

# EXHIBIT 1

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## **Our Mission**

NYC & Company is the official destination marketing organization (DMO) and convention and visitors bureau (CVB) for the five boroughs of New York City. Our mission is to maximize travel and tourism opportunities throughout the City, build economic prosperity and spread the dynamic image of New York City around the world.

A 501(c) 6 private corporation, NYC & Company represents the interests of nearly 2,000 member organizations across the spectrum of businesses and organizations in the City.

NYC & Company provides resources for visitors to discover everything they need to know about what to do and see in NYC. In addition to an integrated market development team in New York City with a focus on group, meeting/convention, leisure and events motivated travel, we have a global communications and market promotion network around the globe, including 17 representative offices on five continents, to promote visitation. Together with satellite convention sales offices in the US to develop group business, NYC & Company's marketing efforts—both consumer and business facing—position the City to attract business and leisure travelers.

## **Senior Leadership Team**

Representing a diverse range of backgrounds and perspectives, our skilled Senior Leadership team keeps NYC & Company moving forward.

## **Board of Directors**

Meet the impressive lineup of industry leaders whose collective experience, insight and vision inform everything we do at NYC & Company.

NYC & Company Board of Directors

## **Travel and Tourism Highlights**

For information about visitation, hotel demand and the value of tourism, download our NYC Travel & Tourism brochure.

## **Annual Report**

Learn about our programs and progress over the past year.

Read the NYC & Company Annual Report 2018.

Read the NYC & Company Annual Summary 2017.

Read the NYC & Company Annual Summary 2016.

Read the NYC & Company Annual Summary 2015.

Read the NYC & Company Annual Summary 2014.

Read the NYC & Company Annual Summary 2013.

## **Headquarters**

NYC & Company

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