND AGREED TO ON THIS 29 DAY OF MARCH 2021.

ARUBA TOURISM AUTHORITY

By: 
Sjeidy Feliciano (Mar 31, 2021 08:31 EDT)

Printed Name: Sjeidy Feliciano

Title: Communications Manager

ZENO GROUP, INC.

By: 
Mila Ortiz (Mar 31, 2021 08:58 EDT)

Printed Name: Mila Ortiz

Title: Vice President

