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OMB No. 1124-0006; Expires July 31, 2023

U.S. Department of Justice
Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
Development Counsellors International

2. Registration Number
4777

3. Primary Address of Registrant
215 Park Avenue South, 14th Floor, New York, NY 10003

4. Name of Foreign Principal
Vienna Tourist Board

5. Address of Foreign Principal
Invalidenstrasse 6
Vienna
AUSTRIA 1030

6. Country/Region Represented
AUSTRIA

7. Indicate whether the foreign principal is one of the following:

- [x] Government of a foreign country [1]
- [ ] Foreign political party
- [ ] Foreign or domestic organization: If either, check one of the following:
  - [ ] Partnership
  - [ ] Corporation
  - [ ] Association
  - [ ] Committee
  - [ ] Voluntary group
  - [ ] Other *(specify)* _____
- [ ] Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant
Vienna Tourist Board

b) Name and title of official with whom registrant engages
Norbert Kettner, Chief Executive Officer

1 "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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9. If the foreign principal is a foreign political party, state:

a) Name and title of official with whom registrant engages

b) Aim, mission or objective of foreign political party

10. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐

11. Explain fully all items answered "Yes" in Item 10(b).

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
05/09/2022	Karyl Leigh Barnes	/s/Karyl Leigh Barnes

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Date	Printed Name	Signature
May 9, 2022	Karyl Leigh Barnes	Karyl Leigh Barnes

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Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov .

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Development Counsellors International	4777

3. Name of Foreign Principal
Vienna Tourist Board

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? 01/01/2022

8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Destination marketing and public relations to increase Vienna's profile as a tourism destination

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9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Destination marketing and public relations to increase Vienna's profile as a tourism destination

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act[1].

Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

11. Prior to the date of registration[2] for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☐ No ☒

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose

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12. During the period beginning 60 days prior to the obligation to register[3] for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

Date	Recipient	Purpose	Amount

1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

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Date	Printed Name	Signature
May 9, 2022	Karyl Leigh Barnes	Karyl Leigh Barnes

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DEVELOPMENT COUNSELLORS INTERNATIONAL
NEW YORK | DENVER | LOS ANGELES | TORONTO
215 Park Avenue South | 14th Floor
New York, NY 10003
T 212.444.7123
aboutdci.com

The Vienna Tourist Board (VTB) has appointed Development Counsellors International (DCI) as their North American Public Relations Agency.

This campaign has been designed as a 12-month program to begin on January 1, 2022 and continue through December 31, 2022. The outlined budget below is divided into two elements: professional fees and projected out-of-pocket expenses. The latter item involves considerable variation but represents our current estimates based on recent experience.

For your convenience, DCI will bill our professional fees in equal installments of $8,500 a month, billed at the beginning of each month. Two invoices will be issued on a monthly basis: MICE: $1,275/month and General PR: $7,225/month.

A communications fee of $170 a month will cover ongoing communication expenses, such as telephone, internet access while traveling, regular postage, photocopies, a media monitoring service, digital media clips, email software distribution fees (maximum one time monthly, fewer than 500 on distribution list), survey software subscription (if required) and media marketplace representation.

Expenses to carry out scope of work, including hosted media travel expenses, digital influencers, in-country budget for meetings, will be pre-approved by VTB and billed with appropriate documentation.

Out-of-pocket travel expenses will be billed separately with appropriate documentation. Valerie Wilson Travel (VWT) will book all transportation, and a VWT booking fee of $55 (domestic U.S.) or $75 (international) will appear on invoices involving travel purchases. Client payment is requested within 15 days of billing.

DCI charges a 10 percent service fee on all advertising buys and on all third-party expenditures that exceed $5,000. This fee covers the time costs of facilitating service. VTB can choose to pay third-party invoices directly in lieu of markup.

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Budget

January 2022 – December 2022

Professional Fees	
DCI Fees for Program Design, Execution and Administration	
MICE: $1,275/month x 12 months	**$15,300**
General PR: $7,225 x 12 months	**$86,700**
TOTAL FEES	**$102,000**
Program Expenses	
Ongoing Communications Expense ($170/month x 12 months)	**$2,040**
DCI Travel to Vienna — immersion tour/client meetings ($2,000/staff trip x 2 staff visits, including flights. Does not include hotel and on-site costs)	**$4,000**
Subtotal	**$6,040**
TOTAL BUDGET	**$108,040**

Scope of Work

January 2022 – December 2022

Tactic	Description
Perception Study + Keyword Research and On-Page/Off-Page Analysis:	Survey top media to gauge perceptions of Vienna and its competitive set. Doing so will allow us to recommend relevant changes to our key message and marketing approach in North America. DCI's analysis will highlight differences in perceptions among media members who have and who have not visited Vienna. We'll overlay the perception study findings with digital analytics, combining on-page website analysis with in-depth keyword research.
Immersion Tour and Program Kickoff Meeting	Two core account team members will conduct a destination immersion trip within the first 60 days of commencing our partnership. During this trip, the account team will meet with the VTB team to present industry trends and confirm the activities for the year. This immersion trip will also include hotel site and tourism experience inspections and meetings with key stakeholders. If travel isn't possible, we'll do a virtual immersion within the first 30 days.
"Most Wanted" Media List	Create a list for Vienna of 100 target media outlets, with a specific focus on travel, tourism thought leadership, business events (MICE), culture, lifestyle, art and design.
Proactive Pitching	Document story angles and then pitch and secure media interest in telling Vienna's story. In addition to constant story pitching to consumer media this includes 4-5 MICE story pitches.

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Media Tours	Organize up to two media tours and secure 16–18 deskside/virtual meetings (including MICE media at IMEX America + Frankfurt & IBTM World).
Media Events	Manage invitations for one B2B media event in a key media market (more than 10 guests) to secure relevant media attendees.
Press Trips	Secure at least 10 "hot" prospects for press trips trip based on their ability to write feature stories that will tell the stories Vienna seeks to tell. Organize a minimum of 8 press trips including flights (accommodation and itinerary to be organised by VTB).
Digital Influencer Partnership	Source and negotiate one influencer partnership with VTB for the year.
Group Press Trip	Organise one group press trip for up to five journalists for one focus topic (flights, accommodation and program to be provided by VTB, including for one accompanying account member) – alternatively three additional individual press trips
Strategy and Consulting	Develop a North American strategy for VTB's annual media relations plan and provide up to eight hours of senior-level advice and counsel.
MICE Media Buying	Negotiating and booking of up to three paid media products/packages in MICE media (budget of up to USD 28.000 including 10% commission charge provided by VTB)
Marketing Campaign PR	Creation and implementation of media relations strategy supporting the VTB's annual B2C event (or campaign) in the US (like "Vienna strips on OnlyFans")
Media Newsletter	Distribute 4 quarterly Vienna Media Newsletters (html to be provided by VTB) to US Media
Reporting and Measuring	Provide 10 monthly reports (combining July with August and November with December, if permitted) that recap the public relations activities and results for the prior month and preview the activity for the upcoming month.Facilitate daily emails and monthly status calls between the VTB team and the DCI account team. Collect and send relevant press clippings (original publications or printable pdfs incl. up-to-date circulation numbers/reach; online: uvm´s) on- and offline as publications appear.

Account Team

Daniella Middleton, Account Strategist and Senior Vice President	**Chiara Peretti**, Day to Day Account Manager and Publicist, US	**Ashley Kotar** Digital Influencer (USA & Canada) and Publicist, Canada (based in Toronto)	**Kayla Leska** Media Relations Director and Crisis Communications

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Strategists

Karyl Leigh Barnes, President - Tourism	**Robyn Domber,** Vice President - Research

Terms of Service

Based on our blended rate of $185 per hour, DCI will allocate an average of 46 hours per month for our work. Should our work exceed the monthly allotment of hours on a continuing basis, adjustments will need to be made to stay within the scope of work.

If either time needed or client requests for deliverables increase significantly beyond the scope of work outlined above, DCI's hourly blended rate of $185/hour will be used to calculate the additional hours needed to complete the work. DCI will request VTB's approval prior to increasing hours toward the program of work.

Either party, Vienna Tourist Board or Development Counsellors International, can cancel this agreement at any time for any reason upon 60 days' written notice to the other party. Time costs for program elements already implemented will be required.

Both parties agree that they will not offer employment or consulting opportunities to staff members of the other party.

Accepted on behalf of Vienna Tourist Board

Norbert Kettner, CEO — **Dec 20, 2021**

Accepted on behalf of Development Counsellors International

Karyl Leigh Barnes — 12/20/21

Karyl Leigh Barnes, President — **Date**

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