



CHARLIE CRIST
GOVERNOR

July 14, 2010

Mr. Doug Suttles
BP America Inc.
1250 Poydras Street
14th Floor – Room 1412
New Orleans, LA 70113

Dear Mr. Suttles:

I received with disappointment the response to Florida's request for additional tourism marketing funds for local counties affected by the ongoing effects of the Gulf Coast Oil Spill. Your letter contained contradictions to previous direction from two high ranking BP representatives, and did not take into account the way that Florida has distributed the \$25 million that was provided in May. The purpose of this letter is to offer additional information on how the original funds were spent, present you with direction that was given to us last month by Mr. Daryl Willis, and provide you with samples of local funding requests that continue to pour into our office. I am confident that once this information is presented, you will be able to provide us with a better answer to our request.

The original request to BP on May 12, 2010 was for nearly \$35 million comprised of a \$24.75 million for a state-wide media campaign and a \$10 million for locally impacted counties. BP denied the local portion of the request, and allocated \$25 million to the state on May 17, 2010. When Lamar McKay came to Tallahassee to notify me of grant, he specifically stated that the money was to be spent by the state for an immediate marketing campaign and if more was needed, we should ask.

As stated in your July 12, 2010 letter, we agree that one of the most effective ways to allocate tourism and marketing funds is to direct them to locally affected communities so that they may tailor advertising to their specific needs. Accordingly, I decided to distribute nearly half of the \$25 million state money to local tourism entities in order to mitigate the damaging affect that this spill has had on our economy. Enclosed is an accounting of the expended funds; as you will see these tourism councils have put great thought and creativity in their plans and we believe they are having a positive effect.

According to the original Memorandum of Understanding with BP, all funds had to be expended by August 18, 2010. Florida has complied with the terms of the agreement with BP. Unfortunately, oil continues to spill in the Gulf of Mexico which has placed a terrible economic burden on Florida families and businesses.

During a presentation to the Gulf Coast Economic Recovery Task Force held in Pensacola on June 12, 2010, Mr. Daryl Willis was asked how local communities should request additional funding to continue their marketing campaigns. Willis remarked that local governments could not request additional funds from BP directly, stating that all tourism and marketing request should be "made to Doug Suttles directly by Florida Government officials." The presentation that I am referring to is on-line at <http://www.wfsu.org/tfc/oilspill/archive-0630p1.php> the discussion takes place from 51:15 to 53:00.

Mr. Doug Suttles
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Upon learning of the direction from the head of the BP Claims process, I immediately wrote to you on behalf of local governments seeking additional marketing and advertising dollars as directed by Mr. Willis. To date, all Northwest Florida Counties have asked for additional funds, as well as a number of local gulf coast counties further down south that did not receive funds from the original distribution. Samples of these requests are included with this letter.

Based on the above information, I respectfully request that you provide the Florida additional marketing dollars to be distributed to local governments as directed by Mr. Daryl Willis, or you provide a written and transparent process for local governments so that they may obtain funding directly from BP. We are looking for the quickest, most efficient way to provide assistance to impacted counties. Your assistance is greatly appreciated. I look forward to hear from you on this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charlie Crist", with a stylized flourish at the end.

Charlie Crist

**2010 Deepwater Horizon Event Report
Current Cost Estimates for
Tourism Marketing - \$25 Million**

County	Phase 1	Phase 2
Bay	\$1,133,297.50	\$1,133,297.50
Escambia	\$700,000.00	\$700,000.00
Franklin	\$252,350.00	\$252,350.00
Gulf	\$75,250.00	\$75,250.00
Okaloosa	\$375,000.00	\$375,000.00
Santa Rosa	\$500,000.00	\$500,000.00
Wakulla	\$25,000.00	\$25,000.00
Walton	\$1,350,000.00	\$1,350,000.00
Broward		\$850,000.00
Dade		\$1,250,000.00
Lee		\$500,000.00
Monroe		\$400,000.00
Pinellas		\$1,150,000.00
Florida DACS		\$150,000.00
VISIT Florida	\$7,150,000.00	\$4,728,205.00
Subtotals	\$11,560,897.50	\$13,439,102.50
TOTAL		\$25,000,000.00

June 30, 2010

The Honorable Charlie Crist, Governor
State of Florida
The Capitol
400 South Monroe Street
Tallahassee, FL 32399

Re: Gulf Oil Spill Emergency Funding Request

Dear Governor Crist:

This is an especially difficult time for the great state of Florida, and your leadership is much appreciated. Your support of Florida's number one industry- tourism- has helped us remain as the world's best destination to visit, work and play.

We find ourselves in a difficult situation here on Southwest Florida's Paradise Coast – including the cities of Naples, Marco Island and Everglades City as well as all of Collier County. Although we have seen a nice recovery from the devastating economic recession of 2009, the oil spill in the Gulf of Mexico threatens to derail all of our good efforts. Despite our immediate response through public relations and digital marketing to the oil spill occurrence, we are fighting the national media hour by hour to set the record straight that Southwest Florida does not have oil on its beaches.

We can no longer go it alone. We need the assistance of additional dollars to effectively continue our message that the "Paradise Coast is Clear." We are therefore requesting that Collier County be granted a portion of the VISIT FLORIDA funding from BP to reach our customers in our important feeder markets in the Northeast and Midwest. We also need to reassure Floridians that it is alright for them to travel to our area for their summer family vacation.

Without this assistance, we anticipate huge losses in tourist tax revenue over the balance of the summer and fall. Inbound calls to our hotels for advanced reservations have dropped precipitously and at some properties, have completely stopped. The loss of tourist tax revenue will result in our inability to continue to market our destination, resulting in even further declines in visitors and the loss of jobs in our community.

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LAST PARADISE



Page 2, Gov. Charlie Crist

Tourism is a billion dollar industry here in Collar County and over 31,000 of our residents are directly employed in the hospitality and tourism industry. Many of those people will lose their jobs in the next few months if we are not able to intensify our marketing efforts to overcome the terribly damaging misinformation that is discouraging our summer visitors from coming here.

We are respectfully requesting \$750,000 to assist us in marketing our destination now. This investment will help ensure that we will continue to have a voice in the marketplace, offering our valued customers an excellent choice for their summer and fall getaways.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jack W. Wert".

Jack W. Wert,
Executive Director

cc: Lt. Governor Jeff Kottkamp
Chris Hart, Director, OTTED
Chris Thompson, President/CEO, VISITFLORIDA
Ray Dempsey, BP

FLORIDA'S™
LAST PARADISE

Convention &
Visitors Bureau
2800 N. Horseshoe Drive
Naples, FL 34104
Phone: 239-252-2384
Fax: 239-252-2404
www.ParadiseCoast.com



Perdido Key Chamber of Commerce “Keys to the Key” Campaign

SUMMARY

Keys to the Key is a marketing campaign designed to utilize BP advertising dollars through a direct-to-consumer strategy that is fully measurable and quick to implement. The budget is \$239,150 to fund the plan in its entirety, with the ability to launch within the next 7 days. Through **Keys to the Key**, 100-120 families (approximately 500-600 visitors) will be able to “win” a week’s stay at a Perdido Key condominium at no charge. In addition, families will also be able to take advantage of significant discounts from area businesses and restaurants during their stay. The plan involves the active participation of the Perdido Key Chamber of Commerce, the local lodging and restaurant community and local merchants. The cost per visitor is estimated to be approximately \$398.58.

PROMOTION

A mix of low-cost and effective tactics will ensure national visibility of the program. In addition, due to its uniqueness, national media will likely pick up the program details for broadcast. Following is an overview of the tactics used to market **Keys to the Key**:

- :60 television commercial
- Wire release over the national business wire, also targeting travel- and family-specific editors and publishers
- Landing page on Visit Perdido web site
- Search engine marketing/AdWords to drive travelers to the landing page
- Social media marketing
- e-blasts to visitor database
- Special “Key Card” for participants that is used for discounts from participating local merchants, restaurants, etc.

BUDGET BREAKDOWN

Tactic	Description	Estimated Cost
TV commercial	:60 spot, possibly include Charlie Crist; to be distributed with wire release	\$5,000
Landing page	Programming for www.visitperdido.com w/online registration form	\$750
News release	Distribution over the A/P Newswire	\$750
Cost of condo units	100-120 vacation condo units @ average cost of \$1600-1800 per week during first week of August	\$220,000
SEM	Search engine marketing specific to travelers	\$5,000
"Key Cards"	Printing of visitor key cards	\$150
Production/copy	Write release, write commercial, design landing page, TV creative direction and editing, key card design, meetings, research	\$7,500
TOTAL		\$239,150

ACTIONS

- Secure vacation condominiums in Perdido Key
- Create and program landing page; link to www.visitperdido.com; create associated interactive form
- Write news release and media alert and distribute over A/P Newswire
- Create a database of all applicants; to be shared with participating property management
- Write and produce a :60 video/commercial

APPLICANTS: Fill out online form that includes all terms and conditions; credit card to cover refundable security deposit; refund subject to normal terms that cover damage to property

PROPERTY MANAGERS: Match available properties to participants. Follow the transaction and manage check-in/check-out

PERDIDO KEY CHAMBER: Program managers; contact merchants and restaurants, etc. for participation in "Key Card" discounts. Manage database. Answer questions from participants. Contact awardees.

MERCHANTS/RESTAURANTS: Provide applicable discounts for "Key Card." Track redemption so program success can be measured and reported.

SARASOTA
—AND HER ISLANDS—
CONVENTION & VISITORS BUREAU

To: Mr. Shane Strum, Chief of Staff
Office of Governor Charlie Crist, State of Florida

From: Virginia J. Haley, President
Sarasota Convention & Visitors Bureau

Date: July 2, 2010

Subject: Marketing Proposal for Sarasota and Her Islands – Supplemental Funding

On behalf of the Sarasota Convention & Visitors Bureau, we hereby submit a brief outline of our proposed marketing and media plan to overcome the negative impact of the Deepwater Horizon Oil Spill on tourism to Sarasota County. We respectfully request economic assistance from BP funds to implement this plan.

Overview:

At the onset of the Deepwater Horizon oil spill emergency in the Gulf of Mexico, we began consumer surveys to understand their attitudes toward booking summer vacations in Sarasota County. At first, consumers largely did not seem to be affected. However, by the end of May, with the oil about to reach Florida, we saw a shift in consumer attitudes with 34.4% indicating that the oil spill would affect their vacation choices.

In addition, we received documented reports of 651 cancelled room night reservations through June 30th in Sarasota County for a value of \$108,000 thus far.

Our Phase I marketing response was to immediately change the focus of our summer campaign and expand its reach. The original summer campaign had a strong ecology theme that we deemed inappropriate to run at the same time as an ecological disaster. A new campaign, “Celebrate Sarasota,” was developed to mark the naming of our Siesta Beach as the number two beach in the U.S. by Dr. Beach. For summer, the “Celebrate Sarasota” campaign features vacation specials and offers free ice cream for visitors in July and August.

Our proposed Phase II marketing response from September to March is to develop a flexible, multi-tiered public relations and advertising campaign and to continue the “Celebrate Sarasota” campaign that will focus on the diverse assets Sarasota County has to offer. We will focus our efforts in key feeder markets domestically, as well as in the United Kingdom and Germany. Our objectives, strategy and tactics for the Phase II “Celebrate Sarasota” campaign are as follows:

Public Relations:

- **Objectives:**
 - Preserve the vital fall and winter seasonal business for Sarasota and surrounding islands in light of the Deepwater Horizon Oil Spill and resulting negative consumer perceptions regarding the impact to the beaches of the Gulf Coast of Florida in key domestic, United Kingdom and German markets.
 - Educate new and repeat visitors and key influencers to mitigate future misconceptions or uncertainty as to the impact of the oil spill on the beaches of Sarasota and surrounding islands.

Sarasota and Her Islands, Convention & Visitors Bureau – Marketing Proposal, Supplemental Funding

- Utilize the “Celebrate Sarasota” campaign as the public relations vehicle to drive consumer awareness with messaging that highlights all the diverse assets Sarasota County has to offer.
- **Strategy:**
 - Build an awareness campaign to supplement ongoing public relations initiatives and to help maintain and build winter season demand.
 - Conduct market media blitzes in key feeder markets with emphasis on new direct air service to SRQ. Key feeder markets include:
 - Baltimore
 - Boston
 - Chicago
 - New York
 - Philadelphia
 - Implement expanded SCVB Visiting Journalist Program to pitch and arrange in-person media visits (group and or individual) for top-tier traditional and digital media. We will invite travel media (on-staff editors/writers and freelance writers) focusing on travel/tourism stories to “come experience the celebration for yourself,” providing them with a detailed itinerary highlighting accommodations, attractions, retail outlets and restaurants throughout Sarasota County. The priority will be to attract writers and media outlets interested in beach, family friendly, or culture-based stories.
 - Buy into ground media tours and/or satellite media tours where known experts in this field, or SCVB staff or partners, speak about Sarasota and Her Islands on-air in targeted markets.

Advertising:

- **Objectives:**
 - Develop flexible niche messaging and imagery that support the public relations objective of preserving, educating and combating negative perceptions regarding the impact to the beaches of the Gulf Coast of Florida. Examples include:
 - Cultural tourism (opera, museums, theater)
 - Diverse dining (annual Savor Sarasota event)
 - Attractions (30 Days of Discovery, 2-for-1 admission promotion)
 - Develop a fall and winter media plan allowing short lead time media placements and changes in messaging and imagery. Target markets include:
 - Baltimore
 - Boston
 - Chicago
 - New York
 - Philadelphia
 - United Kingdom
 - Germany

Sarasota and Her Islands, Convention & Visitors Bureau – Marketing Proposal, Supplemental Funding

- **Strategy:**
 - Utilize television and online channels for the greatest reach to key feeder markets as indicated above. Highlights include:
 - Cable and spot television (including the Travel Channel and the Weather Channel)
 - Google television network (including CNBC, CNN, MSNBC, Fox News, Travel Channel, Golf Channel)
 - Niche international website placements.
 - Work with international tour operators and wholesalers in the United Kingdom and Germany for online advertising and print brochure distribution opportunities. Key tour operators and wholesalers include:
 - British Airways Holidays
 - Kuoni Travel Ltd.
 - Neckermann
 - Premier Holidays
 - Thomas Cook
 - Trailfinders
 - Virgin Holidays

Requested Budget Amount:

- **\$1,195,500** (see attached Media Plan details)

Sarasota Convention & Visitors Bureau								
Recommended Plan for Special Funding								
"Celebrate Sarasota"								
as of 7/1/10								
Key Feeder Markets								
Public Relations	DMA #27 Baltimore	DMA #7 Boston	DMA #3 Chicago	DMA #1 New York	DMA #4 Philadelphia	United Kingdom Germany		TOTALS
Media Blitzes in key feeder markets.	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 140,000.00		\$ 215,000.00
Expanded Visiting Journalist Program								\$ 25,000.00
SUB TOTAL:	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 140,000.00		\$ 240,000.00
Key Feeder Markets								
Advertising	DMA #27 Baltimore	DMA #7 Boston	DMA #3 Chicago	DMA #1 New York	DMA #4 Philadelphia	United Kingdom Germany	Non-Market Specific	TOTALS
Television:								
A mix of cable and spot TV. Approximately 100 GRP's per 2-3 week flight. Recommend one flight in November and a second flight in late January/early February.	\$ 60,000.00	\$ 90,000.00	\$ 100,000.00	\$ 140,000.00	\$ 100,000.00			\$ 490,000.00
Weather Channel crawl (90 days). Recommend Jan/Feb/Mar flight.	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 12,500.00	\$ 7,000.00			\$ 40,500.00
Florida Travel and Life - Affordable Luxury Show 30 minute segment on Sarasota - airs on the Travel Channel (cost includes production).							\$ 85,000.00	\$ 85,000.00
Est. Production/Placement Cost for Special :30 TV Spot							\$ 50,000.00	\$ 50,000.00
Online:								
Niche international websites						\$ 75,000.00		\$ 75,000.00
Google TV Network Including: CNBC, CNN, MSNBC, Fox News, Travel Channel, Golf Channel.							\$ 75,000.00	\$ 75,000.00
Intl. Tour Operators and Wholesalers								
Online advertising and print brochure distribution in United Kingdom: Virgin Holidays, British Airways Holidays, Trailfinders, Premier Holidays						\$ 70,000.00		\$ 70,000.00
Online advertising and print brochure distribution in Germany: Kuoni Travel Ltd., Neckermann, Thomas Cook						\$ 70,000.00		\$ 70,000.00
SUB TOTALS:	\$ 67,000.00	\$ 97,000.00	\$ 107,000.00	\$ 152,500.00	\$ 107,000.00	\$ 215,000.00	\$ 210,000.00	\$ 955,500.00
GRAND TOTAL BUDGET:								\$ 1,195,500.00