

# DAVIS SOUTH BARNETTE PATRICK

ADVERTISING • PUBLIC RELATIONS

August 10, 2015

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

Mr. Gagliano,

The Santa Rosa County Tourist Development Organization has worked with BP to secure funding for advertising since the Deepwater Horizon Incident. Through the previous BP grants, we have increased advertising in our key feeder markets and reached out to new/emerging markets. We have also developed the new Florida's Playground Trial that has allowed us to market twelve different attractions only found in Santa Rosa County. The bottom line: all of these efforts have allowed Santa Rosa County to become one of the fast growing counties in the Florida Panhandle.

The TDO and DSB&P are proud of everything we have accomplished in our partnership with BP and hope that our relationship will continue to grow. We are very excited that Santa Rosa County has been selected to submit a proposal for a third round of funding of \$73,600 to help us continue our efforts. We would like to request to utilize these funds for a broadcast/cable media buy to promote our 2016 spring season. As you know, Easter is very early this year, which means our spring shoulder season will be several weeks longer than normal. We would like to use these funds for advertising in March/April 2016 to promote the events and offerings within the county during that shoulder season.

We would run the advertising in the following target markets:

- Birmingham
- Atlanta/Columbus
- Nashville
- Little Rock
- Baton Rouge

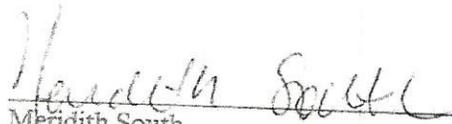
We would use the same video from the TV spots produced last year, but change the script and voice over to be more relevant to what is happening during the spring season.

Budget:

TV Media Spend:	\$73,000.00
Audio Revisions:	\$600.00

We look forward to working with you and your team.

Regards,



Meridith South  
Davis South Barnette & Patrick  
251.402.0062



Julie Morgan  
Santa Rosa TDO  
850.981.8900