



STATEMENT OF WORK

TO: Robert Schlotman, Chief Operating Officer
Enterprise Florida, Inc.

FROM: Abby Davis, Director of Client Development
Moore, Inc.

DATE: April 22, 2021

SOW #: 2119 – EFI Buy Florida Launch: Cycle 1

This is a Statement of Work (herein referred to as "SOW") as defined and pursuant to the Master Services Agreement (herein referred to as "MSA") dated November 18, 2020, between Moore Communications Group, Inc. (dba "Moore, Inc." herein referred to as "Moore") and Enterprise Florida, Inc. (herein referred to as "the client"). The services described in this SOW shall be governed by the terms and conditions set forth in the MSA, except to the extent that such terms and conditions are supplemented or otherwise modified in writing as permitted under the MSA. Terms used but not otherwise defined herein are described in the MSA. This SOW shall be effective as of the date signed by Moore and the client (herein referred to as "both parties") hereto.

I. **Scope of Work:** The scope of work for the client will be as follows:

Buy Florida Program Development

- Collaborate on qualifications document with Enterprise Florida

Buy Florida Brand Development

- Finalization of logo or icon development
- Style guide one-pager
- Message house development
- Presentation talking points development

Buy Florida Asset Development

- Development of Action Toolkit for Businesses
 - Program overview
 - Business profiles
 - Logo/icon art files (for website inclusion, product placement and communication tools)
 - FAQ
 - Organic social media copy and assets
 - Email/newsletter/blog article

Enterprise Florida to contract separately with photo and video production partners to develop custom photo gallery and "hype" video highlighting top three industries/businesses who were early adopters of Buy Florida (i.e., Tervis Tumbler). Moore to provide creative direction for photo and video production.

Buy Florida Landing Page Development

- Develop webpage copy specific to Buy Florida program to be placed on Enterprise Florida's website

Buy Florida Media Relations

- Coordinate press conference launch with key businesses representing top three industries
- Develop joint news release and/or op-ed with business partner organizations/associations

II. **Effective Date:** This SOW is valid upon the signing of both parties effective April 26, 2021 and remains in effect until June 30, 2021. Either party may cancel the SOW with 60 days written notice.

III. **Fees:** Moore will charge the following fees for the deliverables outlined within the Scope of Work section of this SOW, and requested by the client:

Project Fee: \$30,000

Moore will invoice the total project fee at the completion of the project, on or before June 30, 2021.

The project fee is based off the estimated number of hours to complete the work using an hourly rate of \$155/hour. Moore has discounted the hourly rate from our standard blended rate of \$185/hour so that these savings can be reinvested into the program of work

IV. **Authority:** For purposes of this SOW, authority to perform any act on behalf of the client may be granted only by the person(s) listed, or such persons as may be identified from time to time by any person listed:

- **Jamal Sowell, President & CEO**
- **Robert Schlotman, Chief Operating Officer**
- **Marc Adler, Chief of Staff**

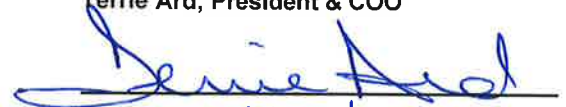
Any changes to this SOW must be provided and approved by both parties in writing. By signing below, both parties indicate understanding and agreement with the terms as stated above.

Enterprise Florida, Inc.
Robert Schlotman, Chief Operating Officer



DATE 4/30/21

Moore, Inc.
Terrie Ard, President & COO



DATE

5/3/21