

Gulf Tourism and Seafood Promotional Fund

Purpose

A \$57 million fund, the Gulf Tourism and Seafood Promotional Fund (“Promotional Fund”), has been established to promote tourism and the seafood industries in Gulf Coast areas impacted by the Deepwater Horizon Incident. In particular, one of the primary purposes of this Promotional Fund is for the support of programs directed to advertising, promotion and/or marketing which supports Gulf tourism and the seafood industries.

Administration of the Fund

The Promotional Fund is administered and directed by the Claims Administrator, Patrick A. Juneau. Applications for Promotional Fund Awards shall be considered by a three-person panel, consisting of the Claims Administrator or his designee, a designee of Lead Class Counsel, and a designee of the BP Parties. The Claims Administrator and the panel may at times retain independent consultant(s) and/or expert(s) for advice with respect to the propriety or effectiveness of any award.

Eligible Applicants

Applications for Promotional Fund Awards may be submitted by public, quasi-public, non-profit or other entities or organizations located within the Gulf States.

Promotional Fund Award Applications

Applications for Promotional Fund Awards are to be submitted in writing to the following address:

Promotional Fund
DHECC Claims Administrator
P.O. Box 50939
New Orleans, LA 70150-0939

All Applications must be received no later than **October 5, 2012**. In the event funds are still available following the first round of Promotional Fund Awards, the Claims Administrator will accept additional Applications past the October 5, 2012 deadline.

All Applications shall contain the following:

- (1) A description of the content of the activities or projects which are being proposed and identification of the particular channels or media where the project will be utilized (“Project Narrative”);
- (2) A budget for the specific activities proposed (“Budget Narrative”); and
- (3) Information and documentation outlining the financial stability of the Applicant, such as tax returns, past grant awards received, financial statements of the organization, annual reports and other relevant materials.

Project Narrative: A successful award Applicant’s Project Narrative should describe, *inter alia*, the organization’s history and mission; the specific problem or challenge to be addressed; how the proposed project will address this issue; how funds will be used; how the Promotional Fund’s financial support will be leveraged by support and resources from the organization or other sources; the physical location (if any) of the project; the geographic area and audience served; anticipated outcomes; any needs assessment that has been done; how to evaluate the project’s success; and plans for long-term sustainability of the program.

Budget Narrative: Relevant documents for a Budget Narrative include, for example: (a) IRS letter documenting filing status / tax identification number; (b) most recent audited financial statement (if the most recent audited financial statement is not available, submit the most recent IRS Form 990); (c) current operating budget; and (d) an itemized project budget with description of how funds will be spent.

Other / Miscellaneous

All Promotional Fund Awards shall be subject to periodic and/or final reporting to and auditing and/or review by the Claims Administrator, as deemed appropriate by the Claims Administrator.

Multiple Promotional Fund Awards may be awarded to the same Applicant; however, no more than \$500,000 per year combined may be disbursed *in toto* to any one Applicant.

In selection of recipients, special attention will be paid to the diversity, geographic and otherwise, of the Applicants.