

DEEPWATER HORIZON
CLAIMS CENTER
ECONOMIC & PROPERTY DAMAGE CLAIMS

Patrick A. Juneau
Claims Administrator

July 15, 2015

Sue Steigerwald
City of Foley
407 East Laurel Avenue
Foley, AL 36535

Dear Sue Steigerwald,

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

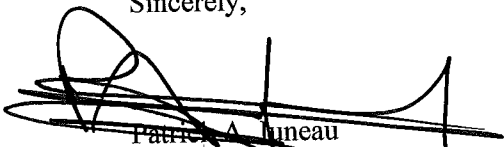
When the parties met in 2013 for the second round of funding, I suggested if there is a third distribution, we would simply distribute the existing funds on a pro rata basis to the existing recipients who have met their reporting obligations.

Both BP and Plaintiff Steering Committee agreed and now I'm happy to announce your organization will receive a third distribution from the Gulf Tourism and Seafood Promotional Fund. This distribution will have a very restricted use and the criteria, guidelines and amount for your organization is listed on the attached sheet.

Since these funds are limited, we will not deviate from the intended criteria for the third 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 gulf seafood and tourism industry.

Sincerely,



Patrick A. Juneau
Deepwater Horizon Claims Administrator

City of Foley

Your Third Distribution from the Gulf Tourism and Seafood Promotional Fund is \$37,720.00

Guidelines

1. Funds must be used between August 1, 2015 and July 31, 2016.
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. Collateral Printed Materials
 - F. Production Charges and Creative Fees
4. Services that will NOT be considered eligible for the third distribution
 - A. Salaries
 - B. Grant Administration and Management Fees
 - C. Travel and Trade Shows
 - D. Internet/Social Media Marketing

In order to obtain your third distribution, a marketing proposal with a list of media and collateral materials along with a budget must be submitted. The deadline to receive this information is August 15, 2015. Any proposal received after this date will not be eligible for the third 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 third distribution. It must be used as outlined above.

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