

**DEEPWATER HORIZON
CLAIMS CENTER**
ECONOMIC & PROPERTY DAMAGE CLAIMS

RECEIVED
11/8/16

Patrick A. Juneau
Claims Administrator

cc: BCC
Julie Morgan
Tary Juneau
Roy Andrews
Sharon Offutt

October 14, 2016

Merry Beth Andrews
County of Santa Rosa (Santa Rosa County Tourist Development Council)
6495 Caroline St, Suite M
Milton, FL 32570

Dear Merry Beth Andrews,

The Gulf Tourism and Seafood Promotional Fund has helped many organizations and communities along the Gulf Coast and the surrounding area.

After three significant Gulf Tourism and Seafood Promotional Fund distributions, I am happy to announce there will be a fourth residual and final grant distribution to your organization. Both BP and the Plaintiff Steering Committee have been consulted and agreed on this residual and final Gulf Tourism and Seafood Promotional Fund distribution.

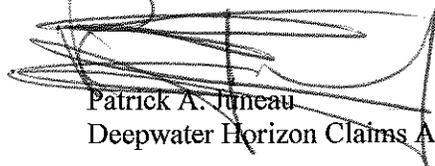
As the Claims Administrator, my goal has been to distribute these promotional fund grants to organizations who have used the Gulf Tourism and Seafood Promotional Fund to make a positive impact on the tourism and seafood industry.

The use of these funds will have a very restricted use and the criteria, guidelines, and amount of your grant is listed on the attached sheet.

Since these funds are limited, we will not deviate from the intended criteria for the residual distribution. If you have any questions, please contact Nick Gagliano at ngagliano@dheclaims.com.

Congratulations and we look forward to working with you in the marketing and promotion of the local tourism and seafood industries.

Sincerely,



Patrick A. Juneau
Deepwater Horizon Claims Administrator

Santa Rosa County Tourist Development Council

Your Organization's Residual and Final Distribution from the Gulf Tourism and Seafood Promotional Fund is **\$100,000.00**

Guidelines

1. Funds must be used between November 1, 2016 and October 31, 2017.
2. Funding is restricted for use for advertising and collateral materials only.
3. Funds may only be used for the following:
 - A. Print Media – Newspaper, Magazine, etc.
 - B. Broadcast Media
 - C. Cable Media
 - D. Outdoor Media
 - E. Brochures, Rack Cards or Flyers
 - F. Reasonable Production Charges and Creative Fees
4. Services that will NOT be considered eligible for the residual distribution
 - A. Salaries
 - B. Grant Administration and Management Fees
 - C. Travel and Trade Shows
 - D. Internet/Social Media Marketing
5. Changes to budget. Any changes to the scope or budget must be APPROVED by Nick Gagliano and the Grant Review Team PRIOR to new commitments. Any changes without approval will not be eligible for reimbursement.

In order to obtain your residual distribution, a marketing proposal with a list of media with flight dates and collateral materials along with a budget must be submitted. The deadline to receive this information is November 30, 2016. Any proposal received after this date may not be eligible for the residual distribution

Upon receipt and approval of your marketing proposal, a contract will be forwarded to your organization for signatures and based upon the marketing plan, a list of project deliverables will be developed. Once the contract is returned with the proper signatures and processed by the Claims Administration Office, 50% of the funds will be released. Upon submission of all deliverables the balance of the funds will be released and the project will be closed-out.

There will be no exceptions to the use of the residual distribution. It must be used as outlined above. Additionally, time extensions will not be granted past the October 31, 2017 deadline.

The contact will be Project Coordinator Nick Gagliano – ngagliano@dheclaims.com

Please send your marketing proposal and budget to:

Deepwater Horizon Claims Center
Attn: Nick Gagliano
935 Gravier Street, Suite 1905
New Orleans, LA 70112