



THE EHRHARDT GROUP

Nov. 21, 2013

Misty Velasquez
Louisiana Office of Tourism
Capitol Annex, Third Floor, Room 327
1051 Third St.
Baton Rouge, LA 70802

RE: RESPONSE TO OLG/DCRT Marketing RFP – Component 2 – RFP-DCRT-OT-261000RFPOT081301

Dear Ms. Velasquez:

Since 1996, The Ehrhardt Group has successfully advised Fortune 500 corporations, local institutions and public entities in the critical areas of media relations, reputation management, crisis communications and public affairs.

No firm in the Deep Gulf South can match the experience or the qualifications of The Ehrhardt Group's public relations professionals in conceptualizing, implementing and closely measuring the results of media and community campaigns on behalf of our clients. In the last two years, our team has:

- Showcased New Orleans and drove guest traffic to the city for Super Bowl;
- Implemented a four-state public awareness initiative promoting the US Gulf Coast during the 2012 London Olympics;
- Celebrated the return of a New Orleans community and visitor landmark, The Saenger Theater;
- Launched the Gulf Coast Seafood & Tourism Bash to encourage visitors to the 2012 Allstate Sugar Bowl and Allstate BCS Championship Game to enjoy the quality of Gulf Seafood;
- Conceptualized and launched Geaux Fish, an eight-week summer fishing promotion reeling in 4,200 registrants from 27 states; and
- Set all-time attendance records for Feld's Monster Jam with a crowd of more than 55,000 in the Mercedes Benz Superdome in the short weeks following the Super Bowl and Mardi Gras.

For each project, The Ehrhardt Group has seamlessly integrated public relations, media relations and community outreach to:

1. Drive qualified guest traffic to a variety of events, in some cases up to 20 different events,
2. Develop marketing partnerships to deliver added value for our clients' programs,
3. Maximize earned media opportunities by understanding and exploring all potential coverage outlets,
4. Leverage paid advertising programs to expand the reach of earned media opportunities and bring target customers closer to the buying decision.

We thank you for the opportunity to share our qualifications, experience and success stories. More importantly, we want to discuss the future and how we can assist DCRT with its opportunities. Our firm is certified as a Small Business Entrepreneurship with the State's Veterans and Hudson Initiatives, and our certification is included in this response.

Best regards,

Marc Ehrhardt
Senior Vice President & Partner

C O R P O R A T E C O M M U N I C A T I O N S & M A R K E T I N G



A PROPOSAL FOR OLG/DCRT Marketing RFP

RFP-DCRT-OT-261000RFPOTo81301

For Component 2

Presented To:
State of Louisiana
Office of the Lieutenant Governor
Department of Culture, Recreation and Tourism
Office of Tourism

Nov. 21, 2013

Submitted by:

Malcolm Ehrhardt
The Ehrhardt Group
365 Canal Street, Suite 1750
New Orleans, LA 70130

malcolm@theehrhardtgroup.com
www.theehrhardtgroup.com

The Ehrhardt Group, Inc. is designated as a veteran-owned, small business in the State of Louisiana's Veteran Initiative & Hudson Initiative.





EXECUTIVE SUMMARY

Since 1996, The Ehrhardt Group of New Orleans has successfully advised Fortune 500 corporations, local institutions and public entities in the critical areas of media relations, reputation management, crisis communications and public affairs. Our firm exemplifies Louisiana's business success, innovation and resiliency. Tourism and entertainment in our state were severely tested in the fall of 2005 and again in the spring of 2010, as were we. In our case, we made the decision to return and rebuild because we are Louisianians through and through. From the outset, we knew it would be impossible and impractical to return to business as usual.



What changed for us was our business model. Rather than being all things to all people, we focused on three areas of strength: tourism/entertainment, corporate/business and public service. In the years since, The Ehrhardt Group has implemented impactful campaigns that generate awareness and enhance reputational visibility through our daily interaction with national, regional and local broadcast, print, online and radio outlets.

No firm in the Deep Gulf South can match the experience or the qualifications of The Ehrhardt Group's professional staff members in conceptualizing, implementing and closely measuring the results of media and community campaigns on behalf of our clients. In the last two years, The Ehrhardt Group has:

- Showcased New Orleans and drove guest traffic to the city for Super Bowl;
- Implemented a four-state public awareness initiative promoting the US Gulf Coast during the 2012 London Olympics;
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At The Ehrhardt Group, our dedication to building lasting partnerships with each client stands above all else, and these enduring, nourishing relationships are the hallmark of our business. For each client, our commitment is equal parts care, expertise, understanding and advocacy. We thank you for the opportunity to share our qualifications, experience and success stories. We look forward to sharing the thought and commitment to how we built these stories. More importantly, we want to discuss the future and how we can assist DCRT with its opportunities.

The following pages illustrate how this team can take the expertise we have developed from working with recognizable brands, such as Verizon Wireless, Capital One Bank, Waste Management, Walmart and BP to generate the public relations results that push Louisiana tourism to its vision of creating a public relations program that:

1. Showcases Louisiana as a travel destination,
2. Increases the revenue generated by the tourism industry, and
3. Contributes to the economic impact of tourism in the state's 64 parishes.







PROPOSAL SUMMARY

Proposer's Name: The Ehrhardt Group, Inc.

Chief Executive: Malcolm P. Ehrhardt, President - malcolm@theehrhardtgroup.com

Account Manager: Marc Ehrhardt, Senior Vice President & Partner - marc@theehrhardtgroup.com

Chief Information Officer: None

Official Representative for RFP correspondence: Marc Ehrhardt, Senior Vice President & Partner - marc@theehrhardtgroup.com

Address: 365 Canal Street
Suite 1750
New Orleans, LA 70130

Email: marc@theehrhardtgroup.com

Web Site: www.theehrhardtgroup.com

Phone: (504) 558-1845 (office); (504) 460-7004 (cellular)

Fax: (504) 558-0344

Tax ID #: 72-1315786

LA Small Entrepreneurship Certification Application ID: 11380

Binding Signature: -----



FIRM DESCRIPTION



THE EHRHARDT GROUP

Founded in March 1996, The Ehrhardt Group, a public relations and marketing firm in New Orleans and Louisiana, has demonstrated award-winning expertise in handling public relations, media relations, public affairs, community affairs, crisis management, media training, research and advertising.

Malcolm Ehrhardt's vision for the firm is a sound business with a strong foundation of peerless services. Throughout his career he has maintained a commitment and ability to meet deadlines, keep promises, be thorough, and pay attention to details, all with consideration of the client's budgetary parameters. These high standards guide the professionals of The Ehrhardt Group in developing and implementing a prosperous, productive plan for each client.

The Ehrhardt Group is a stable, mid-sized marketing, advertising and public relations firm that assists corporate, industrial, financial, real estate, hospitality, economic development and industry association clients throughout Louisiana and the Gulf South, including eight Fortune 500 companies and numerous state and regional businesses and organizations.

From a publicly traded company with \$1+ billion in investments in Louisiana and industry organizations spanning the Gulf South to tourist attractions and non-profit groups, one thing is common throughout The Ehrhardt Group's client relationships: The Ehrhardt Group has an experienced, distinctive staff of professionals to assist its diverse group of clients with the proper attention and services they require. This public relations alliance – led by The Ehrhardt Group – represents:

- New Orleans' most recognizable luxury hotel;
- The organization established by BP to help the company live up to its economic and environmental commitments;
- The most visited casino in the state; and
- A 105-year-old, James Beard award-winning dining institution.

We are advocates for our clients and the messages they believe in. Our professionals understand and convey this idea to each of our respective accounts and to the audiences they serve.



The Ehrhardt Group believes in giving its clients the best professionals the communications industry has to offer and provides all accounts with the personalized commitment they deserve.

The Ehrhardt Group, Inc. is designated as a veteran-owned, small business in the State of Louisiana's Veteran Initiative & Hudson Initiative (Application ID 11380).





MANDATORY REQUIREMENTS

The Ehrhardt Group, Inc. meets or exceeds the mandatory requirements of this proposed engagement:

- The firm commits to having a senior member physically available to attend meetings within 24 hours' notice. Each primary member of our collaborative team is located within two hours of Baton Rouge. Specifically, The Ehrhardt Group is based in New Orleans.
- The Ehrhardt Group, Inc. is a business that has been in continuous operation since 1996;
- The Ehrhardt Group, Inc. is designated as a veteran-owned, small business in the State of Louisiana's Veteran Initiative & Hudson Initiative (Application ID 11380). The Ehrhardt Group, Inc. is designated as a veteran-owned, small business in the U.S. Federal Government's central contractor registration (CCR). The agency's DUNS number is 177902582. The Ehrhardt Group, Inc. certifies that it is an equal opportunity employer, and we take great pride in the diversity of our professional staff. The firm does not discriminate in its employment practices of delivery of service, and we will continue to make every effort, when economically feasible, to subcontract with socially or economically disadvantaged persons and businesses and small entrepreneurships, as defined in Act 440 of 2005, known as the Hudson Initiative;

DETERMINATION OF RESPONSIBILITY

We welcome the State to examine our suitability in regard to the company's financial resources for performance and to review our experience, organization, technical qualifications, skills and facilities for performance. We have held numerous contracts with the State, which were won in similar competitions. In each case, the State has found that we are able to comply with delivery or performance schedules.

We pride ourselves on our record of achievement, integrity, our good judgment and our overall performance in the execution of creative strategies and action plans for clients in the public and private sectors.







COMPONENT 2: PUBLIC RELATIONS – CREATIVITY & EFFECTIVENESS

OUR APPROACH:

No firm in the Deep Gulf South can match the experience or the qualifications of The Ehrhardt Group's professional staff members in conceptualizing, implementing and closely measuring the results of media and community campaigns on behalf of our clients. In the last two years, The Ehrhardt Group has:

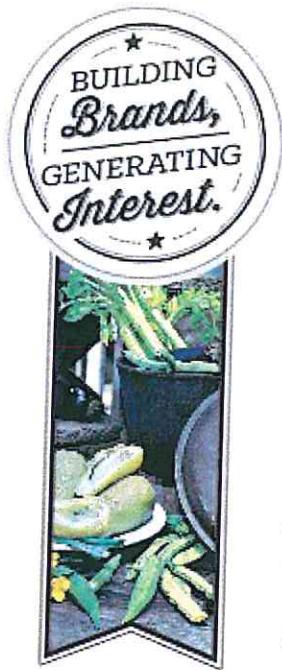
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Following are examples of the collective work of this public relations team:





CAMPAIGN 1: SPIRIT OF THE GULF

Spirit of the Gulf at the 2012 London Olympics was a coordinated, four-state public and media relations effort conceptualized by The Ehrhardt Group highlighting chefs and entertainers traveling to London to promote travel to the US Gulf Coast through four experiential events that showcased the sights, sounds and culture of our region. Through more than 300 media stories generating nearly 65 million positive media impressions about BP's Spirit of the Gulf program within a 30-day period, the message that the Gulf Coast is vibrant, thriving and open for business was broadcast throughout the United States and to guests of the USA House in London.

OBJECTIVES OF THE PROGRAM

- Business objectives:
 - Deepen key relationships with decision makers and influencers in a relaxed environment – engage extensively and differently
 - Support a distinctive hospitality offering – the U.S. Gulf Coast - for US guests/visitors
 - Increase public awareness that the communities of the U.S. Gulf Coast were open for business by utilizing BP's high-profile sponsorship of the 2012 London Summer Olympics as a platform to communicate a positive message about the people and culture of the Gulf Coast.
- Communication objectives:
 - Demonstrate BP's support for the Olympic movement in London and Team USA;
 - Illustrate BP's commitment to the Gulf Coast, continued growth in the Gulf Coast and the company's daily work to act as a responsible partner for the region;
 - Showcase the freshest Gulf seafood and the variety of ways this premium product can be prepared while also demonstrating its safety; and
 - Encourage target audiences to experience the U.S. Gulf Coast for themselves, taking in everything the region has to offer from music and architecture to fun attractions and food.





RESEARCH AND METHODOLOGY FOR DEVELOPMENT OF PROGRAM

Quantitative research showed:

- Many Gulf Coast tourism records that were broken in 2011 were surpassed again in 2012.
- With BP's support of Gulf Coast tourism through the payment of \$179 million for state-led tourism campaigns and \$57 million for non-profit groups and government entities to promote tourism and seafood industries, the SOTG concept was the perfect complement to leverage and magnify this to an international scale.

Research materials produced:

- Databases – best-fit chefs and entertainers (bio info and historical information)
- Media research and database compiling – local, chef hometown, regional, national, international, sports-related
- Logistics – customs paperwork, front-end seafood preparation, travel documents for all

Resulting messages based on research and client goals highlighted:

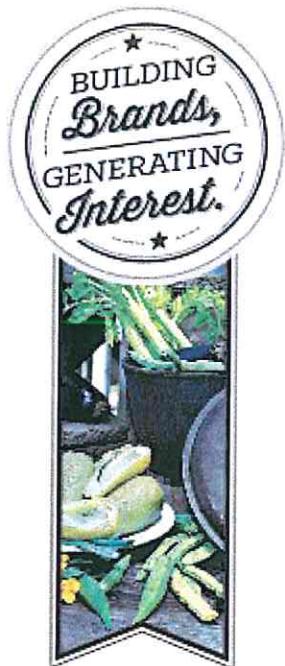
- The distinctive Spirit of the Gulf events feature the freshest Gulf seafood and great Southern music that can be found in the Gulf Coast;
- The Gulf's beaches and waters are open, tourism is coming back in record numbers in many coastal communities and commercial fishing is rebounding.





TARGET AUDIENCES:

- News Media
 - Based along the Gulf Coast
 - Stationed at USA House
 - UK-based
- Opinion Leaders and Former
 - Elected Officials
 - Company partners and suppliers
 - Community partners in the Gulf Coast
- Seafood industry leaders – Domestic and international
- Tourism industry leaders
- BP Employees & Stakeholders
- General Public
 - Fans visiting the London Games
 - Potential visitors to the Gulf Coast
 - Stakeholders living along the Gulf Coast
- US Olympic Team
 - Athletes
 - Coaches
 - Families
- USOC
 - Members
 - Sponsors
 - Guests
 - Donors
 - Suppliers
 - Licensees
- National Sports Governing Bodies
- International Olympic Committee



CREATIVE CONCEPT, STRATEGY, MARKETING AND/OR RELATED EFFORTS

Creative concept:

- Transport the tastes and sounds of the Gulf Coast to central London
- Series of experiential Gulf Coast-themed events, infused with distinct cultural references to encourage guests to “see for themselves” by visiting the region.
 1. BP sponsored three themed evenings – “Spirit of the Gulf” – bringing the sounds and tastes of the US Gulf Coast region to central London. USA House visitors explored the music, seafood and dishes of the region with access to featured chefs and their recipes. All participants were supplied BP Spirit of the Gulf recipe booklets, as well.
 2. BP hosted one private Spirit of the Gulf luncheon providing BP guests a demonstration and taste of the region’s dishes within a casual environment. BP guests engaged with regional chefs, musicians and Team USA athletes. Their visit also included access to Team USA Shop. (Note: access to USA Shop, the only licensed Team USA apparel retail store located on the site of USA House, was provided to all BP guests travelling from the US.)
 3. In support of BP Spirit of the Gulf events, media outreach was conducted. Press releases and media contact was pursued prior to the Games, with chefs appearing on local television broadcasts sharing dishes and plans for their BP Spirit of the Gulf participation. While in London, regional chefs participated in a satellite media tour (SMT) including Legend Jackie Joyner Kersee.

Brand Messages:

1. BP is part of the fabric of America. In the last five years, we’ve invested more in the U.S. than any other oil and gas company. We support nearly a quarter million American jobs, with 23,000 U.S. employees and business activity that provides jobs for 210,000 additional Americans coast to coast.
2. BP America is a responsible company that follows through on its commitments. We are keeping our commitment to the U.S. Gulf Coast, having spent more than \$22 billion so far to help restore the region’s environment and economy. We’re also committed to sharing the lessons learned from the spill, so that all can benefit.
3. BP is important to the energy future of America. We are one of the largest oil and gas producers in the U.S., a top refiner of oil and gas products and a U.S. leader in alternative energy. BP is dedicated to fueling Team USA and America, now and in the future.



Media Relations Strategy:

Three Phases of Media Outreach:

1. *In advance of the Olympic Games – June 27 – July 26*
 - o Developed Spirit of the Gulf messaging.
 - o Distributed a press release announcing the program, chefs and entertainers.
 - o Collaborated with regional tourism agencies for coordinated social media promotion.
 - o Conducted media relations in hometowns of chefs and entertainers.

2. *During the Olympic Games – July 27 – Aug. 12*
 - o Chefs and entertainers submitted photos for posting and cross-promoting on social media outlets.
 - o Coordinated phone interviews for chefs and entertainers in London with reporters from the Gulf Coast.
 - o Ongoing media relations across the Gulf Coast.
 - o Coordinated satellite media tour with chefs and Jackie Joyner Kersee for Gulf Coast broadcast stations.

3. *Following the Olympic Games – Aug. 13 - 31*
 - o Distributed a post-release with event statistics and photos.
 - o Coordinated post-event interviews with chefs and entertainers profiling highlights from the London Olympics.

RESULTS OF CAMPAIGN

- More than 230 articles, online stories, TV and radio interviews were secured regarding BP Spirit of the Gulf events.
- BP Spirit of the Gulf evening events introduced the tastes and sounds of the Gulf region to 1,000 USA House visitors.
- More than one ton of Gulf seafood was shipped and served at BP Spirit of the Gulf events (4).
- 4,000 plates of gulf seafood served to BP guests and USA House guests at BP Spirit of the Gulf events





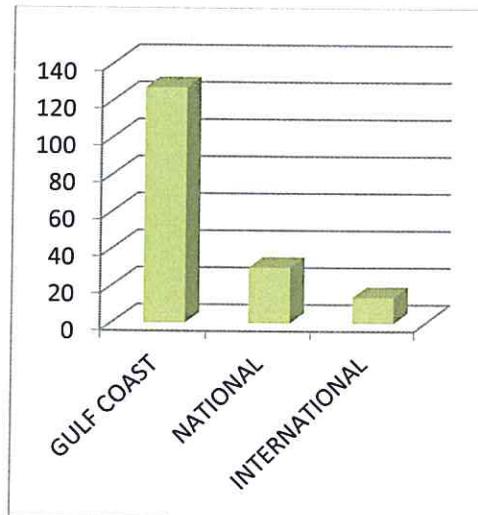
HOW IMPACT WAS MEASURED

Program results were measured through media and social media impressions, advertising value and public relations value.

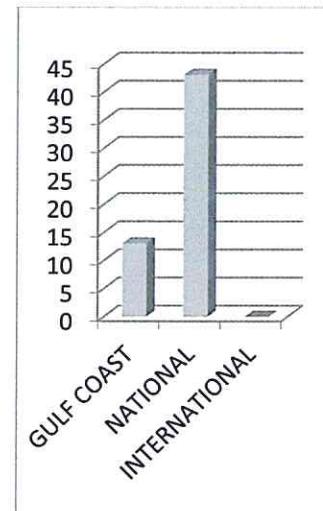
- More than 340 broadcast, print, radio and online media hits were secured on a local, regional, national and international scale, resulting in nearly \$1.8 million in earned public relations value.

	Earned Impressions	Earned PR Value
Media Outreach	52,514,978	\$1,063,571
Satellite Media Tour	11,306,066	\$694,500
Social Media Outreach	625,904	
Totals	64,446,948	\$1,758,071

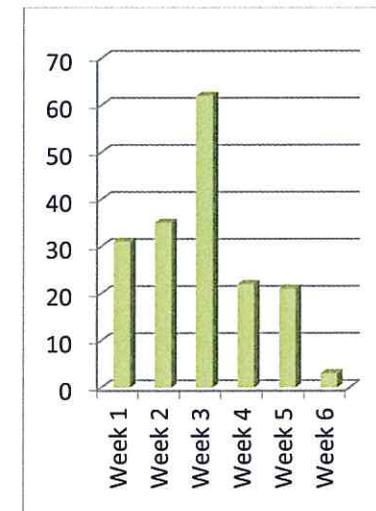
Geographical Allocation of Media Coverage:

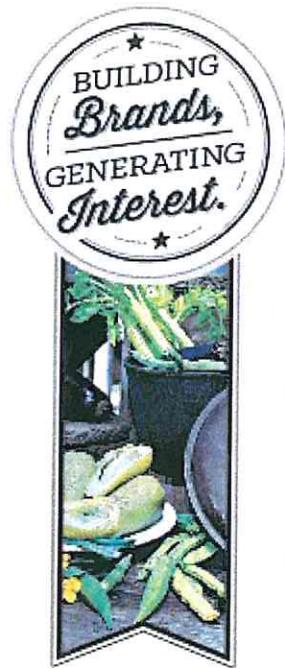


Geographical Allocation of SMT Coverage



Chronological Momentum of Media Coverage





**"SPIRIT OF THE GULF"
PUBLIC RELATIONS PLAN**

EXECUTIVE SUMMARY:

As part of the company's ongoing partnership with the US Olympic Committee (USOC), BP will host three nighttime events at the USA House during the 2012 Summer Olympics. The cuisine and music of the U.S. Gulf Coast will form the foundation of the evening celebrations with U.S. athletes, their coaches, families and friends.

These events create a platform for BP to reinforce its messages of BP's place in the fabric of America and its daily work in supporting the people, businesses, culture and cuisine of the Gulf Coast.

On July 26, August 4 and August 12, BP will present a Gulf Coast dining and entertainment experience for guests of USA house.

On August 9, BP will host nearly 200 guests for a special luncheon at the USA House that will feature a distinctive dining experience from four of the Gulf Coast's best chefs.

The following plan outlines strategies for BP to deliver our message of support of the U.S. Olympic Team and the U.S. Gulf Coast to the stakeholders and news media that are most important to the communities where BP operates.

BRAND MESSAGE:

1. BP is part of the fabric of America. In the last five years, we've invested more in the U.S. than any other oil and gas company. We support nearly a quarter million American jobs, with 23,000 U.S. employees and business activity that provides jobs for 210,000 additional Americans coast to coast.
2. BP America is a responsible company that follows through on its commitments. We are keeping our commitment to the U.S. Gulf Coast, having spent more than \$22 billion so far to help restore the region's environment and economy. We're also committed to sharing the lessons learned from the spill, so that all can benefit.
3. BP is important to the energy future of America. We are one of the largest oil and gas producers in the U.S., a top refiner of oil and gas products and a U.S. leader in alternative energy. BP is dedicated to fueling Team USA and America, now and in the future.

COMMUNICATION OBJECTIVES:

- Demonstrate BP's support for the Olympic movement in London and Team USA.
- Illustrate BP's commitment to the Gulf Coast, continued growth in the Gulf Coast and the company's daily work to act as a responsible partner for the region.
- Showcase the freshest Gulf seafood and the variety of ways this premium product can be prepared while also demonstrating its safety.
- Encourage target audiences to experience the U.S. Gulf Coast for themselves, taking in everything the region has to offer from music and architecture to fun attractions and food.

TARGET AUDIENCES:

- **News Media**
 - o Based along the Gulf Coast
 - o Today Show/GMA via Satellite
 - o Stationed at USA House
 - o UK-based
- **Opinion Leaders and Formers**
 - o Elected Officials
 - o Company partners and suppliers
 - o Community partners in the Gulf Coast
 - o Seafood industry leaders – Domestic and international
 - o Tourism industry leaders
- **BP Employees & Stakeholders**
- **General Public**
 - o Fans visiting the London Games
- o Potential visitors to the Gulf Coast
- o Stakeholders living along the Gulf Coast
- **US Olympic Team**
 - o Athletes
 - o Coaches
 - o Families
- **USOC**
 - o Members
 - o Sponsors
 - o Guests
 - o Donors
 - o Suppliers
 - o Licensees
- **National Sports Governing Bodies**
- **International Olympic Committee**

APPROACH & IDEAS:

The following approach highlights strategies planned for implementation during three time periods:

- In advance of the Olympic Games – June 27 – July 26
- During the Olympic Games – July 27 – Aug. 12
- Following the Olympic Games – Aug. 13 - 31

Advance Outreach – July 10– July 26:

Media Outreach:

- o **Program launch news release** – On July 10, distribute Spirit of the Gulf launch news release through the US.
 - Release general program news release through the US and UK press offices.
 - Pitch media in four states, highlighting the chefs from each state to maximize media coverage within each state.
- o **Local send-off** – Coordinate a series of interviews with media outlets across the Gulf Coast highlighting BP's efforts to promote Gulf Coast seafood and tourism at the 2012 Games. Potential media opportunities include:
 - Cooking demonstrations on TV morning shows
 - Feature stories outlining the Gulf Coast program in London and featuring BP representatives, selected chefs and partners, such as the Gulf Seafood Alliance, discussing BP's support of the London Games and the Gulf Coast.
 - Radio phone-ins to culinary and sports shows



- o **Story angles** – Working with the US and UK press offices, develop a series of feature story angles that can be incorporated into the media outreach efforts for the US and UK Olympic brand teams. These story angles should complement BP's Olympic brand messages.

Partner Outreach:

Tourism partners:

- o Meet with CVB and other tourism partners to outline the Spirit of the Gulf program and opportunities to market our region during the Games.
- o Coordinate placement of Spirit of the Gulf stories and chef features in tourism partner communication vehicles, including:
 - Websites
 - Social media outlets – Facebook, Twitter and YouTube
 - Newsletters and print publications

Seafood marketing partners:

- o Meet with seafood promotion agencies and other industry partners to outline the Spirit of the Gulf program and opportunities to market our region during the Games.
- o Coordinate placement of Spirit of the Gulf stories and chef features in tourism partner communication vehicles, including:
 - Websites
 - Social media outlets – Facebook, Twitter and YouTube

Chef-based outreach:

- o Take advantage of each chef's social media and media outreach network to expand coverage of the Spirit of the Gulf by:
 - Showcasing the Spirit of the Gulf on each chef's website; and
 - Coordinating a series of tweets and Facebook posts with chefs about their preparations for and journey to London.

Social Media & Online Outreach:

- o Develop a series of feature stories for placement on the BP Gulf Response website and related company communication outlets. Stories can include interviews with BP representatives in each state and the UK discussing the Spirit of the Gulf program, as well as chefs and bands participating in the effort.
- o Coordinate a series of postings on BP-based social media outlets highlighting the Spirit of the Gulf in conjunction with other Olympic postings.
- o Utilize established BP Olympic hashtag or a Spirit of the Gulf hashtag to increase topic trending opportunities. Share hashtags with Spirit of the Gulf partners.
- o Create QR codes for chef signage at Spirit of the Gulf events, which will lead to the Voices of the Gulf video series or another online destination.

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- o Post photos of Spirit of the Gulf preparations, such as chefs leaving the airport for London, on BP social media channels, including Flickr and Facebook. Share with Seafood Marketing and Tourism groups to post through their social media networks.

During the Olympic Games – July 27 – Aug. 12:

Media Outreach:

- o **Satellite Media Tour from London** – Reports from London - Coordinate a series of TV interviews via satellite from London between Gulf Coast chefs and media outlets along the Gulf Coast showcasing the success of the Spirit of the Gulf.

- o **@USA House** - Working with BP's UK press team, coordinate interviews at USA House and with visiting media:
 - Pursue on-location interviews with general interest media stationed at and around the USA House.
 - Coordinate meetings between BP athlete ambassadors and Spirit of the Gulf chefs and bands.
 - Offer chefs for in-person interviews and/or cooking demonstrations
 - Highlight the efforts of BP and the delegation from the Gulf Coast to promote Gulf Coast seafood and tourism

Media interviews – At home and abroad:

- Coordinate a series of radio and print interview call-ins with BP representatives and chefs from London to Gulf Coast-based media outlets to discuss the success of the Games and the Spirit of the Gulf program.
- Working with the UK press team, pursue access to the International Media Headquarters at the Olympics to pursue feature interviews with US and international media covering the Summer Games. Base story pitches on approved story angles about the Spirit of the Gulf and the overarching messages about BP's support of the Games and the U.S. Gulf Coast.

- o **Photo Ops** – Coordinate a series of photo ops during the Games to maximize media coverage and utilize through social media channels. Potential photo ops include:
 - Chefs interacting with US athletes at the USA House
 - Chefs and BP representatives enjoying lunch at Mosimann's and visiting London landmarks to promote the U.S. Gulf Coast
 - BP athlete ambassadors meeting chefs and bands

Social Media & Online Outreach:

- o Develop a series of feature stories for placement on the BP Gulf Response website and related company communication outlets. Stories can include interviews with BP representatives in London discussing the Spirit of the Gulf program, as well as chefs and bands participating in the effort.
- o Continue postings on BP-based social media outlets highlighting the Spirit of the Gulf in conjunction with other Olympic postings, as the chefs and bands move through their own schedules and meet various athletes.

4



- o Utilize established BP Olympic hashtag or a Spirit of the Gulf hashtag to increase topic trending opportunities. Share hashtags with Spirit of the Gulf partners.
- o Post photos of Spirit of the Gulf activities in London on BP social media channels, including Flickr and Facebook.
- o Coordinate additional postings and interviews with BP's tourism and seafood partners in Gulf Coast states to maximize awareness opportunities.

Following the Olympic Games – Aug. 13 – 31:

Media Outreach

- Develop follow-up media opportunities to continue coverage of the Spirit of the Gulf:
 - Regional post-coverage:
 - o Coordinate in-studio interviews with chefs to discuss experiences, showcase stories and photos from their time in London and talk about how working with BP for the USA House at the 2012 Olympic Games will shape their future work.
 - Statewide post-coverage:
 - o Draft op-ed on behalf of seafood or tourism organizations to emphasize the positive impacts of the event.
 - o Distribute corresponding op-ed to respective statewide outlets.
 - Local post-coverage:
 - o Distribute post-event photos and cutlines to local media outlets for inclusion in print and online outlets.
 - o Coordinate radio interviews for chefs to describe their Olympic experience and what they are able to take away from it.
 - o Secure post-event cooking segments for chefs to recreate their "Olympic dish" and discuss their Spirit of the Gulf experience.

Tourism and Seafood Marketing Partner Online/Social Media Outreach

- Encourage tourism and seafood marketing partners to feature post-event information to continue coverage of Spirit of the Gulf:
 - o Local and regional tourism and seafood marketing partners can post Top 10 Spirit of the Gulf photos, on each day, upon the conclusion of the event.
 - o Collect "favorite experiences" from chef partners to disseminate to local seafood and tourism marketing partners to post on social media outlets, cross-linking chef websites and Spirit of the Gulf event details.
 - o Produce short "Spirit of the Gulf Lives On" video vignettes with chefs and BP volunteers describing their once-in-a-lifetime experience, complete with b-roll from inside the USA House during the event. Tourism and seafood partners can post the vignettes on their websites to promote the Gulf Coast.
 - o Have tourism and seafood marketing partners post news items about Spirit of the Gulf on their websites.
- Draft a multimedia blog-style event feature piece for dissemination to BP Gulf Update website and tourism and seafood partners in each state. Have partners post the story on their websites and blogs, cross-linking with BP Gulf Update website, chef websites and social media channels.

- Compile list of online Facebook links, Twitter handles and Flickr albums for BP, chefs, tourism and seafood partner agencies and Team USA. Encourage social media engagement with post-event highlights.

Chef Outreach

- Disseminate a selection of event photos to Gulf Coast chefs for posting on their websites and social media channels.
- Encourage chefs to post thank-you messages to BP and seafood and marketing partners coordinating Spirit of the Gulf event through social media channels.

TIMELINE:

- July 10 – Launch of the Spirit of the Gulf campaign and distribution of news release
- July 10 – July 27 – Advance Spirit of the Gulf media interviews with BP representatives and chefs
- July 25 – Group A chefs depart for London
- July 27 – Opening Ceremonies – 2012 Summer Olympic Games
- July 28 – Event 1 – Spirit of the Gulf at USA House
- July 29 – Aug. 4 – Potential dates for satellite media tour from London
- Aug. 2 – Satellite media tour with chefs at London location
- Aug. 4 – Event 2 – Spirit of the Gulf at USA House
- Aug. 9 – Event 3 – BP guest luncheon at USA House
- Aug. 12 – Closing Ceremonies of 2012 Summer Olympic Games – Event 4 – Spirit of the Gulf at USA House

MATERIALS:

- Suggested Messages – Talking Points
- Spirit of the Gulf – Launch News Release
- Spirit of the Gulf Backgrounder for Spokespersons
- SMT Backgrounder



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BP'S 'SPIRIT OF THE GULF' TO FILL LONDON WITH DASH OF SPICE, HINT OF JAZZ AT LONDON 2012 OLYMPIC GAMES

HOUSTON (July XX, 2012) – As Team USA prepares to make the journey to the London 2012 Olympic Games, the Gulf Coast's finest are gearing up for a trip across the pond to deliver the ultimate good luck charm – Gulf Coast tastes and tunes. For four days during the 2012 Olympic Games, the 'Spirit of the Gulf' will introduce Team USA to a showcase of the Gulf Coast presented by BP.

As part of the company's ongoing partnership with the United States Olympic Committee, BP will host the "Spirit of the Gulf," a series of events for Team USA during the London 2012 Olympic Games. More than 1,000 people each day will be encouraged to visit the Gulf Coast, sample the world's freshest and best-tasting seafood and experience the Gulf's unique culture and distinctive attractions.

BP believes the London 2012 Olympic Games are the ultimate demonstration of human sporting endeavor, bringing together extraordinary athletes from around the world. BP believes that the Team USA athletes and the U.S. Olympic Movement embody the values that the company wishes to exemplify. BP also believes that success comes from working as one team – the athletes are supported by the energy of a number of people who help them to achieve their best.

"BP's support for the U.S. Olympic Movement in London demonstrates our commitment to operating in and contributing to the economic vitality of thousands of local communities across the globe," said Crystal Ashby, BP's vice president of government and public affairs. "BP is proud to use the power of the London 2012 Olympic Games as another way to promote the Gulf Coast, draw new visitors to the region and demonstrate our ongoing commitment to the community."

Eight of the best chefs from Louisiana, Mississippi, Alabama and Florida are preparing the freshest seafood the Gulf has to offer for U.S. Olympians, their families and visitors to the London 2012 Olympic Games. Each chef will dish up some of their hometown favorites. The chefs include Chef John Folse (Louisiana), Chef Michael Sichel (Louisiana), Chef Chris Poplin (Mississippi), Chef Calvin Coleman (Mississippi), Chef Chris Sherrill (Alabama), Chef Alec Naman (Alabama), Chef Justin Timineri (Florida) and Chef Paul Stellato (Florida).

With a taste of the Gulf's seafood and a sampling of the sounds of the region, performed by three Gulf Coast bands, BP is bringing Gulf Coast hospitality to Team USA during the London 2012 Olympic Games. The 'Spirit of the Gulf' will use the best the Gulf Coast has to offer to cheer Team USA on to victory at the London 2012 Olympic Games. For more information about BP's commitment to fueling Team USA and the London 2012 Olympic Games, visit <http://www.teamusa.org/>.

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BP'S 'SPIRIT OF THE GULF' BROUGHT HOME THE GOLD AT THE LONDON 2012 OLYMPIC GAMES WITH GULF COAST TASTES AND TUNES

HOUSTON (September J, 2012) – As Team USA took to the podiums during the 2012 Olympic Games, the Gulf Coast's finest also emerged victorious, showcasing the sights, sounds and tastes of the Gulf Coast region for four days during the Games as part of BP's 'Spirit of the Gulf,' the culmination of the company's ongoing partnership with the United States Olympic Committee.

As part of 'Spirit of the Gulf' series of events for Team USA, more than 1,000 people each day enjoyed Gulf Coast hospitality, sampling the world's freshest and best-tasting seafood, listening to the sounds of the region performed by three Gulf Coast bands and experiencing the Gulf's unique culture and distinctive attractions. The 'Spirit of the Gulf' used the best the Gulf Coast has to offer to cheer Team USA on to victory at the London 2012 Olympic Games.

The Gulf Coast celebration reinforced BP's message that today, the Gulf's beaches and waters are open, tourism is coming back in record numbers in many coastal communities and commercial fishing is rebounding. With hundreds of pounds of Gulf Coast shrimp, crab and fish served and enjoyed at the USA House, Olympians and their families were able to experience the best the Gulf has to offer.

"The 2012 Olympic Games may be over, but we are extremely proud to have shown Team USA and friends all that the Gulf Coast represents," said Crystal Ashby, BP's executive vice president of government and public affairs. "We received tremendous support for our 'Spirit of the Gulf' events and we continue to work daily to encourage people to visit and enjoy everything the Gulf Coast has to offer."

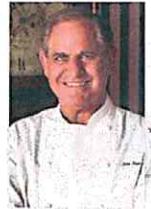
Eight of the best chefs from Louisiana, Mississippi, Alabama and Florida prepared the freshest seafood the Gulf has to offer for U.S. Olympians, their families and visitors during the Games. Each chef dished up some of their hometown favorites. The chefs included Chef John Folse and Chef Michael Sichel of Louisiana, Chef Chris Poplin and Chef Calvin Coleman of Mississippi, Chef Chris Sherrill and Chef Alec Naman of Alabama and Chefs Justin Timineri and Paul Stellato of Florida.

"Being a part of BP's 'Spirit of the Gulf' initiative at the London 2012 Olympic Games was a highlight of my career. It was an honor to work with such incredible Chefs and I want to thank them all for bringing their best to show off the Gulf," said Chef John Folse. "I am thrilled that our beloved Gulf Coast culture has come to the forefront and am privileged to have gotten to share my cuisine on a global scale."

For more information about BP's commitment to fueling Team USA and the London 2012 Olympic Games, visit <http://www.teamusa.org/>.



Seafood & Gator Sausage Gumbo
 Chef Calvin Coleman
 of Mississippi



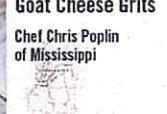
Ultimate Louisiana Crab Cakes
 Chef John Folse
 of Louisiana



Cajun Shrimp with Artichoke Cream Sauce
 Chef Alec Naman
 of Alabama



Southern BBQ Shrimp with Smoked Sausage, Green Onion and Goat Cheese Grits
 Chef Chris Poplin
 of Mississippi



Grouper Jubilee
 Chef Chris Sherrill
 of Alabama



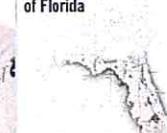
Crabmeat Maison
 Chef Michael Sichel
 of Louisiana



Grouper with Onion-Corn Relish and Creamy Crab Sauce
 Chef Paul Stellato
 of Florida

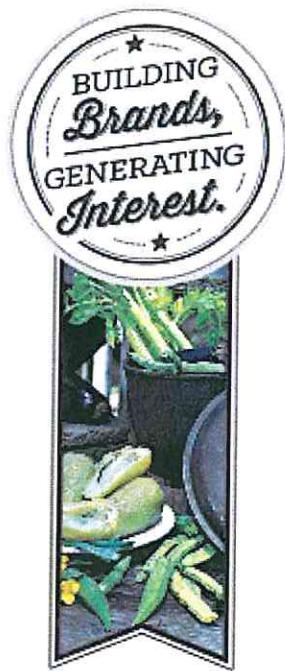


Crispy Pan-Seared Swordfish
 Chef Justin Timineri
 of Florida





SPIRIT OF THE GULF MEDIA OUTREACH UPDATE						
FINAL COVERAGE REPORT						
Completed Coverage						
OUTLET	MARKET	RUN DATE	TYPE	LINK	IMPRESSIONS	PUBLICITY VALUE
FloridaTrend.com	St. Petersburg, FL	13-Aug	Online	http://www.floridatrend.com/article/14512/mondays-daily-pulse	75,000	\$6,000.00
FloridaTrend.com	St. Petersburg, FL	12-Aug	Online	http://www.floridatrend.com/article/14508/florida-cuisine-featured-in-the-final-olympic-feast	75,000	\$6,000.00
JazzFM.com	International	11-Aug	Online	http://www.jazzfm.com/2012/08/coming-up-on-the-11th-august-2/	573,000	\$11,250.00
UK Jazz FM	United Kingdom	11-Aug	Radio	http://s2.xrad.io/player/jazzfm/player.php?play=soco	65,000	\$5,500.00
Brett-Robinson.com	National	10-Aug	Online	http://www.brett-robinson.com/news_full.html?news=990	59,000	\$5,000.00
WFLA-TV	Tampa, FL	10-Aug	Television		28,000	\$2,750.00
Tampa Bay Online (WFLA)	Tampa, FL	10-Aug	Online	http://video.tbo.com/v/61247828/chef-helms-bp-showcase-florida-seafood-at-olympics.htm?q=firefly	30,000	\$3,500.00
CD-Traveller Newsletter	International	10-Aug	Newsletter		300,000	\$1,500.00
CD-Traveller Newsletter	International	9-Aug	Newsletter		300,000	\$1,500.00
Virtual-Strategy.com	International	9-Aug	Online	http://www.virtual-strategy.com/2012/08/09/navarre-beach-pier-feature-team-usa-olympic-bp-chef-justin-timineri	950,000	\$30,750.00
The Advocate	Baton Rouge, LA	8-Aug	Print		75,809	\$6,000.00
The Advocate	Baton Rouge, LA	8-Aug	Online	http://theadvocate.com/features/food/3424507-123/chefs-real-gumbo-heads-to	83,000	\$6,500.00
SoWal.com	South Walton, FL	8-Aug	Online	http://www.sowal.com/blog/30a-eats/firefly-offers-casual-fine-dining-in-panama-city-beach	75,000	\$6,000.00
Southeast AgNet Radio	Daytona Beach, FL	8-Aug	Radio		90,000	\$2,250.00
SoutheastAgNetOnline.com	Ocala, FL	8-Aug	Online	http://southeastagnet.com/2012/08/08/fresh-from-florida-products-refuels-u-s-olympic-team/	110,000	\$7,750.00



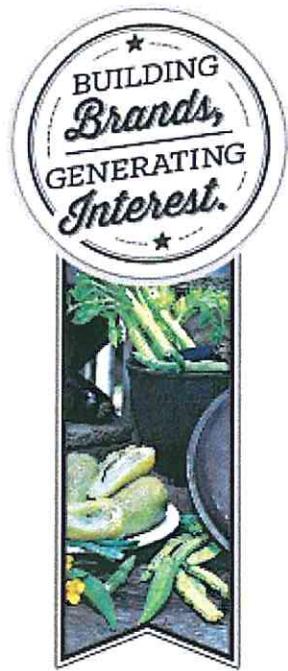
CAMPAIGN 2: SHOWTIME – THE REOPENING OF THE SAENGER THEATRE

The crown jewel of New Orleans entertainment is back. The historic Saenger Theatre reopened its doors in October 2013 and, to ensure a successful grand reopening, The Ehrhardt Group planned a series of timely media events to maximize the momentum leading up to the grand crescendo. Throughout the restoration process – from construction, to signing of the final beam, lighting of the iconic marquee sign and a ribbon cutting ceremony with Mayor Landrieu center stage – The Ehrhardt Group created a consistent stream of positive media coverage that served to inform the public and harness the vested interest in the revitalization of the landmark theatre.

As a result of The Ehrhardt Group’s campaign, the Saenger opened its doors to a packed house for its first show and continues to enjoy near sellout crowds for every event. In the two weeks leading up to the opening alone, The Ehrhardt Group secured nearly 100 million positive media impressions locally, regionally and nationally for more than \$1.15 million in public relations value.

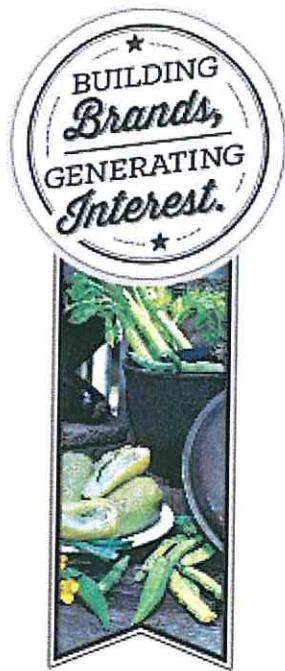


- Objectives of the program
 - Ensure everyone in the region knows that the Saenger Theatre has returned to New Orleans.
 - Platform the Saenger Theatre as a premier event and arts destination in New Orleans and the region, which is a critical component to the success of the entire city.
 - Showcase the diversity of New Orleans and the region in all reopening efforts and community outreach programming.
 - Increase the Saenger Theatre’s visibility as a prominent community partner.
 - Increase public awareness of upcoming programming at the Saenger Theatre, thus increasing ticket sales.
- Research and methodology
 - Creation of a customer profile for the Saenger and selected shows and performances
 - Target media and media market development
 - Integration of public relations and media pitching calendar with construction calendar and regional events calendar beginning fall 2012 through theatre opening in fall 2013



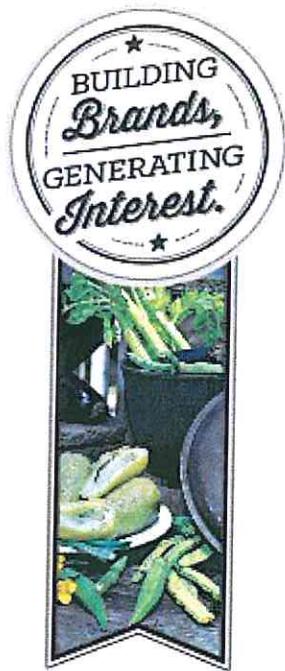
- Create detailed public relations calendar to overlay construction and regional events calendar in an effort to create a consistent stream of media attention for 18 months leading up to opening in September 2013. Ensure public relations calendar incorporates media relations, community outreach and special events.
- Brainstorm feature story ideas, media events and target media for inclusion in PR timeline
- Research and compile detailed list of target media outlets for media roundtable meetings with ACE Theatrical Group leadership
- Resulting creative concept, strategy, marketing
 - According to strategic PR plan and timeline, create a series of media events and announcements surrounding major construction milestones to generate and sustain interest throughout year leading up to Saenger reopening. Examples of media events included:
 - Stagehouse demolition event with City of Nola, CSDC and ACE Theatrical Group on-site
 - Announcement of 2013 Broadway in New Orleans Series Press Conference, with representatives from City of New Orleans, CSDC and ACE Theatrical Group and one-by-one reveal of 2013 lineup of performances
 - Signing of the final beam event: invited VIPs, dignitaries and others to sign the ceremonial beam to mark the next phase of construction
 - Press conference/reveal from the stage of the Saenger Theatre on opening night
 - To ensure a consistent stream of media coverage throughout year leading up to Saenger reopening, pitch feature stories regarding the theatre and the reopening in timeframes without planned media event. Examples of feature stories:
 - Dr. Barry Henry Saenger “enthusiast” feature story
 - Restorative painting feature story
 - 85th anniversary of Saenger opening, 2/5/1927
 - Summer Solstice Sky
 - Recreation of Times-Picayune special section from 1927





- *"It's Our Year"* - As outlined in strategic calendar, distribute direct mail piece to nearly 5,000 subscribers, leaders and prospects celebrating the start of 2013 and the year the theatre will reopen: "it's our year"
- *"Share Your Saenger Stories"* - In addition to the strategic calendar, we wanted to create an ongoing creative campaign that would take place throughout year leading up to reopening of the theatre. The concept was to create a campaign that would highlight the nostalgia and love felt by New Orleanians for the Saenger Theatre by calling on the public to share their memories of the theatre. We launched the creative campaign: Share Your Saenger Stories
 - Campaign aimed at collecting Saenger memories from New Orleans locals via social media, as well as the Saenger website. To initiate the campaign, we collected video submissions from notable New Orleanians, including Mayor Mitch Landrieu, Bryan Batt, Irvin Mayfield, Alden McDonald
- Results of campaign
 - More than 460 positive media stories about the Saenger reopening generated in one year from over 42 different DMAs nationwide, resulting in over 530 million positive media impressions and over \$3.7 million dollars in publicity value
 - More than 65 million positive media stories resulting in nearly \$700,000 in publicity value for the two-week run of the inaugural Broadway show at the Saenger Theatre, "The Book of Mormon"
 - Record-breaking number of season subscribers for Broadway in New Orleans; sold out audiences for Saenger shows
 - Coverage in major regional and national media outlets including
 - Southern Living: "Making its Debut: The Saenger Theatre"
 - United Airway's Hemispheres Magazine
 - Miami Herald
 - Times-Picayune Special Section: "Showtime: Historic Canal Street Theater Rolls Out The Red Carpet After Top-To-Bottom Restoration"
 - The Advocate: "Saenger on track for fall opening"





- How impact was measured.
 - Ticket sales:
 - The opening weekend of performances with Jerry Seinfeld sold out
 - Broadway Across America at the Saenger reached the highest level of season tickets sold of any similar size market in the US
 - Positive media stories generated – More than 460 positive media stories appeared during the campaign, resulting in \$3.7 million in publicity value
 - Media impressions and reach – Media coverage totaled 530 million positive media impressions reaching 42 different markets in the U.S.





THE SAENGER THEATRE – RESTORATION & REOPENING
PR Plan – 2013

EXECUTIVE SUMMARY:

As New Orleans continues its growth and renaissance, The Saenger Theatre, a city landmark, begins its own path of renewal. The Saenger is currently undergoing extensive internal and external renovations and improvements to restore the Theatre as the crown jewel among the city's entertainment venues. The city's excitement is mounting, and we must now be diligent in building off that excitement to a grand crescendo with the 2013 grand reopening.

CURRENT SITUATION:

In 2012, The Ehrhardt Group successfully earned more than 2 million media impressions locally and regionally to help increase awareness of the Saenger Theatre restoration, as well as build anticipation among the media and the public for the Theatre's grand reopening.

Saenger Theatre Advantages:

- **Brand Recognition:** The Saenger Theatre name is already familiar to most current and potential audiences, both locally and regionally. Locals and theatre enthusiasts will be inclined to pay attention to the show schedule and purchase tickets to shows at the Saenger due to positive brand recognition.
- **Experience:** The Saenger Theatre has been a leader in New Orleans for years and with the management of ACE Theatricals, the Saenger Theatre has a team of experts well versed in reaching audiences far and wide.
- **History:** The Saenger has a storied history with the City of New Orleans and many locals have memories of the Saenger, as well as emotional ties to it. Being a city rich in culture and history, locals will support the initiatives of a local landmark.

Saenger Theatre Challenges:

- **Competitors:** The New Orleans and Gulf Coast markets offer a wide range of entertainment alternatives. For example, Mardi Gras, French Quarter Festival, Jazz Fest, sporting events, local music performances and more.
- **Temporary Closure:** The Saenger Theatre was destroyed by Hurricane Katrina and has remained closed since 2005. Although the Theatre has not been forgotten, we must be diligent in bringing the theatre back to the public's top of mind as their choice for entertainment.

COMMUNICATION GOALS:

- Increase public awareness both locally and regionally that the Saenger Theatre has returned to New Orleans.
- Platform the Saenger Theatre as a premier event and arts destination in New Orleans and the region, which is a critical component to the success of the entire city.
- Increase the Saenger Theatre's visibility as a prominent community partner.
- Increase public awareness of upcoming programming at the Saenger Theatre, thus increasing ticket sales.



- Establish Saenger Theatre executives as leaders in the local arts community.

PROGRAM STRATEGIES:

Media Relations

1. Utilize local and regional media relations to create consistent and public messaging about the Saenger in the community and region.

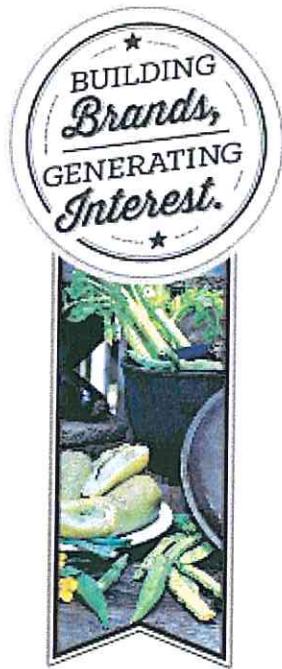
Tactics:

- Create and maintain accurate media list of outlets and reporters working in New Orleans, south Louisiana and the Mississippi Gulf Coast.
- Draft and/or revise talking points and affiliated materials related to the Saenger's history, restoration and reopening.
- Raise public, media profile with consistent media coverage up to, through and past the opening.
- Plan and coordinate a consistent stream of media announcements, leading to consistent coverage.
- Continue following detailed PR plan outlining media coverage opportunities based on the construction schedule, specialized restoration projects, improvements and installations.
- Identify natural "awareness opportunities" to build excitement about the Saenger project. Create media announcement timeline to maximize coverage for each media opportunity.
- Focus on advance coverage.
- Pursue and coordinate media interviews for ACE spokespersons and individuals designated by ACE related to the restoration and opening of the Saenger.
- Draft all news releases, fact sheets and other media materials, for client review and approval.

2. Utilize media relations to generate excitement for and awareness of the Saenger grand reopening in fall 2013.

Tactics:

- **Preview Tours –** Schedule a series of media preview tours that are guided by representatives of ACE to create advance publicity and excitement about the project.
- Continue brainstorming feature story angles – in conjunction with the editorial calendar matrix – for client review and approval. Following approval, pitch story ideas to target local, regional and national news media. Emphasis areas for story angles include:
 - o Redevelopment of the Saenger, including renovation, construction and installation
 - o Economic impact of the Saenger on the community
 - o Human interest stories focusing on people who worked at the Saenger, the community's memories of the Saenger, etc.
- Manage general media inquiries about the Saenger restoration and reopening.
- Develop editorial calendar matrix outlining media opportunities, feature story ideas and editorial focus areas for long-lead, weekly and daily media outlets in New Orleans and across south Louisiana and the Mississippi Gulf Coast. Present matrix to client to identify upcoming opportunities for each show.



- Ensure that the Saenger are “top of mind” with all relevant editors and writers for “Best of” awards in the market with the goal of achieving top status.
- Track media coverage leading up to and during events.

Grand Opening Planning and Implementation

1. Assist client with logistics related to grand reopening gala and celebrations in fall 2013.

Tactics:

- Coordinate pricing, estimate approval and execution of production projects (invitations, printed materials, etc.), as needed and directed by the client.
- Develop an event plan and budget for all grand opening activities, including public and “by invitation” events. This plan would focus on creating events that embrace various cross-sections of the New Orleans community and arts scene.
- Create invitation lists for planned grand opening events, for client review and approval.
- Coordinate all advance, day-of and post-event media relations, including scheduling of interviews, photographs and distribution of relevant information following all events.
- Provide on-site staffing to receive all media inquiries, coordinate interviews and event logistics, as designated by the client.
- Confirm elected official participation in grand opening events.
- Design, print and distribute grand opening event invitations.
- Track grand opening event RSVPs. Regularly report RSVPs to the client.
- Assist in coordinating food & beverage and entertainment for grand opening events, as needed and directed by the client.

Community Outreach:

1. Utilize focus groups to determine current public perception of the Saenger Theatre.

Tactics:

- Research - Coordinate a series of focus groups to determine community perceptions about the Saenger and the Mahalia Jackson Theater and events held at the venue, and how they compare and contrast. Participants in these studies will represent the targeted demographic characteristics specified by ACE and will reflect the gender, race, age and income levels of the community. This team will conduct preliminary research, identify potential participants and recruit members. Focus group sessions will be conducted in our firm’s focus group facility in downtown New Orleans, which features an interview room that can accommodate 12 participants and a viewing room that allows clients to view the proceedings in real time.

2. Position Saenger leadership as experts in entertainment, theatre and cultural outreach in New Orleans.

Tactics:



- Create a Saenger Theatre Roadshow that includes a formatted presentation that can be delivered by an ACE spokesperson at speaking engagements with local business, civic and community organization meetings.
- Maintain regular contact, as directed by the client, with the Office of the Mayor, Canal Street Redevelopment Corporation and related organizations.
- Utilize speaking engagements to encourage audiences to remain in contact with the Saenger, sharing their memories of this restored landmark and telling their friends about what is to come.
- Create a database of key business, civic, community and faith-based organizations that are representative of the diversity of New Orleans. Create a series of emails and updates from ACE providing new details about the progress of construction and grand opening announcements.
- Establish relationships with New Orleans neighborhood organizations to promote the reopening of the Saenger and pursue posting of Saenger-related information on each organization’s website and online forum.
- Invite various community groups and leaders to participate in preview tours of the Saenger prior to the opening.

Social Media Outreach:

1. Broaden online community knowledge and awareness of the Saenger, as well as its grand opening and upcoming events through continued outreach to the online and blogger community.

Tactics:

- Monitor online conversations with bloggers and through online forums and social media outlets.
- Build traffic on social media vehicles, through specific planned activities.
- Integrate Saenger Facebook and Twitter pages into overall marketing by posting event photos, promotions and commentary related to Theatre.
- Utilize TEG database of New Orleans-based bloggers to promote special events and programs with their own posts and links to The Saenger’s Web site, blog and Facebook page.
- Invite bloggers to blog and tweet from Saenger events in real time.
- Monitor online forums to track customer comments about The Saenger. Present regular reports with comments to gauge word-of-mouth and key notes from recent guests.
- Target the following online forums:
 - o Tripadvisor.com
 - o Yelp.com
 - o Nola.com
 - o Neworleans.com
- Identify and exploit music and live entertainment specific blogs & forums

Emergency Communications

1. Create standard emergency communications strategies for use in the event of a natural disaster or community crisis.

Tactics:



- Outline potential emergencies, including natural disasters, inclement weather closings, community crises.
- Review existing Saenger crisis plan.
- Conduct spokesperson training to review procedures for emergency communications according to the events outlined in the plan.
- Communicate with media and stakeholders before, during and after a crisis on behalf of NOPL.

Deliverables

Strategic Planning

- Issues identification
- Audience identification
- Public relations timelines
- Crisis communications training

Communications and News Media Relations

- Strategic message development
- Communications checklists
- Fact sheets
- Media workshop
- Media lists
- Blog lists
- News release templates
- Media advisory templates
- Print ad templates
- Radio ad templates
- PSA templates
- Blog content templates
- Targeted media interviews
- Key messages
- Deskside media visits
- Editorial board presentations
- Lists of Saenger spokespersons approved for media contact
- Press conferences as needed
- Virtual media material for web site

Community Relations

- Database of organizations
- Web site updates
- Presentation template for community organizations

Administrative



- Monthly reports
- News clippings reports

Measurement and Tracking:

Based on the strategies and tactics outlined in this plan, The Ehrhardt Group recommends the following measurement and tracking benchmarks for evaluating the success of this program:

- Media coverage tracking—audience impressions, publicity value, evaluating the tone of stories about the Saenger. Does our message come through?
- Expanding the network—are our activities contributing to the business goals of the Saenger? Are potential donors, members, ticket holders and visitors hearing our messages?
- Relationships—are we aligning ourselves with impactful organizations and influencers along the Gulf Coast?



**Saenger Theatre
 Public Relations Timeline**
Updated 7.17.13

March 2012

- **Photo and Interview Opp- COMPLETE**
 - Stagehouse demolition; why and how it is being done and steps taken to ensure the façade remains in tact
 - Visual: workers dismantling by hand; large crane installing structural steel for expanded stagehouse
 - City of NOLA, CSDC and Ace representative(s) on-site and available for comment
 - Distribute to local broadcast media and photo desks
- *Mayor's office to contact Times-Picayune in advance*

April 2012

- **Variety ad - News Release- COMPLETE**
 - Distribute news release to local media highlighting ACE's promotion of New Orleans as a premier performing arts market

July/August 2012

- **Interview Opportunity- COMPLETE**
 - Interview with Martinez + Johnson to discuss the renovation process, how it differs from the restoration process and how the two work hand-in-hand
 - *Times-Picayune* and WWL-TV

September 2012

- **Publicity Program - Share Your Memories- COMPLETE**
 - Establish format and timeline for collecting Saenger Theatre memories
 - Launch the Share Your Memories page of the website with a video of the Mayor talking about his favorite Saenger Theatre memories (*Sept 21*)
 - Pitch and secure feature-story interview with Saenger Theatre "enthusiast" Dr. Barry Henry to *Times-Picayune*; article to include call to entry for memories including scanned articles, images, videos, personal stories, etc. (*Sept 23*)
 - Distribute press release to local and regional media with sample photos from Historic New Orleans Collection, calling for photos, videos and memories of favorite shows and experiences at the Saenger Theatre (*Sept 24*)
 - Create a list of notable New Orleans residents; film and post videos of these notables discussing their favorite Saenger Theatre memories; coordinate interviews with select media to coincide with the posting of the videos

October 2012

- **Video Post and Interview Opp- Share Your Memories- COMPLETE**
 - Film and post a video of Alden McDonald discussing his favorite memories of the Saenger Theatre
 - Post video to Memories page of saengermola.com
 - Coordinate an interview or Q&A opportunity with *Louisiana Weekly*

November/December 2012

- **Interview Opportunity and/or Photo Opp - COMPLETE**

- Interview and/or photo opp with Terry VanderWell of EverGreene; show examples of before and after; discuss the scope of work
 - Offer photo opp as work continues is complete in the arcade and commences in the auditorium
 - Determine one outlet or multiple opportunities
 - Assign Will Crocker to photograph media opportunity
- *Time-lapse opportunity***

▪ **Video Post and Interview Opp- Share Your Memories- COMPLETE**

- Film and post a video of Dale Barriere discussing her favorite memories of the Saenger Theatre; specific mention of holiday memories at the Saenger Theatre
- Post video to Memories page of saengermola.com
- Issue press release and follow up with key media regarding push for holiday memories

▪ **Share Your Memories video post and interview opportunity**

January 2013

- Jan 7: Meet with NOLA Media Group to discuss partnership opportunities; meet with The Advocate to discuss editorial opportunities, all leading up to the opening- **COMPLETE**
- Create and distribute a direct mail piece to approximately 5,500- **COMPLETE**
 - List includes 3,500 Broadway subscribers and others, including partners, sponsors, etc.
 - Happy New Year messaging to focus on the upcoming completion of the historic Saenger Theatre

February 2013

- Pitch \$5th anniversary (Feb 5, 1927) to all media print, online and broadcast outlets- **COMPLETE**

March 2013

- **Press Conference - Announcement of Broadway in New Orleans Series -COMPLETE**
 - Host on-site press event to announce the series, unveil show posters and provide interviews photo opps with representatives from ACE, CSDC and show representatives and/or performers

▪ **Share Your Memories video post and interview opportunity**

May 2013

- **Media Opp**
 - Invite VIPs, dignitaries and others to sign the ceremonial beam followed by the installation photo opportunity
 - Several days before media opportunity, we would have the beam set up on site and would invite select VIPs to sign it
 - On the day of the media opportunity, invited media would be onsite as CSDC past and present board members, ACE to sign the beam
 - Media moves into the neutral zone as construction crew lifts the beam into place



- Cindy Conrick and ACE representative offer comments to the media
- o Assign Will Crocker to cover; submit image with outline to general media list and construction trades
- *Editorial Roundtable(s)*
 - o Editorial roundtable meetings with the Times-Picayune, The Advocate, City Business and Gambit Weekly to discuss scope of the project from start to finish
 - o CSDC and ACE representatives to lead the discussion, provide architect and/or artisan renderings
- **Share Your Memories video post and interview opportunity**

May/June 2013-COMLETE

- Distribute press kit and architectural detail shots and renderings to long lead national trade publications
- Distribute press kit with exterior and interior detail shot to long lead local, regional and national media

June 2013-COMLETE

- *Press release*
 - o Announce re-opening celebration activities with entertainment lineup leading to Broadway Series
- *Media alert with images- June 21*
 - o Craft a media alert with information about the ceiling constellation design mirroring the Summer Solstice
 - o Distribute to media with Will Crocker images of the lit ceiling

July 2013

August 2013

- *Photo Opportunity*
 - o Installation of new exterior marquee(s)
 - o Visual: Installation of marquees and placement of the letters
 - o Distribute to local and regional broadcast media and photo desks
- *May just be Will Crocker on-site with images distributed to media, rather than inviting media to attend*
- *Ceremonial Lighting of the Marquee (8/1?)*
 - o Schedule a special evening event outside the Saenger Theatre for a ceremonial lighting (countdown) of the marquee
 - o Include city partners, other local performing arts organizations and local celebrities that represent the diversity of the city's people and neighborhoods
- *Image/cutline distribution--pending*
 - o Will Crocker to photograph installation of curtains and seats
- *Press Release*
 - o "Originals and Replications"- discuss how items are chosen for replication, and the process for replicating the chandeliers, scones and exterior marquees
 - o Provide Will Crocker images of the original and replicated items
 - o Distribute to local media

September 2013

- Saenger Theatre "By the Numbers" - highlight fun and unusual facts about the Saenger Theatre from largest to smallest (i.e. number of light bulbs, theatre seats, chandeliers, number of stars in the ceiling, etc.)

- *Media Hard Hat Tour*
 - o Invite local and regional media for a preview of the theatre and a sneak preview of the back of the house
 - o "Opening Up the Back of the House"
 - Highlight newly complete commercial kitchen, discuss new technologies, state-of-the-art appliances, enhancements from the original, public and private uses, etc.
 - Provide behind-the-scenes tour of new dressing rooms and support facilities; features and upgrades and how the new facilities compare to those of the original
 - Offer interview with technical director to discuss new rigging, sound and lights, innovation and advances in technology; how this impacts guest experience
 - "What's Old, What's New" - share the amenities that have been restored along with new additions including concessions and restrooms
 - Offer photo and/or video opp of the recently completed back of the house spaces

▪ *Media Alert*

- o Completion of 1101 Canal Street which will include administrative offices, new restrooms, VIP lounge and other amenities
- o Provide accompanying images (Will Crocker)
- o Distribute to local media

**Include in Editorial Roundtable discussion?
Weather Report from inside the theatre??*

▪ *Mayor Ribbon Cutting Ceremony--Pending*

▪ *Photo Opportunities at Select Soft Opening Celebrations*

- o Broadway Across America Test Drive Your Seat event for subscribers only
- o Community Outreach events

▪ *Press Conference/Media Preview*

- o Event to begin with comments to the media (City of New Orleans, CSDC and ACE) followed by a tour of the entire facility

- Submit bylined article from a well-known New Orleans resident with a human interest angle of childhood memories of the Saenger Theatre

September/October 2013

▪ *Media Photo Opportunities during Re-Opening Celebration*

- o VIP Event (CSDC Gala)
- o Performances (multiple weeks)
- o Opening Night

Additional Opportunities (placement dependent upon timing)

- Op-eds: ACE Theatrical, Martinez + Johnson, Canal Street Development Corporation Mayor's office
- Fashion Photo Spread, shot during construction (New Orleans Bride)
- Travel Feature Fashion Spread (PaperCity Magazine, Modern Luxury)
- Travel/Arts & Entertainment Feature (Texas Connect/Major Texas Dailies; Houston Chronicle)
- Restoration of the original organ
- Economic Impact of Performing Arts in New Orleans





MULTICULTURAL MARKETING EXPERIENCE

The growing diversity among Americans that can afford to vacation and travel makes it essential that messages target the interests of the various communities and ethnicities that comprise this economic diversity.

Through collaboration with companies and organizations similar to ours, the professionals of The Ehrhardt Group have a record of success in making in-roads into these communities and in promoting attractions, events and issues among a variety of communities and cultures. Following is one example of our team's recent work:

Equity, Justice and Multiculturalism (EJM)
2010-11

Objectives:

- Establish EJM as an independent organization and resource for parents in New York City private schools where most families are affluent and Eastern European.
- Position EJM as all-inclusive organization for many different ethnicities and socio-economic status

Outreach Effort:

- Coordinated and launched a series of events to increase commentary and discussion among various audiences at neighboring schools across New York City.

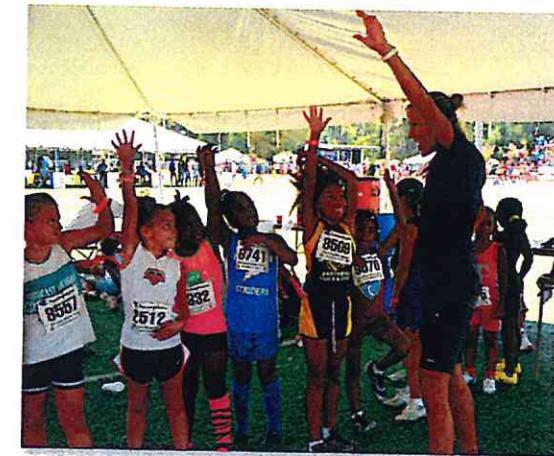
Tactics included:

- Documentary screenings
- guest speakers and
- community-building events

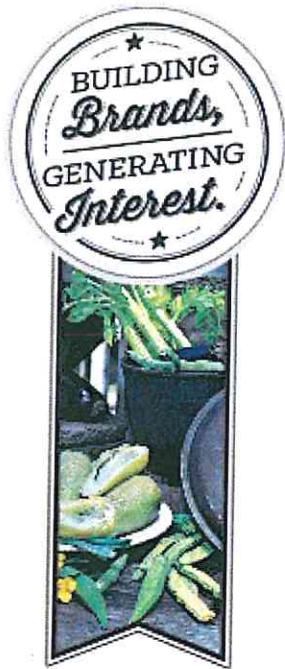
Results:

- Increased attendance five-fold in the first year alone.

TEG Staff on Project: Michelle Thompson







EXPERIENCE, PERSONNEL AND PRODUCTION RESOURCES

The Ehrhardt Group has assembled a team of marketing and research professionals with diverse experience and talents in local, regional and national communication outreach, creative development,, media relations, community relations, event planning, social media outreach and market research.

We believe in building long-term relationships with clients based on a client's business goals and mutually agreed upon expectations that can help meet those business goals. We also believe in exceeding those expectations. In our minds a successful client relationship begins and ends with consistent communication and reporting that allows the client to know what is happening on any given day and with any given project.

With any client, we plan to speak to a client representative at least once per day through conference calls and/or emails. In addition, we recommend having a weekly face-to-face meeting with the client to review short-term objectives and results. If this in-person meeting is not available, we would request a weekly conference call.

For the Office of Tourism initiative, The Ehrhardt Group will have up to 12 public relations professionals working on your business each day. Marc Ehrhardt will serve as the primary account contact. Malcolm Ehrhardt will provide strategic direction. Our team will produce weekly and monthly reports outlining our progress.





Following is a description of the experience of each of our anticipated team members for this project with DCRT, including relevant experience and biographies:

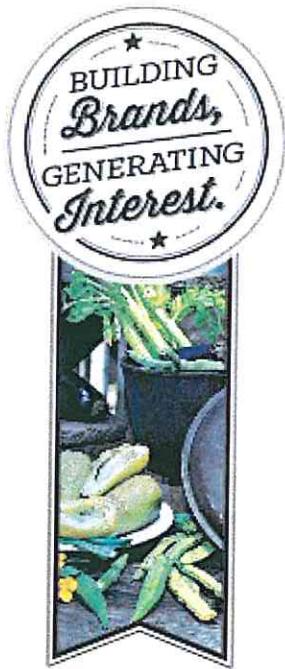
Name	Title	Years in Current Position	Education	Tourism Account Experience
DCRT Account Team				
Malcolm P. Ehrhardt, APR	President	17 years	Accredited in Public Relations – Public Relations Society of America M.S. – Communications Management – Syracuse University B.A. – University of New Orleans	Greater New Orleans Sports Foundation BP New Orleans Hornets The Roosevelt Hotel Galatoire's New Orleans Metropolitan Convention & Visitors Bureau The National World War II Museum Louisiana Dept. of Revenue Louisiana Dept. of Labor
Marc Ehrhardt Account Principal	Senior Vice President & Partner	6 years (16 years at firm)	B.A. – Loyola University Chicago	BP Greater New Orleans Sports Foundation Verizon Wireless Harrah's The Roosevelt Hotel Galatoire's Saenger Theater World Wrestling Entertainment Feld Entertainment Broadway Across America Superior Seafood Comic Con New Orleans Hornets The National World War II Museum



Bridget Cloud Account Manager	Account Executive	2 years (3 years at firm)	B.A. – Louisiana State University	Greater New Orleans Sports Foundation Verizon Wireless Harrah's The Roosevelt Hotel Galatoire's Saenger Theater Feld Entertainment Broadway Across America Superior Seafood Monster Jam Disney on Ice Ringling Bros. Circus
Harold Kaufman	Senior Counselor/Account Executive	25 years (1 year at firm)	B.A. – Southern Methodist University	Greater New Orleans Sports Foundation New Orleans Hornets/Pelicans NBA All-Star Games
Michelle Thompson	Senior Counselor	15 years (2 years at firm)	B.A. – Northern Illinois University	Galatoire's The Roosevelt Saenger Theater
Erin Doucette	Account Executive	1 year (3 years at firm)	B.A. – University of New Orleans	Greater New Orleans Sports Foundation Verizon Wireless Harrah's The Roosevelt Hotel Galatoire's Saenger Theater Feld Entertainment Broadway Across America Superior Seafood Monster Jam Disney on Ice Ringling Bros. Circus



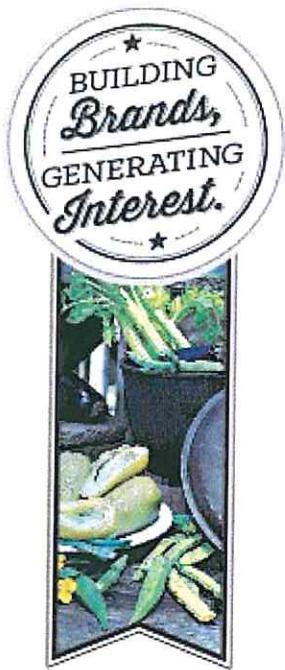
Morgan Valerie	Senior Account Executive	1 year (3 years at firm)	B.A. – Xavier University	BP Greater New Orleans Sports Foundation Verizon Wireless New Orleans Jazz and Heritage Festival Essence Festival
Brooks Horton	Account Executive	2 years (2 years at firm)	B.A. – University of Virginia	The Roosevelt Saenger Theater Verizon Wireless Greater New Orleans Sports Foundation World Wrestling Entertainment
Terri Argieard	Vice President, Finance	4 years (14 years at firm)	B.S. – University of New Orleans	BP Greater New Orleans Sports Foundation Verizon Wireless Harrah's The Roosevelt Hotel Galatoire's Saenger Theater Feld Entertainment Broadway Across America Superior Seafood Comic Con New Orleans Hornets The National World War II Museum
Additional Account Resources				
Lindsay Southwick	Senior Account Executive	1 year (3 years at firm)	B.A. – Louisiana State University	BP Verizon Wireless World Wrestling Entertainment Comic Con



Lindsey Meaux	Account Executive	2 years (2 years at firm)	B.A. – Louisiana State University	BP Verizon Wireless Greater New Orleans Sports Foundation Comic Con
Ann Fabens-Lassen	Account Executive	1 year (2 years at firm)	B.A. – Tulane University	World Wrestling Entertainment Comic Con Saenger Theater

STATEMENT REGARDING PERSONNEL CHANGES:

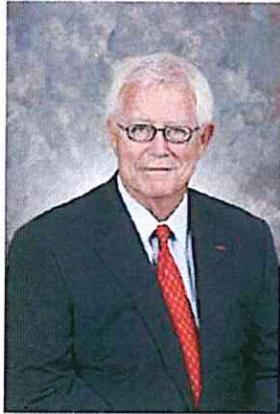
The proposer understands that it is required to secure prior written approval for changes of key personnel assigned to this account.



BIOGRAPHIES OF KEY PERSONNEL



MALCOLM P. EHRHARDT



Malcolm P. Ehrhardt has dedicated his professional career to the study of mass communication and its effect on people and business. He has authored two major, independent, in-depth studies of television news that analyzed, categorized and interpreted more than 2,000 news broadcasts.

As an accredited member of the Public Relations Society of America (PRSA), Ehrhardt has counseled some of the Gulf South's largest companies. His current client list includes The New Orleans Hornets NBA franchise, Capital One, the New Orleans Redevelopment Authority, the Greater New Orleans BioSciences Economic Development District, Waste Management of Louisiana, and Corporate Realty, Inc.

He has a Master's of Science in Communications Management from the Newhouse School at Syracuse University. His capstone project was entitled "Using focus groups to assess the effectiveness of Louisiana's One-Stop workforce investment delivery system," which was a compilation of data and analysis of 16 focus groups in Louisiana. He has taught communications at the LSU Manship School of Mass Communications. He also received undergraduate and graduate education at the University of New Orleans. He has a strong commitment to professional advancement, participating in development courses focusing on Corporate Communications and Strategic Planning. He completed a seminar sponsored by Harvard Law School on Dealing with an Angry Public, authored numerous articles for publication and served as a speaker for seminars and workshops.

Ehrhardt served as an infantryman in the U.S. Army in Vietnam and was later commissioned as an artillery officer in the famed Washington Artillery housed in Jackson Barracks, New Orleans. He was awarded a Bronze Star Medal and Combat Infantry Badge, along with Vietnam Service Ribbons for his service in the First Cavalry Division.

He has been honored as Executive of the Year by the Greater New Orleans Executive Association, where he also served as president, board member and chairman of several committees. He served on the board of directors for the New Orleans Regional Chamber of Commerce and as president of the University of New Orleans Privateer Athletic Foundation. Ehrhardt's programs have garnered eight PRSA Silver Anvil Awards. In 1997, he was awarded the Lifetime Service Award from the University of New Orleans National Alumni Association. He has also worked Super Bowls, NCAA Final Four Championships, the Republican National Convention and the Papal Visit to New Orleans in 1987



M. MARC EHRHARDT



As senior vice president and partner, Marc Ehrhardt manages public affairs, corporate image, national media relations, issues management and crisis management programs in tourism, economic development, retail, financial and manufacturing industries.

Throughout his 20-year career, Marc has represented his clients with broadcast, print and digital media outlets throughout the Gulf South and nationwide. Specifically, Marc has placed stories on behalf of his clients on NBC, ABC, CBS, CNN, MSNBC, CNN Headline News and in *The Wall Street Journal*, *Associated Press*, *Dow Jones News Service*, *The New York Times*, *The Los Angeles Times*, *Chicago Tribune*, *Chicago Sun-Times*, and *The New Orleans Times-Picayune*.

Marc joined The Ehrhardt Group from Edelman Worldwide, the largest independent public relations firm in the world. He was named to *New Orleans CityBusiness*' "Power Generation" as one of the top 40 New Orleans business professionals under the age of 40. Marc is involved with projects for various accounts that include: BP, The Roosevelt New Orleans, Walmart, Waste Management, Galatoire's, The Allstate Foundation, Capital One, Harrah's New Orleans, and the Louisiana Credit Union League.

He has previous media relations and crisis management experience with The New Orleans Hornets, Louisiana Economic Development, Southern Forest Products Association, Rite Aid Corp., PETSMART, and Sears and Roebuck.

Marc serves on the board of directors for Ursuline Academy of New Orleans and the Southeast Louisiana Council of the Boy Scouts of America. He served on the board of the Press Club of New Orleans and the Young Leadership Council in New Orleans, where he led the inaugural "One Book, One New Orleans" citywide reading and literacy awareness initiative. He earned his Bachelor of Arts degree in Political Science from Loyola University Chicago.



TERRI ARGIEARD



As a vice president at The Ehrhardt Group, Argieard has more than 20 years of experience managing the financial and billing operations for marketing and advertising programs on behalf of local, regional and national companies.

She oversees the financial and production operations for the agency and manages the accounting, billing and administrative duties for all of The Ehrhardt Group’s clients, including Louisiana Economic Development, Capital One Bank, The National D-Day Museum, Sempra Generation and Waste Management of Louisiana.

Argieard supervised the “Road to Victory” campaign for The National D-Day Museum, which achieved sales of more than 13,700 commemorative bricks for the museum. Her previous experience includes work with the Louisiana Department of Education and the Louisiana Lottery Corporation.

Prior to joining The Ehrhardt Group in 1997, she served as the chief financial officer for Bauerlein, Inc., and as assistant accounting manager with Peter A. Mayer Advertising, Inc.

Argieard earned a Bachelor of Science degree in Accounting from the University of New Orleans



HAROLD KAUFMAN



Harold Kaufman spent a quarter century with the Hornets organization, first in Charlotte and then New Orleans. During that time, he served as team spokesman, oversaw all media and public relations aspects including publications, speakers bureau and all sports and corporate publicity efforts involving the owners, team and organization.

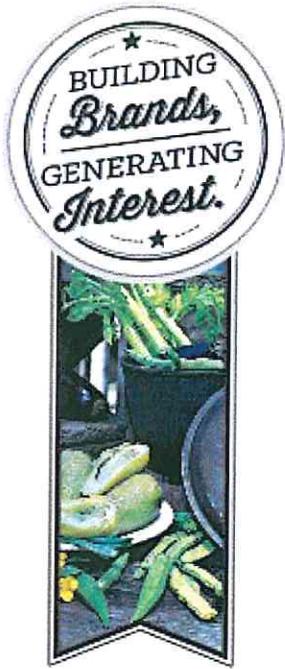
All statistical material, media guide, press releases and press conferences were prepared by or arranged through his department. His communications group served the day-to-day needs of the local and national media by arranging interviews and facilitating coverage of the Hornets players and personnel. He also specialized in media training and crisis management.

Kaufman is a member of the Public Relations Society of America and was voted as runner-up for the Outstanding NBA Eastern Conference Public Relations Director award by writers and broadcasters nationwide in 1992. Most recently he was a finalist for the Brian McIntyre Award in 2011 and 2013, which is voted on by national media that regularly cover the NBA and given to the NBA PR Department that shows extraordinary skill and service. He also has served a couple of terms sitting on the NBA's PR Advisory Board. Kaufman was appointed by the NBA to serve as press manager for the basketball venue at the 1996 Summer Olympics in Atlanta, GA.

Prior to joining the Hornets, the Dallas native worked in the media relations department of his hometown Mavericks from 1986-88 while earning his bachelor's degree in public relations at Southern Methodist University (1987). His two-year stay with the Mavs included the 1987-88 season in which they posted 55 victories and stretched the eventual World Champion Los Angeles Lakers to seven games in the Western Conference Finals.

Kaufman began his career in pro sports as an intern for the Texas Rangers Baseball Club during the 1986 and 1987 seasons. He also assisted in the Sports Information Office at SMU while in college.

Kaufman and his wife, Lisa, reside in New Orleans and have two sons, Stanley, 22 (senior at LSU) and Alex, 19 (sophomore at University of Texas).



LINDSAY SOUTHWICK



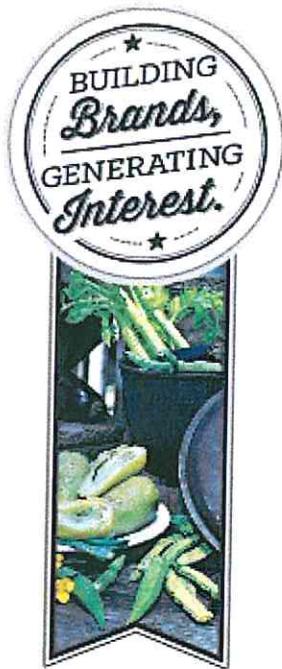
As a senior account executive at The Ehrhardt Group, Lindsay Southwick manages regional public, community and media relations campaigns on behalf of corporate clients in the telecommunications, oil and gas, financial, pharmaceutical and biosciences industries.

As part of the 2012 Allstate Sugar Bowl and BCS Championship Game, Lindsay played a role in conceptualizing and implementing the Gulf Coast Seafood & Tourism Bash presented by BP. Through the multi-faceted campaign, Lindsay and her team coordinated the distribution of more than 7,000 Gulf seafood samples to fans visiting New Orleans from across the nation, hosted national media for the ceremonious 30-ft "Peacemaker Po'Boy" cutting and executed a three-stop "Taste of the Gulf" dine around at famous New Orleans restaurants, complete with a jazz second line through the historic French Quarter, to promote Gulf Coast seafood and Louisiana tourism to national, regional and local media. The campaign resulted in nearly 50 high profile media placements along the Gulf Coast within 7 days and more positive coverage garnered for a BP-sponsored event than any previous events.

Lindsay and her team also represent Verizon Wireless in the Gulf Coast through strategic media relations, product and services promotion, executive visibility and nonprofit partnerships. Lindsay has managed media relations surrounding Verizon's integration of Centennial Wireless, the long-anticipated iPhone launch and the introduction of revolutionary 4G LTE technology in markets along the Gulf Coast. Through these initiatives, The Ehrhardt Group's work with Verizon Wireless resulted in more than 180 million impressions and \$4.1 million in earned media in 2012 alone.

Lindsay was a 2013 Millennial Award nominee, a 2012 fellow of the Loyola Institute of Politics, a 2011 March of Dimes Spotlight on Success honoree and was chosen by the Young Leadership Council to participate in the 2011 Leadership Development Series. She is currently a member of the Public Relations Association of Louisiana and the Southern Public Relations Federation.

Lindsay earned a bachelor's degree from the Manship School of Mass Communication at Louisiana State University and has studied crisis communication at the University of Arkansas at Little Rock. In 2008, Lindsay spent a semester in Paris, France, studying at l'Université de Paris VIII St. Denis.



BRIDGET CLOUD



Bridget Cloud is an account executive at The Ehrhardt Group. She works with the Greater New Orleans Sports Foundation, Galatoire's Restaurant, The Roosevelt New Orleans Hotel, Broadway Across America, the Saenger Theater, Harrah's and Superior Seafood on various public and media relations efforts.

Prior to joining The Ehrhardt Group, Bridget served as marketing associate at Portico Learning Solutions in Baton Rouge. She uses her marketing experience and knowledge to develop creative strategies to reach target audiences.

A New Orleans native, Bridget attended Louisiana State University where she earned a bachelor's degree in public relations. At LSU, Bridget completed marketing and public relations internships at Shaw Center for the Arts, Zehnder Communications, LSU Stephenson Entrepreneurship Institute, United States Marine Corps Public Affairs and LSU Career Services. She also served as a member of Public Relations Student Society Association (PRSSA) Bateman Team for the U.S. Census Bureau that placed honorable mention in the national competition.

MORGAN VALERIE



A graduate of Xavier University with a Bachelor of Arts in Communications, Morgan Valerie has an impressive history of managing public relations and community outreach. Morgan also manages Focus Group Testing, a wholly-owned subsidiary of The Ehrhardt Group, as a facility manager coordinating market and focus group research for local, regional and national corporations and organizations. Morgan has also worked with The Ehrhardt Group to coordinate media relations and served as an assistant public information officer during the Deepwater Horizon oil spill response. Her work with BP officials and the nation's top media corporations led to a seamless flow of information on the one of the world's most covered and publicized disasters.

Morgan was selected as a 2013 Fellow of the Loyola Institute of Politics, is a 2011 March of Dimes Spotlight on Success honoree and serves as a Professional Advisor for Xavier University's Public Relations Student Society of America.



BROOKS HORTON



Brooks Horton is an account executive at The Ehrhardt Group. She assists with public relations and strategic communications projects for a variety of clients including BP, Broadway Across America, the Greater New Orleans Sports Foundation, Saenger Theatre, Verizon Wireless, Southeast Louisiana Flood Protection Authority, The Roosevelt New Orleans Hotel, and Walmart.

Prior to joining The Ehrhardt Group, Brooks worked as an associate producer at WWL-TV in New Orleans. She also gained media experience through her work as a news production assistant at NBC's Today Show in New York and as an intern at CBS News in Washington, DC.

A native of Atlanta, Brooks attended the University of Virginia where she received a double bachelor's degree in English and French Language.

LINDSEY MEAUX



Lindsey Meaux is an account executive at The Ehrhardt Group. She works with the Gulf Coast Restoration Organization, Verizon Wireless, Capital One Bank and Waste Management.

Prior to joining The Ehrhardt Group, Lindsey served as a public relations associate at a local communications agency. She earned a bachelor's degree from the Manship School of Mass Communication at Louisiana State University in 2010.

While in college, Lindsey served as an intern at The Ehrhardt Group where she contributed to several community relations outreach programs and media relations initiatives. She also completed internships at Harris DeVille & Associates and the Public Affairs Research Council of Louisiana as well as serving on the staff of LSU's student-run newspaper, The Daily Reveille.



ANN FABENS-LASSEN



Ann Fabens-Lassen is an account executive at The Ehrhardt Group. She assists with public relations and strategic communications projects for a variety of clients including Verizon Wireless, Capital One Bank, Orleans Parish School Board, Louisiana Citizens Insurance and the Southeast Louisiana Flood Protection Authority.

A Philadelphia native, Ann came to New Orleans to attend Tulane University. She received a Bachelor's degree in Communication and a minor in English. While at Tulane, Ann worked on communications projects for several local nonprofits.

Prior to joining The Ehrhardt Group, Ann served as associate account executive at a local public relations firm, gaining hands-on experience in public affairs communications. Ann enjoys applying her experience in communication to work that enhances the culture and benefits the people of the city and state that she has grown to love.

ERIN DOUCETTE



Erin Doucette Bocage is an account executive at The Ehrhardt Group. Erin assists in the execution of marketing campaigns and social media efforts for clients including Bayou Tree Services, Feld Entertainment, Morton's The Steakhouse and Superior Seafood.

Erin attended the University of New Orleans where she received a bachelor's degree in marketing. During that time, Erin served as an intern at The Ehrhardt Group where she contributed to a number of community outreach programs and media relations initiatives.

A native of New Orleans, Erin enjoys reading, traveling and spending time with her family.



MICHELLE THOMPSON

Michelle Onesto Thompson has more than 15 years experience in communication. She joined The Ehrhardt Group in 2012 supporting media relations for Southern United States Trade Association, Galatoire's Restaurant, and The Roosevelt New Orleans - A Waldorf Astoria Hotel, as well as lending support to a variety of the firm's clients.

Based in New York, she is a diversified, independent professional previously with the leading agencies of Edelman and Burson-Marsteller concentrating in media relations, reputation management, brand marketing and issues management representing private and *Fortune 500* clients in industries ranging from ethnic consumer products and commodities to retailers and utilities.

Michelle has pitched a variety of local and national media campaigns beginning in 1993, and throughout her career, for a wide variety of corporate, consumer and non-profit clients securing multi-million media impressions in print, broadcast and electronic outlets. Significant placements include, ABC-TV's "Good Morning America," Business Week, Chicago Tribune, Chicago Sun-Times, CNNMoney, Colorado Springs Gazette, and NBC-TV's "Today Show," New York Times, Wall Street Journal, and Women's Wear Daily.

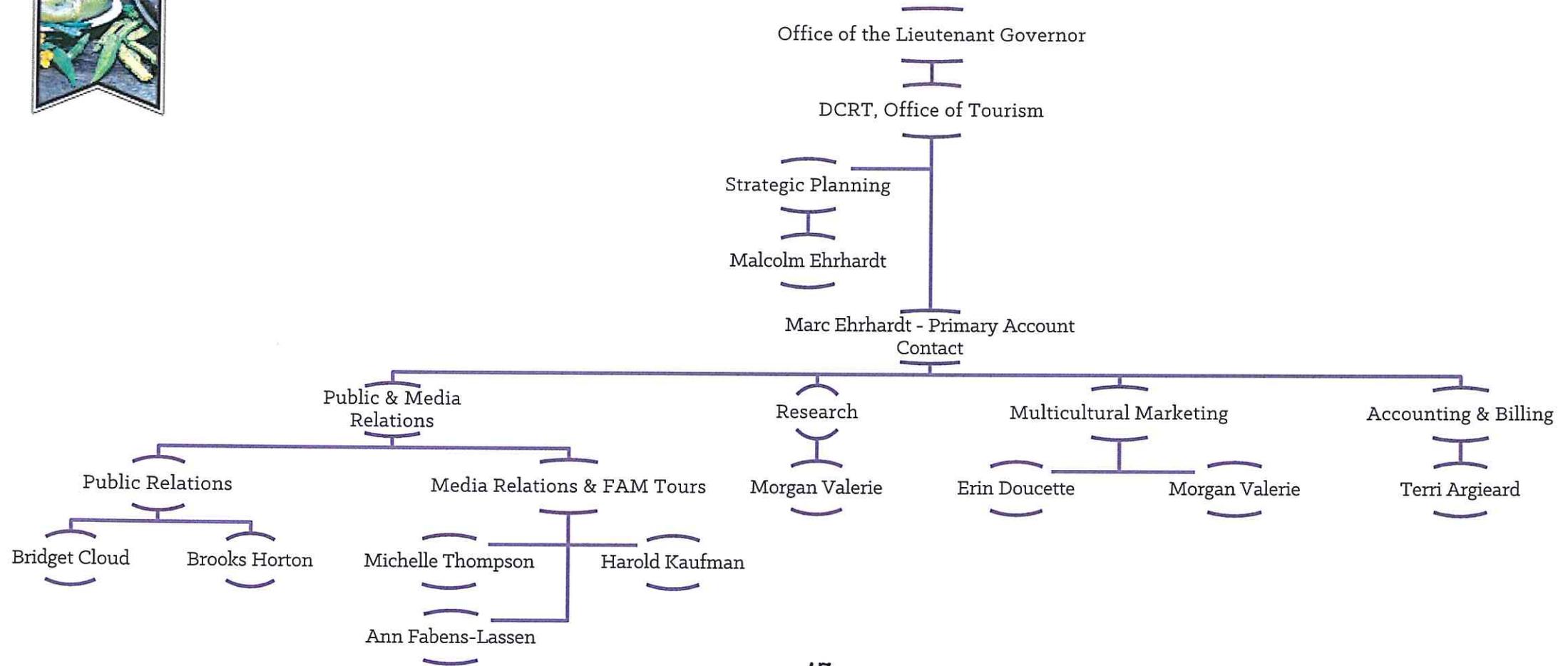
Her media efforts also have concentrated on mitigating damage when negative coverage is inevitable, working with senior management and outside legal counsel.

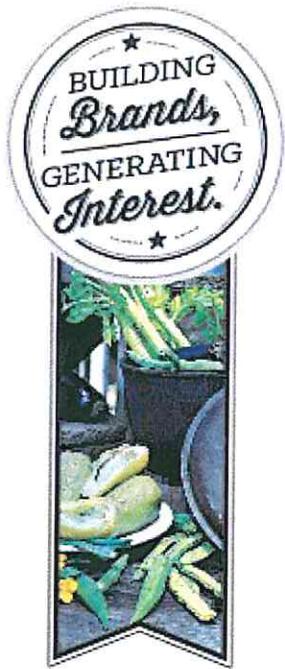
In addition, Michelle works with long standing non-profit organizations including Parents Association, New York City Department of Education and previously La Leche League, coordinating events, researching issues, writing articles, giving presentations and handling internal communication to various stakeholders ranging from educators, coaches and administrators to new and current parents.

A native of Chicago, Michelle earned her bachelor's degree in journalism at Northern Illinois University.



ORGANIZATIONAL CHART & MANAGERIAL STRUCTURE





Redundancy in Account Management

The Ehrhardt Group has structured this account relationship with the Office of Tourism to ensure that work on the Louisiana Tourism initiative continues seamlessly and according to the timeframes outlined in this RFP and by the Department itself. In total, The Ehrhardt Group and our strategic partners will dedicate at least 12 professionals to our relationship with the Office of Tourism.

Marc Ehrhardt will serve as the primary account contact for the DCRT on this project. Bridget Cloud will serve as the secondary account contact, ensuring that the Department will have a personal contact person in the event of vacations, illness and medical leave. Further, The Ehrhardt Group will notify the appropriate contact at the DCRT in advance prior to anyone leaving on vacation or leave longer than one week.



SAENGER



LIST OF SERVICES

Strategic Planning

All of our work is guided by a plan. That plan incorporates the client's business objectives and matches all public relations strategies to those objectives. The plan also outlines how The Ehrhardt Group will pursue its work on our client's behalf. Best of all, it is the basis for measuring the success of a public relations program.

As part of a public relations plan, The Ehrhardt Group will:

- Submit creative ideas that can be easily executed in time and within budget;
- Provide the DCRT with multiple options and media outlets to choose from when considering a campaign direction;
- Create the proposed public relations campaign with a keen focus on the Office of Tourism's primary objectives;
- Address the design of the public relations campaign with the social media outreach avenues including Twitter, Facebook, Instagram, and more.

Account Management

We pride ourselves on our client relations in each of our companies. Our efficient budget and time management will be key toward the success of your campaign, and your peace-of-mind throughout the process of developing and implementing all PR efforts. As part of our management of the PR portion of this effort, we will provide:

- PR Project Tracker, outlining each public and media relations program, status, deadlines for action and next steps
- 2014 PR calendar, highlighting key tourism-related events in Louisiana and across the country, including key tourism markets for DCRT
- Agendas prepared ahead of regularly scheduled meetings and conference calls
- Follow-up reports with action items, complementing the PR project tracker



Research & Strategic Planning

The Ehrhardt Group offers qualitative research on consumer purchasing habits and attitudes regarding products and services. We also conduct research on consumer opinion on public issues. Those research services and tools include

- Baseline Study of Consumer Behavior and Buying Decisions
- Focus Testing on Marketing lines, ideas, strategies and production
- Stakeholder surveys
- Consumer surveys
- Perception Study of Consumer

Beyond our own in-house capabilities, we have access to and relationships with a range of national and regional survey research firms. The brand planning portion of this campaign will be driven by strong product and audience research, focus group testing, and creative testing.

Earned Media Outreach

The Ehrhardt Group is dedicated wholly to public relations and its impact on the overall marketing strategy, including two firms emphasizing multicultural marketing.

Below are just some of the services that we will provide the Office of Tourism in delivering its message to the world through media relations and outreach.

- Media Relations (contact, pitch)
- Media Mailings/Emails (press releases; advisories; etc.)
- Message Development
- Message Consistency
- Media Training
- Media Tours – Statewide & National
- Editorial Board Presentations
- Deskside Media Visits
- News Releases
- News Conferences
- Speechwriting
- Printed Media Kits
- Virtual Media Kits Website updates/copy
- Special Events
- Community Relations
- Informational Programming – cable outlets
- Social networking sites
- Broadcast Consultation
- Satellite, Radio and Web Media Tours
- B-roll & EPK Production and Distribution
- Audio News Release
- Corporate Videos
- On Line Campaigns
- PSA Distribution
- Webcast



Services to be provided by Subcontractors, under supervision of The Ehrhardt Group:

Satellite Media Tours

- Pitch and Secure Local/National Media
- All Technical Coordination Including Studio and Satellite Space
- On Site Coordination
- Follow-up Monitoring
- Additional Pitch to Top 100 Markets and/or Websites of Generic Interview Available via Secure FTP
- Multi-site Satellite Links for Internal/External meetings
- Live Press Conference Coordination and Transmission
- On-site Conference Coordination and Media Relations

B-Roll/EPK Production & Distribution

- Pre Production
- On Site Producer and Crew
- Editing
- Pitch Call to Top Markets Based on Client Criteria
- Satellite Transmission
- Digital Download via Unique FTP Site
- Follow-up Monitoring report

Audio News Release

- Guaranteed distribution to over 600 radio stations with a confirmed audience of over 11 million listeners.

Satellite Services

- Live Satellite Links for TV Interviews



Monitoring and Measurement

The Ehrhardt Group monitors earned news coverage and social media through the following research tools, providing regular reports to the client based on their needs – monthly, weekly, even daily:

Media Monitoring:

- Cision, which provides electronic access to 51,000 U.S. and international print, broadcast, blogs and online news sources directly and captures news from virtually any source
- TV Eyes, which monitors TV and radio in 230 US TV markets, plus Europe, the Middle East, Latin America and Asia.
- Metro Press Clipping Bureau, which captures print coverage throughout Louisiana.

Social Media:

- addictomatic.com, socialmentions.com and blogpulse.com to track and measure social media efforts.
- Facebook and Twitter search and existing Facebook measurement tools to provide feedback and reports on social media efforts, as well as ongoing monitoring and measurement of other social media sites, including Trip Advisor, Yelp, Instagram, Pinterest and others.
- PR Trak, AAAA's data, PRSA data and Second Wind analytics.

Event Marketing

The Ehrhardt Group's approach to special events includes a complete plan that directs the initiative of the event, its goals and objectives, and its ability to conform to the overall campaign. When we consider an event, the following is important to our success:

- Implementation of strong event management, planning and marketing
- Event advertising positioning and branding
- The use of public relations and Internet marketing to promote the event
- The event strategy, logistics and message training
- The oversight of the on-site event production (lighting, sound, staging, talent)
- The pre-site and on-site real time statistical data retrieval and research
- The management of the exhibit space and set-up



Trade Show Marketing – The Ehrhardt Group has produced trade show booths and coordinated overall trade show-related marketing at some of the nation’s largest trade exhibitions and conventions. We have staff available and prepared to represent the Office of Tourism at the following events, in addition to designated national and regional tourism-related trade shows:

- The Travel and Tourism Summit
- Louisiana Tourism Development Commission
- Louisiana Tourism Promotion District
- Louisiana Restaurant Association
- Louisiana Hotel and Lodging Association
- Travel and Tourism Research Association
- Louisiana Association of Convention and Visitors Bureaus
- Louisiana Travel Promotion Association



Statement of Responsibility

The Ehrhardt Group is a nationally recognized marketing, corporate communications and public relations firm, headquartered in New Orleans. The firm's marketing area encompasses Louisiana and four coastal states and major cities from Houston to the Florida Gulf Coast. The firm's subsidiary, Focus Group Testing, conducts qualitative consumer research that will provide this team with the latest visitor data regarding attitudes about traveling to and enjoying Louisiana's culture, cuisine and institutions.

Make no mistake – The Ehrhardt Group will lead this effort and take full responsibility for its development, execution and measurement. Our work with national brands and numerous Louisiana state agencies will attest to the fact that we take these responsibilities seriously.

The Ehrhardt Group understands the responsibilities for its marketing firms outlined by the DCRT. We enthusiastically assume total responsibility for all services and deliverables provided under the marketing contract with the Office of Tourism.





METHODOLOGY - THE EHRHARDT GROUP'S APPROACH TO PERFORMANCE

STRUCTURE, PLANNING & CREATIVITY

Structure, Planning and Creativity are the three tenets of how we approach our client relationships and work.

Creativity without structure and planning is ineffective. A structure, or framework, guides our progress on a day-to-day basis. Strategic plans for tomorrow, next week, next year, forecasting existing events and potential opportunities, provide a roadmap for our work together. These two components create a bedrock to base creative ideas that best represent our clients' interests. Implemented effectively, these core pillars are what set The Ehrhardt Group apart and have done so for nearly 20 years.

METHODOLOGY FOR IDENTIFYING OUR CLIENTS' NEEDS

Consumer & Product Research

The Ehrhardt Group believes so much in research that we have formed our own focus group company – Focus Group Testing – to assist clients in assessing public perception, gauge the effectiveness of ad campaigns, evaluate consumer messages and assess the outcome of marketing efforts.

These are some of the research methods The Ehrhardt Group can and will utilize to “put faces to” the Louisiana Tourism customer:

- Baseline Client Research – Focus group, telephone and/or web-based surveying
- Perception surveys – Pre-oil spill and post-oil spill
- Multicultural consumer research – Surveys, spending habits, travel tendencies
- Industry Research – Lodging trends, attraction visitation trends
- Target audience interactions – calls to phone number, visits to websites, online interactions (form fulfillment)
- Competitor Research
- Media database research/organization



- Visitor database research
- Research of media stories
- Usage data and online preferences for target consumers
- Ad recall analysis – Print, broadcast, online

- Online engagement analysis – Tracking commentary and conversations on blogs, websites and message boards.
- Third-party research and perception surveys
- Recommend and/or perform new research opportunities, if warranted

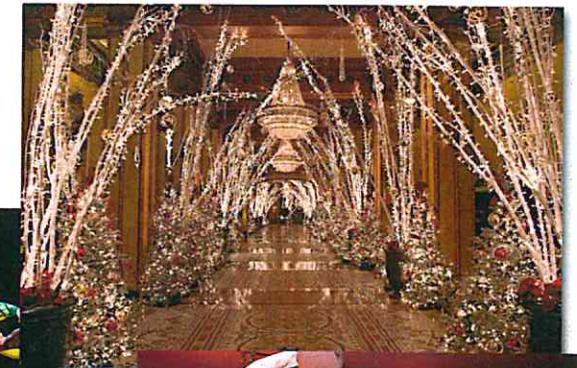
Participants in our studies represent the targeted demographic characteristics specified by our clients and typically reflect the gender, race, age and income levels of the consumers most important to our clients. In addition, The Ehrhardt Group has experience traveling throughout Louisiana to meet with owners and operators of attractions and other industry stakeholders to assess marketing outcomes and needs for future campaigns.

Identifying the Office of Tourism's Objectives

The Ehrhardt Group will work internally to develop key objectives to propose to the Office of Tourism based on research and identification of target audiences together with an analysis of existing and expected resources.

We expect the following communication objectives to overlay the Office of Tourism's business objectives of:

- Increasing intent to visit Louisiana by 10 percent by December 2013 for the regional and national markets.
- Increasing Louisiana visitation by 7 percent by December 2013.
- Increasing positive perception of Louisiana.
- Nurturing relationships with statewide stakeholders and industry partners.
- Increase traffic to online resources.





Identification of Target Audiences

Identifying the various audiences that are most likely to take action on and benefit from our messages is the next step. These are some of the audiences that we expect to communicate with as part of a Louisiana tourism campaign:

- State DCRT and related Regional Tourism Agencies
 - Louisiana Tourism Promotion Assn.
 - National Travel Organizations (AAA, AMEX, Etc)
- Associations
 - State and Regional Agencies
 - Visitor/Convention Promotion Agencies (NOMCVB; NOMTC)
- Tour Operators
- Online travel professionals
 - Websites & review-based sites – Expedia, Orbitz, Kayak, Trip Advisor
 - Online communities
 - Influential bloggers & commentators
- Tour Packagers
 - Hotels
 - Hospitality Companies
 - Convention/Meeting Planners
- News Media
- Broadcast – TV & Radio
- Print – Newspaper & Magazine
 - Travel
 - Dining
 - Entertainment
 - General Interest
- Potential marketing partners
 - Louisiana-based products, who can serve as marketing partners nationwide





Marketing and Communications Plan Development

Since its start in 1996, The Ehrhardt Group has built relationships with clients based on the following approach:

1. Public relations goals must overlay a client's business goals. Increasing awareness with an eye toward a client's long-term success.
2. Aggressive media relations lead to consistent coverage before target audiences. The goal is a regular stream of stories based on story angles we create under your direction, community partnerships and special events, as opposed to one story now and again.
3. Partnerships build relationships and create third-party endorsements. Community partnerships, special events, sponsorships and social media outreach establish relationships. Those relationships generate word-of-mouth that increases brand awareness and engagement.
4. Special events and partnerships must match brand qualities and give people something to talk about...across their own social media networks and other outlets.

Rather than pursuing creativity for creativity's sake, our account structure and planning frames the creative ideas, story angles and partnerships that can be most effective in reaching the Louisiana Office of Tourism's public relations goals.

- Big ideas – In a highly competitive industry, spotlighting programs and community investments takes strategic concepts and creative ideas that cut through the “media clutter.” The Ehrhardt Group will apply a similar approach to the ideas that we develop for DCRT's public relations plan to:
 - Market and promote the brand of Louisiana: Pick Your Passion
 - Increase revenue generated by the industry
 - Increase the effectiveness, public awareness and impact of the programs of the OLG/DCRT
 - Position Louisiana as:
 - A destination ripe with indigenous music genres;
 - A culinary destination;
 - The “Festival Capital of the World”;
 - An outdoor enthusiast's dream;
 - The nation's most distinctive cultural experience; and
 - A retirement destination

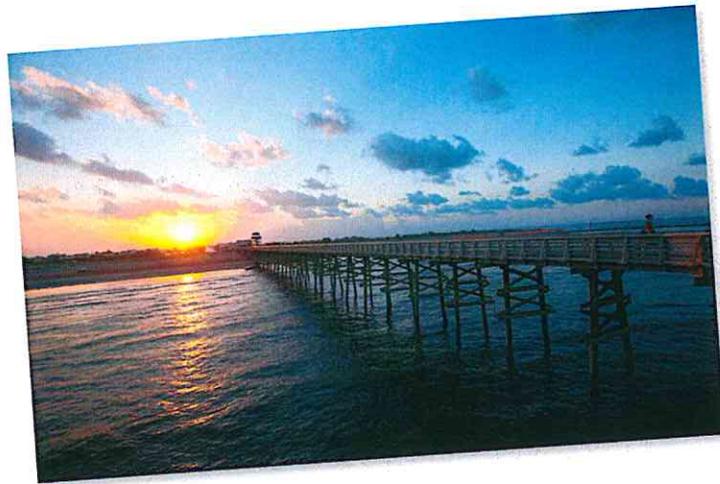




- Media coverage - On an average day, the public relations professionals of The Ehrhardt Group are speaking to dozens of media outlets and reporters working in New Orleans and across the nation. In each case, we are positioning spokespeople representing the nation's most recognized brands with the media and the public.

We currently represent six Fortune 500 companies in the oil and gas, energy, industrial, telecommunications and waste management sectors with the news media and communities in the Gulf South.

- Planning – All of our work is guided by a plan. That plan incorporates the client's business objectives and matches all public relations strategies to those objectives. The plan also outlines how The Ehrhardt Group will pursue its work on our client's behalf. Best of all, it is the basis for measuring the success of a public relations program.





METHODOLOGY FOR MONITORING, MEASURING AND EVALUATING RESULTS/QUALITY OF WORK

Following is the step-by-step process that The Ehrhardt Group will implement to ensure the quality of work and the measurable results that the Office of Tourism expects:

1. Propose objectives and strategies based on research and the overall branding effort for Louisiana: Pick Your Passion.
2. Craft public relations plan and creative ideas for DCRT review and revision.
3. Develop annual public relations calendar to frame potential public relations opportunities for DCRT and media outreach programs with local, regional and national media.
4. Develop a comprehensive list of strategies and tactics/tasks for client approval.
5. Establish and launch aggressive media relations campaign that includes national and international outreach and programs.
6. Integrate community and special events programs/recommendations within Louisiana as well as national and international trade shows and special travel events.
7. Outline schedule of activities to include benchmarks to measure program success.
8. Conduct meetings with client to analyze existing programs and review status and propose recommendations – at three, six and 12 months.
9. Communicate objectives from Tourism's organization framework and measure our consistency with ongoing efforts of marketing and advertising sections and agencies.
10. Collaborate with organizational team, support organizations and colleagues on themes, approaches and strategies.
11. Conduct presentations with organizational leadership to review progress and priorities.
12. Manage organizational buy-in to proposed strategies.
13. Measure results against benchmarks and discuss/analyze with organizational leadership.



Project Measurement & Tracking:

For accounting purposes, The Ehrhardt Group will prepare all necessary budgets, expense tracking and background documentation for all DCRT public relations projects. This will allow the agency and DCRT to review expenses and project upcoming costs.

For the overall campaign, The Ehrhardt Group utilizes a number of tracking measures to calculate success, including:

- Target Audience Interactions – Visits to websites, calls to phone numbers, etc.
- Ad and Message Recall- Surveying and Focus Groups
- Media coverage – Estimated impressions, story tone, inclusion of key consumer information (website, social media and 800-number)
- Ad Equivalency Measurements and Reports
- Website Traffic Reports
- Blog and Online Forum Monitoring
- Special Event Attendance
- Online Feedback Tools - Surveys & Opinion Polls
- Social Media Statistics - Twitter, Facebook & YouTube Traffic Tracking
- Monthly Budget Estimates

In addition, The Ehrhardt Group will work with DCRT to implement a tracking procedure that meets the goals of the department in drawing visitors to Louisiana.

New Orleans Saints Home Games																			
New Orleans Magazine "People to Watch"																			
Harvest the Music																			
Scales & Ales																			
Gourmet's "Top 50 restaurants"																			
Las Vegas Annual Food & Wine Festival																			
National Caramel Custard Day																			
The Times Picayune "Best Places to Eat" Dining Guide																			
Esquire Magazine "Restaurant of the Year"																			
Oktoberfest																			
Louisiana Seafood Festival																			
New Orleans Film Festival																			
National Gumbo Day																			

Monthly Public Relations Report – April 2013				
	Media Relations	Community Affairs	Internal Communications	Executive V
Houston: Gulf Coast	Innovation Awards Distributed localized Innovation Awards announcement release on Business Wire, to local media contacts. Met internally to discuss pitch plans and action items for Innovation Awards.	Sexual Assault Awareness Month Met internally to discuss pitch plans and action items for Sexual Assault Awareness Month (SAAM). Pitched SAAM:HopeLine interviews to Gulf Coast media contacts.	2013 PR Summit Participated in 2013 PR Summit review conference call with GLW. VZWeb Attended Apple SMB event to take photos, notes for VZWeb article.	Norma Morenc Promotion Continued pitch Morenc-Bernal to Gulf Coast ce. Secured N. Mo Bernal promotion coverage in The Press, Biloxi St. Journal, Hatties American, Lake Charles American Press, Baton
	Contacted Dr. Tillery regarding potential inclusion in upcoming Innovation	Secured SAAM:HopeLine interview opportunities on	Drafted Apple SMB	

Good morning,
 Media highlights from last night and this morning include:

SETTLEMENT

- Multiple outlets statewide continued to report that yesterday was the final day to opt out of the \$7.8 billion settlement. Most coverage mentioned that the trial has been postponed because of Mardi Gras and the Super Bowl. See coverage on [WVLA-TV](#), [WVUE-TV](#), [WVNO-TV](#) and [KPNCTV](#). Also view NOLA.com coverage, which explains that more than 2,800 potential plaintiffs have opted out of the settlement. [here](#).

SEAFOOD

- WVLA-TV reported on seafood testing, saying tests are made possible by almost \$20 million in spill damage money from BP and that more than 2,100 pieces of seafood have been tested with none found to be "contaminating." [Read more here](#).
- Houma Today also published an editorial on seafood safety, saying more testing is better. [Read it here](#).

FRAUD

- Multiple outlets statewide reported on charges against Bay Ingram, a North Shore businessman who is facing federal charges. According to the bill of information filed by the US attorney, Ingram falsified and forged documents related to the use of a helicopter and the construction of helipads that was supposed to be used in St. Bernard Parish in response to the spill. The forgeries led to the collection of more than \$1M. View coverage on [NOLA.com](#) and [WVUE-TV](#).

MORATORIUM

- NOLA.com is reporting that Sen. David Vitter is saying a survey of employees at the inspector general's office for the Department of the Interior is raising questions about its independence. Vitter is calling for a panel to review whether the office covered up the "misrepresentation by the Obama administration in justifying a moratorium on deep-water drilling." [Read more here](#).



PROCESS FOR ENSURING COMMUNICATION WITH THE STATE OF LOUISIANA

The Ehrhardt Group believes in building long-term relationships with clients based on a client's business goals and mutually agreed upon expectations that can help meet those business goals. We also believe in exceeding those expectations.

In our minds a successful client relationship begins and ends with consistent communication and reporting that allows the client to know what is happening on any given day and with any given project. Each member of this marketing team is located within a two-hour drive from Baton Rouge. We travel across the state daily. We have built our careers and reputations around understanding the different personalities, values and histories of Louisiana's communities. We are ready to put that knowledge to work to attract the target Louisiana consumer to the state.

For the DCRT, The Ehrhardt Group will have up to 12 public relations professionals working on your business each day. Our team will produce weekly and monthly reports outlining our progress. The team will review and approve all reports prior to forwarding them to the designated client contacts. With any client, we plan to speak to a client representative at least once per day through conference calls and/or emails. In addition, we recommend having a weekly face-to-face meeting with the client to review short-term objectives and results. If this in-person is not available, we would request a weekly conference call.



ACCOUNTING, BILLING AND TRACKING PRACTICES

Accounting & Billing:

The Ehrhardt Group uses Peachtree/Sage 50 Quantum 2013 accounting system for tracking the status of projects and budget expenditures for clients. This system applies the general accepted accounting principles, to which The Ehrhardt Group adheres.

We combine a system of monthly reports and internal mechanisms to ensure proper accounting for our time and activities and reporting through formal and informal processes, including:

- Monthly and yearly account management reports, including progress reports and budget reports itemized by project,
- Monthly, six-month and year-end accounting of all monies expended, including a breakdown of commissions earned from media placements, charges for work performed within all work categories, charges for services provided by third-party vendors, and the value of services provided at no charge;
- Monthly progress reports, outlining public relations activities related to account services, key meetings, media relations, special events, community relations and production activities (if applicable). All of these items will be measured against the progress of each project and overall program;
- Cost estimates and appropriate documentation for media production services and production of creative collateral and media support materials;
- Invoicing bi-weekly for labor hours and expenses produced at rates specified by the Office of Tourism, itemized by what is being billed, by function and by hours charged.

Through our experience with state agencies, we are familiar with the accounting and billing requirements of state departments and agencies. We will work with the DCRT accounting department to construct billing procedures according to the department's standards.

Billing & Production:

Billing and payment arrangements will call for The Ehrhardt Group to ensure that all budget parameters and payment schedules outlined by the State are met by any subcontractors. In the event that The Ehrhardt Group is asked to oversee a project requiring production, all projects will be estimated in advance and itemized in terms of creative, copywriting, design, layout, video production, web production, etc., and billed by project and according to state and DCRT printing guidelines and requirements. Estimates will be presented for client review and approval.





COMPANY BACKGROUND & FINANCIAL STABILITY

Letter of Good Standing – **Included at the end of this section**

Statement of Annual Billings:

2012 - \$15,976,344.00
2011 - \$14,279,634.00
2010 - \$15,425,657.00

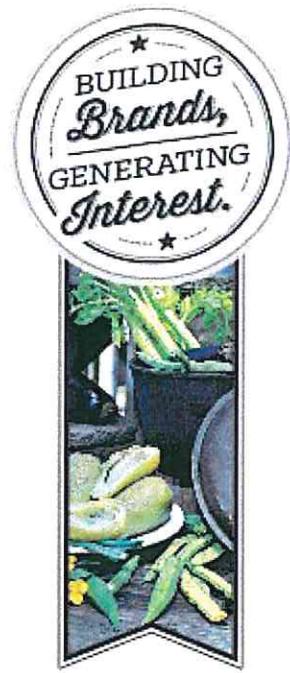
Certified statement is attached.

Certified copy of a financial statement proving evidencing these billings is attached.

Credit References

Capital One, NA
Ruth Ann Martin
Senior Vice President, Private Banking
Place St. Charles, 23rd floor
201 St. Charles Avenue
New Orleans, LA 70170
504.533.5823
ruthann.martin@capitalone.com

Phillip Collier Designs
Phillip Collier
1519 Carondelet Street
New Orleans, LA 70130
504.523.5178
Phillip@phillipcollierd designs.com



November 18, 2013

Louisiana Office of Tourism
Attn: Misty Velasquez
Capitol Annex, Third Floor, Room 327
1051 N. Third Street
Baton Rouge, LA 70802

RE: The Ehrhardt Group, Inc.

Gentlemen:

This letter is written on behalf of Mr. Malcolm Ehrhardt and his company, The Ehrhardt Group, Inc. Mr. Ehrhardt and his company are well known to and highly regarded by Capital One Bank.

We have banked Malcolm and his company for many years. All accounts have been handled as agreed.

We are pleased to recommend Malcolm and The Ehrhardt Group to you. You can do business with them in good faith, as do we.

Please let me know if you need any additional information. My direct phone is: 504-533-5823.

With kind regards, I am

Sincerely yours,

Ruth Ann Martin
Senior Vice President



Attachment A

COMPANY BACKGROUND INFORMATION
(If you require additional space, you may attach extra pages.)

Please provide the information in the order requested.) 1. Name of Company The Ehrhardt Group Year founded 1996

2. Form of Business (e.g., corporation, limited liability company) Corporation

3. Parent Company or Affiliates Same

4. Location of Offices New Orleans Number of employees in each 12

5. Please list all in-house services

- Public Relations
- National Media Relations, including Satellite Media Tours
- Regional Media Relations
- In-state Media Relations
- FAM Tours
- Special Events
- Crisis Management
- Creative Development
- Public Relations Writing
- Sponsorships – Public/Private Partnerships
- Accounting, Cost Estimating & Budgeting
- Account Service, Accountability and Business Support
- Account Management, including status reports and project calendars
- Production Management
- Marketing/Creative Strategy Creation and Development
- Product Research
- Marketing Research, Analysis and Recommendation
- Strategic Planning
- Speechwriting
- Media Request Fulfillment
- Social Media & Digital Content Development
- Brand Standard Development and Implementation



Will you use third parties for any of the services provided under this contract? NO

If yes, whom?

7. Please list all current tourism industry accounts signed with your agency.

Following is a summary of tourism industry accounts signed currently with The Ehrhardt Group:

The Roosevelt Hotel, New Orleans

Client since - 2008

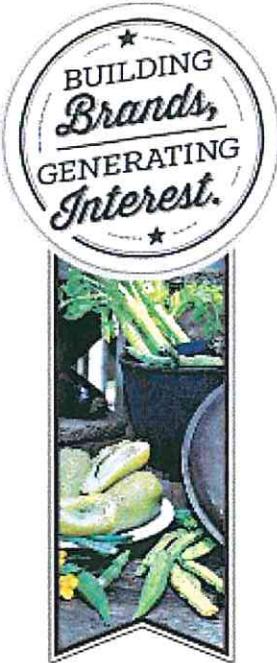
Type of Business – Luxury hotel

Services Provided - Creation of marketing strategy and brand positioning; marketing/media research, Analysis; creative development and implementation of marketing program; established brand standards, negotiated cost-efficient marketing programs and media placement; identified and established public/private partnerships; account management, status reports and project calendars.



A WALDORF ASTORIA HOTEL

Advertising, Creative Development, Media Relations, Media Buying, Business-to-Business, Public Relations, Community Relations, Crisis Communications, Special Events



Greater New Orleans Sports Foundation



Client since – 2012
Type of Business – National sporting event hosting. Tourism – Super Bowl XLVII, 2013 Women’s Final Four, 2014 NBA All-Star Game, Bid for 2018 Super Bowl



Services provided – Creation of public and media relations strategy and brand positioning; implementation of media relations program; sustained brand standards, negotiated cost-efficient marketing programs and media placement; identified and established public/private partnerships; account management, status reports and project calendars

Local, Regional & National Media Relations, Public Relations, Special Events, Media Partnerships, Community Relations

Galatoire’s

Client since – 2010
Type of Business – Luxury dining
Services provided – - Creation of marketing strategy and brand positioning for three restaurants; marketing/media research, analysis; creative development and implementation of marketing program; established brand standards, negotiated cost-efficient marketing programs and media placement; identified and established public/private partnerships; account management, status reports and project calendars.



Local, Regional & National Media Relations, Public Relations, Advertising, Creative Development, Community Relations, Crisis Communications, Special Events, Media Buying, Business-to-Business



Harrah's New Orleans

Client since – 2003

Type of Business – Gaming and entertainment

Services provided – - Creation of marketing strategy and brand positioning; marketing/media research, analysis; implementation of marketing program; sustained brand standards, negotiated cost-efficient marketing programs and media placement; identified and established public/private partnerships; account management, status reports and project calendars.



Media Relations, Public Relations, Community Relations, Crisis Communications, Special Events, Business-to-Business

Saenger Theater

Client since – 2011

Type of Business – Performing arts and tourist landmark in New Orleans

Services provided – Creation of public and media relations strategy and brand positioning; implementation of media relations program; sustained brand standards, negotiated cost-efficient marketing programs and media placement; identified and established public/private partnerships; account management, status reports and project calendars



Local, Regional & National Media Relations, Public Relations, Special Events, Media Partnerships, Community Relations

Feld Entertainment – Ringling Bros., Barnum and Bailey Circus, Disney on Ice and Monster Jam – New Orleans & Baton Rouge

Client since – 2010

Type of Business – Entertainment

Services provided – Creation of marketing strategy and brand positioning; marketing/media research, analysis; implementation of marketing program; sustained brand standards,; identified and established public/private partnerships; account management, status reports and project calendars.





Media Relations, Public Relations, Sponsorships, Community Relations, Crisis Communications, Special Events

Broadway Across America
Client since – 2012
Type of Business – Entertainment
Services provided – Creation of public and media relations strategy and brand positioning; implementation of media relations program; sustained brand standards,; identified and established public/private partnerships; account management, status reports and project calendars



Media Relations, Public Relations, Special Events, Community Relations

Wizard World Comic Con
Client since – 2010
Type of Business – Entertainment
Services provided – Creation of public and media relations strategy and brand positioning; implementation of media relations program; sustained brand standards, negotiated cost-efficient marketing programs and media placement; identified and established public/private partnerships; account management, status reports and project calendars



Local & Regional Media Relations, Public Relations, Special Events, Direct Marketing, Media Partnerships, Community Relations



Superior Seafood
Client since – 2011

Type of Business – Bistro dining

Services provided – Creation of public and media relations strategy and brand positioning; implementation of media relations program, negotiated cost-efficient marketing programs and media placement; account management, status reports and project calendars



Local, Regional & National Media Relations, Public Relations, Special Events, Media Partnerships, Community Relations

8. Has your company operated at a profit for at least three of the past five years? Explain your answer.

Yes. The Ehrhardt Group has operated at a profit since the company was established in 1996. We price our services competitively, compensate our professionals fairly, furnish them with the latest technology, and control secondary expenses tightly. And we strive to represent the highest quality clients in the private, corporate and public sectors. The formula has worked for more than 15 years. The company maintains and manages client budgets, and it controls internal overhead expenses to ensure annual profits.

The Ehrhardt Group's capitalized billings for the past three years are:

2012 - \$15,976,344.00
2011 - \$14,279,634.00
2010 - \$15,425,657.00



9. What would you consider to be your company's strongest area of expertise?

The Ehrhardt Group is a regional marketing, corporate communications and public relations firm that specializes in high impact media relations, community outreach and special events for our clients.

We form partnerships with our clients. They get to know our make-up, our DNA, while we get to understand theirs. We quickly learn how they make money, their strengths and weaknesses and their goals and marketing objectives. Likewise, they understand our economic and marketing model. We strive for candor, no surprises and mutual accountability.

We pride ourselves on creating meaningful results that lead to sales, which in the case of DCRT means visits to our State. Our experience ranges from rebuilding the reputation of an international corporation following the 2010 oil spill, establishing new trust in Louisiana seafood following that same event and unveiling New Orleans' most distinctive luxury hotel to building market share in the hyper-competitive wireless communication market along the Gulf Coast and showcasing New Orleans and Louisiana during the largest one-day sporting event on the planet. We have also successfully branded and generated exceptional results for Galatoire's, Harrah's and now World Wrestling Entertainment, who will draw more than 130,000 fans to New Orleans and south Louisiana from all 50 states for Wrestlemania XXX in April 2014.

10. Describe three (3) of your agency's most significant achievements over the last three years.

1. Tourism-promotion programs for BP – Since 2010, The Ehrhardt Group has conceptualized two national programs aimed at increasing tourism in Louisiana and the Gulf Coast following the Deepwater Horizon tragedy of 2010; We collaborated on a third program prior to the 2012 Allstate BCS Championship Game targeting seafood consumers visiting New Orleans. The Spirit of the Gulf at the 2012 London Olympics was a coordinated four-state public and media relations effort that highlighted chefs and entertainers traveling to London to promote visiting the U.S. Gulf Coast. Geaux Fish was a 2011 initiative encouraging recreational fishermen to return to Louisiana waters and take their chance at reeling in a trout worth \$275,000. Geaux Fish attracted 4,200 registrants from 27 states. More importantly, the marketing information collected during this program was shared with the Louisiana Charter Boat Association to assist in marketing efforts.



2. Super Bowl XLVII – During the first two months of 2012, the professionals of The Ehrhardt Group coordinated two media and public relations programs on behalf of the Greater New Orleans Sports Foundation and Verizon Wireless. As the organization overseeing the Super Bowl XLVII Host Committee in New Orleans, the Sports Foundation turned to The Ehrhardt Group to use the Super Bowl to showcase New Orleans and Louisiana as one of the nation’s premier destinations. The Ehrhardt Group pitched and coordinated media stories about this region, coordinated operations at the Super Bowl Media Center and even assisted in messaging and media outreach following the blackout in the Superdome during the Super Bowl itself.

Now into the sixth year of our relationship with Verizon Wireless, our firm came out on top in a competition against the best marketing firms in the Gulf Coast to manage this business. Since earning this business, The Ehrhardt Group has established a broader marketing presence for Verizon in markets between Lake Charles, La., and Panama City, Fla., including New Orleans, Baton Rouge, Jackson, Miss., Mobile, Ala., Pensacola, Fl. – all markets that draw tourists to Louisiana or within Louisiana.

In 2012, The Ehrhardt Group coordinated media and community outreach for a series of Super Bowl-themed events in New Orleans, called NOLA10. Verizon served as a sponsor of the Super Bowl XLVII Host Committee and the Super Bowl itself. This project resulted in more than 100 stories across the Gulf Coast.

3. The reopening of the Saenger Theater – Eight years following the devastation of Hurricane Katrina and the resulting flooding, the Saenger Theater reopened to the public in September 2013 to unanimous accolades. The local, regional and national media outreach was a planned effort that unfolded over an 18-month period building to a crescendo with the opening of the theater. The Ehrhardt Group secured national features about the building’s restoration with the Associated Press, Hemispheres Magazine, in addition to dozens of local and regional media stories, including a 20-page special section pitched by The Ehrhardt Group and produced by The Times-Picayune. Most importantly, the reopening of the Saenger was another illustration of New Orleans’ resiliency in the aftermath of tragedy as well as the city’s and region’s bright future.



The Ehrhardt Group, Inc.
Financial Reports
For the Years Ended
December 31, 2012 and 2011

COMPONENT 2: PUBLIC RELATIONS

PATRICK W. BUCKLEY, CPA
A Professional Corporation
4420 Conlin Street, Suite 200
Metairie, LA 70006

Accountant's Compilation Report

To the Stockholder
The Ehrhardt Group, Inc.
New Orleans, Louisiana

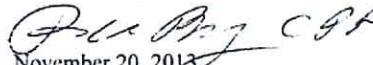
I have compiled the accompanying statements of assets, liabilities, and equity – income tax basis of The Ehrhardt Group, Inc. (an S Corporation) as of December 31, 2012 and 2011, and the related statements of revenues and expenses – income tax basis for the years then ended. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide any assurance about whether the financial statements are in accordance with the income tax basis of accounting.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the income tax basis of accounting and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures and the statements of retained earnings ordinarily included in financial statements prepared in accordance with the income tax basis of accounting. If the omitted disclosures and the statements of retained earnings were included in the financial statements, they might influence the user's conclusions about the Company's assets, liabilities, equity, revenues, expenses, and retained earnings. Accordingly, the financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to The Ehrhardt Group, Inc.


November 20, 2013

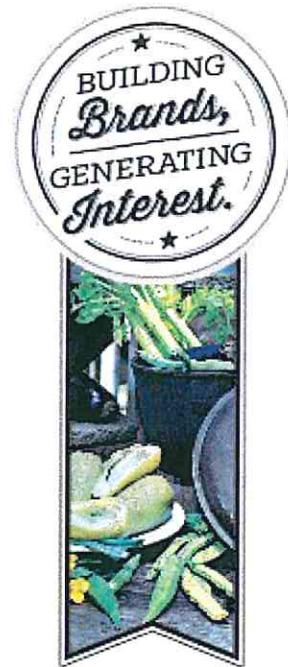


The Ehrhardt Group, Inc.
 Statements of Assets, Liabilities, and Equity - Income Tax Basis
 December 31, 2012 and 2011

	2012	2011
ASSETS		
CURRENT ASSETS		
Cash in Bank	\$ 152,325.21	218,497.81
Client Fees Receivable	153,636.55	371,524.31
Due From Stockholder	0.00	1,820.00
Due From Affiliate	0.00	980.00
Prepaid Expenses	8,945.50	15,397.50
Prepaid Income Tax	0.00	134.00
Jobs In Progress	13,139.93	54,343.94
TOTAL CURRENT ASSETS	328,047.19	662,697.56
PROPERTY AND EQUIPMENT		
Furniture and Fixtures	62,066.55	39,390.83
Furniture and Fixtures-Madison	42,381.00	42,381.00
Computers and Equipment	127,004.57	79,858.74
Transportation Equipment	255,726.45	238,067.42
Leasehold Improvements	51,940.00	9,950.00
Building	0.00	5,000.00
Accumulated Depreciation	(351,213.00)	(280,006.00)
NET PROPERTY AND EQUIPMENT	187,905.57	134,641.99
OTHER ASSETS		
Edward Jones Investment	282,054.27	274,477.42
TOTAL OTHER ASSETS	282,054.27	274,477.42
TOTAL ASSETS	\$ 798,007.03	1,071,816.97

The Ehrhardt Group, Inc.
 Statements of Assets, Liabilities, and Equity - Income Tax Basis
 December 31, 2012 and 2011

	2012	2011
LIABILITIES AND EQUITY		
CURRENT LIABILITIES		
Accounts Payable	\$ 155,796.73	188,696.70
Accrued Job Cost	287,179.85	311,915.72
Payroll Taxes Payable	1,272.62	16,519.20
Pension Payable	27,981.33	31,869.18
TOTAL CURRENT LIABILITIES	472,230.53	549,000.80
LONG-TERM LIABILITIES		
Note Payable-Banks	247,309.09	256,206.45
TOTAL LONG-TERM LIABILITIES	247,309.09	256,206.45
EQUITY		
Common Stock	10,000.00	10,000.00
Retained Earnings	256,609.72	42,015.86
Distribution	(221,297.00)	(90,000.00)
Net Income (Loss)	33,154.69	304,593.86
TOTAL EQUITY	78,467.41	266,609.72
TOTAL LIABILITIES AND EQUITY	\$ 798,007.03	1,071,816.97



COMPONENT 2: PUBLIC RELATIONS

The Ehrhardt Group, Inc.
Statements of Revenues and Expenses - Income Tax Basis
For the Years Ending December 31, 2012 and 2011

	Year to Date This Year	Percent	Year to Date Last Year	Percent
REVENUES				
Income	2,910,378.03	99.58	2,815,422.10	99.59
TOTAL REVENUES	2,910,378.03	99.58	2,815,422.10	99.59
COST OF GOODS SOLD				
Production Costs	1,062,788.89	36.36	979,133.24	34.63
TOTAL COST OF GOODS SOLD	1,062,788.89	36.36	979,133.24	34.63
GROSS PROFIT	1,847,589.14	63.21	1,836,288.86	64.95
GENERAL & ADMINISTRATIVE EXPENSES				
See Attached Schedule	1,826,796.50	62.50	1,543,406.13	54.59
TOTAL GEN & ADMIN	1,826,796.50	62.50	1,543,406.13	54.59
OTHER REVENUES				
Dividends	5,623.49	0.19	9,365.37	0.33
Dividends-Non Taxable	2,056.56	0.07	2,345.76	0.08
Gain (Loss) Sale of Asset	4,682.00	0.16	0.00	0.00
TOTAL OTHER REVENUES	12,362.05	0.42	11,711.13	0.41
NET INCOME (LOSS)	\$ 33,154.69	1.13	\$ 304,593.86	10.77

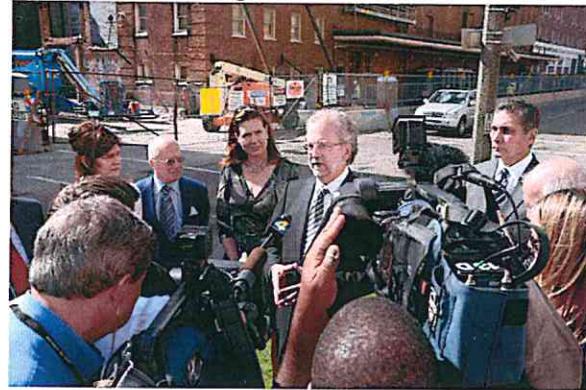
The Ehrhardt Group, Inc.
Statements of Revenues and Expenses - Income Tax Basis
For the Years Ending December 31, 2012 and 2011

	Year to Date This Year	Percent	Year to Date Last Year	Percent
GENERAL & ADMINISTRATIVE EXPENSES				
Accounting	6,417.50	0.22	4,650.00	0.16
Advertising	1,053.94	0.04	2,160.00	0.08
Awards	1,275.00	0.04	750.00	0.03
Auto Expense	26,346.14	0.90	16,099.54	0.57
Cable TV Expense	4,612.60	0.16	5,373.84	0.19
Bank Charges	1,090.19	0.04	1,340.54	0.05
Client Presentation	1,369.36	0.05	4,143.52	0.15
Computer Expense	54,689.35	1.87	32,995.08	1.17
Contract Labor	1,552.17	0.05	100.00	0.00
Depreciation Expense	118,022.00	4.04	37,885.00	1.34
Dues and Subscriptions	18,320.41	0.63	8,932.29	0.32
Donations	17,565.00	0.60	8,994.00	0.32
Donations-Non Deductible	0.00	0.00	786.00	0.03
Donations-Political	6,000.00	0.21	4,000.00	0.14
Entertainment	78,188.15	2.68	73,885.42	2.61
Equipment Rental	19,523.32	0.67	18,280.47	0.65
Focus Group Testing	56,812.91	1.94	55,512.18	1.96
Gifts	1,118.72	0.04	807.27	0.03
Insurance	80,344.67	2.75	74,045.47	2.62
Insurance-Health	17,917.42	0.61	23,953.45	0.85
Interest Expense	10,996.25	0.38	14,691.78	0.52
Legal	2,650.20	0.09	4,618.95	0.16
Licenses and Taxes	3,105.11	0.11	2,248.22	0.08
Media Research	8,633.50	0.30	7,068.22	0.25
Media Software Fee	0.00	0.00	100.00	0.00
Meetings and Conventions	5,708.22	0.20	2,706.80	0.10
Miscellaneous	8,207.70	0.28	1,738.41	0.06
Office Expense	37,267.28	1.28	34,695.94	1.23
Penalties	746.00	0.03	442.00	0.02
Pension	50,932.54	1.74	53,867.89	1.91
Pension Administrative	1,107.34	0.04	2,200.00	0.08
Postage	2,892.60	0.10	2,343.56	0.08
Parking	25,253.25	0.86	16,021.50	0.57
Payroll Taxes	58,039.91	1.99	53,521.72	1.89
Printing	3,500.54	0.12	3,394.29	0.12
Rent	132,648.01	4.54	118,401.04	4.19
Repairs and Maintenance	18,542.80	0.63	1,950.54	0.07
Salaries-Officers	563,548.57	19.28	531,745.45	18.81
Salaries-Other	339,902.32	11.63	287,903.98	10.18
Seminars	6,188.00	0.21	5,240.00	0.19
Telephone	18,942.96	0.65	19,995.07	0.71
Travel Expense	15,764.55	0.54	3,816.70	0.14
TOTAL GEN & ADMIN	\$ 1,826,796.50	62.50	\$ 1,543,406.13	54.59



Timeline and Event-Based Public Relations Strategies

Stagehouse Event



Broadway Season Announcement Event



Broadway Season Announcement Event



Opening Night On-Stage Press Conference









CLIENT REFERENCES

American Traffic Solutions
Client for 2 years
Mr. Charles Territo
(480) 596-4787
1330 West Southern Ave. #101
Tempe, Az. 85282

Allstate Foundation
Client for 8 years
Ms. Jan Epstein
(847) 402-2794
2775 Sanders Rd.
Northbrook, Ill. 60062

BioDistrict New Orleans
Client for 6 years
Mr. Jim McNamara
(504) 897-1299
1527 Harmony St.
New Orleans, La. 70115

BP
Client for 3 years
Ms. Iris Cross
(832) 330-1843
1250 Poydras St., 15th Floor
New Orleans, La. 70112

Broadway Across America
Client for 2 years
Mr. Charley Magrew
(917) 421-5447
1619 Broadway, 9th Floor
New York, NY 10019

Capital One Bank
Client for 19 years
Mr. Steven Thorpe
(504) 533-2753
313 Carondelet St., 2nd Floor
New Orleans, La. 70130

Corporate Realty
Client for 17 years
Mr. Mike Siegel
(504) 581-5005
201 St. Charles Ave., Ste. 4411
New Orleans, La. 70130

Disney on Ice
Client for 3 years
Ms. Melinda Hartline
(813) 623-6773
3012 US Hwy 301 North, Ste. 700
Tampa, Fl. 33619

Galatoire's
Client for 3 years
Mr. Melvin Rodrigue
(504) 525-2021
209 Bourbon St.
New Orleans, La. 70130



Greater New Orleans Sports
Foundation
Client for 2 years
Mr. Jay Cicero
(504) 525-5678
2020 St. Charles Ave.
New Orleans, La. 70130

Harrah's New Orleans
Client for 9 years
Ms. Karol Brandt
(504) 533-6779
8 Canal St.
New Orleans, La. 70130

Louisiana Credit Union League
Client for 13 years
Ms. Anne Cochran
(504) 736-3650
824 Elmwood Park Blvd., Ste. 200
Harahan, La. 70123

Monster Jam/Freestyle
Motorcross
Client for 3 years
Ms. Angie Richison
(630) 566-6214
4255 Meridian Parkway
Aurora, Ill. 60504

New Orleans Public Library
Client for 2 years
Mr. Irvin Mayfield
(504) 235-2507
2020 St. Charles Ave.
New Orleans, La. 70130

Orleans Parish Criminal
Sheriff's Office
Client for 10 years
Sheriff Marlin Gusman
(504) 822-8000
2800 Gravier St.
New Orleans, La. 70119

Pfizer
Client for 3 years
Mr. Jack Hirschfield
(512) 674-5163
919 Congress Ave., Ste. 1400
Austin, Texas 78701

Ringling Bros., Barnum & Bailey
Circus
Client for 3 years
Ms. Melinda Hartline
(813) 623-6773
3012 US Hwy 301 North, #700
Tampa, Fl. 33619

The Roosevelt New Orleans, A
Waldorf Astoria Collection
Hotel
Client for 6 years
Mr. Tod Chambers
(504) 648-1200
123 Baronne St.
New Orleans, La. 70112

Saenger Theater
Client for 2 years
Mr. David Skinner
(504) 525-1052
1101 Canal St.
New Orleans, La. 70112

Southeast Louisiana Flood
Protection Authority - West
Client for 5 years
Mr. Giuseppe Miserendino, (504)
(504) 340-0318
7001 River Road
Marrero, La. 70072



Southern United States Trade Association
Client for 2 years
Mr. Jerry Hingle
(504) 568-5986
701 Poydras St., Suite 3725
New Orleans 70139

Verizon Wireless
Client for 5 years
Ms. Gretchen LeJeune
(713) 219-8028
5959 Corporate Dr., Ste. 1600
Houston, Texas 77036

Walmart
Client for 2 years
Mr. Tice White
(479) 366-6937
321 Highland Park Blvd.
Ridgeland, Miss. 39157

Waste Management
Client for 10 years
Mr. Rene Faucheux
(225) 279-5477
434 Columbia Ave., Suite 2
Covington, La. 70433

Wizard World Comic Con – New Orleans
Client for 3 years
Mr. Jerry Milani
(212) 938-3482
1350 Avenue of the Americas, 2nd Floor
New York, NY 10019



VETERANS & HUDSON INITIATIVE CERTIFICATION



Bobby Jindal
Governor



Stephen Moret
Secretary

State of Louisiana
LOUISIANA ECONOMIC DEVELOPMENT

Small Entrepreneurship Certification - Hudson Initiative

11/19/2013
Application ID : 11380

The Ehrhardt Group, Inc.
365 Canal Street, Suite 1750
New Orleans Louisiana , 70130

Dear Terri Argieard :

Congratulations! Your firm has been certified by the Louisiana Department of Economic Development as a Small Entrepreneurship SE (HI) pursuant to the mandate of R.S. 39:2006 and R.S. 931.

The purposes and intent of this program are to provide the maximum opportunity for Louisiana-based small businesses to become certified as Small Entrepreneurships and thereby become eligible to participate in a competitive modern business economy, to facilitate access to state procurement and public records, and to encourage business opportunities for Louisiana small business entrepreneurs.

The amount of time that your firm may be granted certification by the SE (HI) Certification Program is unlimited until your firm graduates by growing to exceed the eligibility requirements for certification. Annual online re-certification is a requirement of this program. Certified businesses shall continue to report annually and at times specified by the SE (HI) Certification Program, your firm's financial position and attainment of the business' performance goals. As a reminder, the LEDSmallBiz website will automatically send a notification via email one month prior to your firm's annual certification date. Failure to report, or failure to report on a timely basis, as required or requested by the SE (HI) Certification Program may result in termination of the SE certification and loss of the benefits of the program.

Now that your business is certified as a Small Entrepreneurship, your firm must also register with the State of Louisiana Procurement and Contract Network (LAPAC). This business registry allows your firm to market its products or services to a worldwide audience and to obtain a listing of other registered businesses. To ensure that your registration remains active in LAPAC, please note the following:

1. It is your firm's responsibility to keep all information current in LEDSmallBiz and LAPAC.
2. The same Federal Tax Identification Number (FEIN) must be entered into LEDSmallBiz and LAPAC. Failure to enter the same FEIN will result in your firm's name being removed from the registry in LAPAC.
3. If the email address on file is not correct, your firm will be deleted from the LAPAC vendor file when system maintenance checks are completed.

4. Being a registered vendor does not guarantee the receipt of electronic notification for all applicable solicitations. Vendors must routinely check the LAPAC Bids site for a listing of current business opportunities.

Thank you for participating in the Small Entrepreneurship (Hudson Initiative) Certification Program. Together we will build a better economy for our state and a stronger business climate for your own success and future.

Sincerely yours,

John W. Matthews, Jr.
Executive Director,
Small Business Services

Post Office Box 94185, Baton Rouge, Louisiana 70804-9185
Phone (225) 342-3000
www.louisianaeconomicdevelopment.com
AN EQUAL OPPORTUNITY EMPLOYER



LED

Stephen Moret
Secretary



State of Louisiana
Bobby Jindal Governor



Lane Carson
Secretary

Small Entrepreneurship Certification - Veteran Initiative

11/18/2013
Application ID : 11380

The Ehrhardt Group, Inc.
365 Canal Street, Suite 1750
New Orleans Louisiana , 70130

Dear Terri Argieard :

Congratulations! Your firm has been certified by the Louisiana Department of Economic Development as a Small Entrepreneurship SE (VI) pursuant to Act No. 167, the Louisiana Initiative for Veteran and Service-Connected Disabled Veteran-Owned Small Entrepreneurships (the Veteran Initiative).

The purposes and intent of this program are to provide the maximum opportunity for Louisiana's veteran and service-connected disabled veteran-owned small entrepreneurships to become certified as Small Entrepreneurships and thereby become eligible to participate in a competitive modern business economy; to facilitate access to state procurement and public contracts; and to encourage business opportunities for Louisiana small business entrepreneurs.

The amount of time that your firm may be granted certification by the SE (VI) Certification Program is unlimited until your firm graduates by growing to exceed the eligibility requirements for certification. Annual online re-certification is a requirement of this program. Certified businesses shall continue to report annually and at times specified by the SE (VI) Certification Program, your firm's financial position and attainment of the business' performance goals. As a reminder, the LEDSmallBiz website will automatically send a notification via email one month prior to your firm's annual certification date. Failure to report, or failure to report on a timely basis, as required or requested by the SE (VI) Certification Program may result in termination of the SE certification and loss of the benefits of the program.

In order to take advantage of the Veterans Procurement Initiative your firm must also register with the State of Louisiana Procurement and Contract Network (LAPAC). This business registry allows your firm to market its products or services to a worldwide audience and to obtain a listing of other registered businesses. To ensure that your registration remains active in LAPAC, please note the following:

1. It is your firm's responsibility to keep all information current in LEDSmallBiz and LAPAC.
2. The same Federal Tax Identification Number (FEIN) must be entered into LEDSmallBiz and LAPAC. Failure to enter the same FEIN will result in your firm's name being removed from the registry in LAPAC.
3. If the email address on file is not correct, your firm will be deleted from the LAPAC vendor file when system maintenance checks are completed.

4. Being a registered vendor does not guarantee the receipt of electronic notification for all applicable solicitations. Vendors must routinely check the LAPAC Bids site for a listing of current business opportunities.

Thank you for participating in the Small Entrepreneurship (Veteran Initiative) Certification Program. Together we will build a better economy for our state and a stronger business climate for your own success and future.

Sincerely yours,

Lane Carson
Secretary
Louisiana Department of Veteran Affairs

Louisiana Economic Development
P.O. Box 91155, Baton Rouge, Louisiana 70804-9155
Phone (225) 343-3050
www.louisianaeconomicdevelopment.com

Department of Veteran Affairs
P.O. Box 94095, Baton Rouge, Louisiana 70806
Phone (225) 922-6500
www.veteraffairs.la.gov

Attachment F - CERTIFICATION STATEMENT

The undersigned hereby acknowledges she/he has read and understands all requirements and specifications of the Request for Proposals (RFP), including attachments.

OFFICIAL CONTACT. The State requests that the Proposer designate one person to receive all documents and the method in which the documents are best delivered. Identify the Contact name and fill in the information below: (Print Clearly)

Date: Nov. 21, 2013 Official Contact Name: Marc Ehrhardt

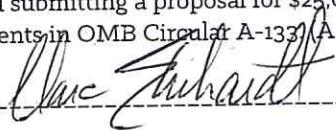
A. E-mail Address: marc@theehrhardtgroup.com
B. Facsimile Number with area code: (504) 558-0344
C. US Mail Address: 365 Canal St., Ste. 1750; New Orleans, LA 70130

Proposer certifies that the above information is true and grants permission to the State or Agencies to contact the above named person or otherwise verify the information provided.

By its submission of this proposal and authorized signature below, Proposer certifies that:

1. The information contained in its response to this RFP is accurate;
2. Proposer complies with each of the mandatory requirements listed in the RFP and will meet or exceed the functional and technical requirements specified therein;
3. Proposer accepts the procedures, evaluation criteria, mandatory contract terms and conditions, and all other administrative requirements set forth in this RFP;
4. Proposer's quote is valid for at least 90 days from the date of proposal's signature below;
5. Proposer understands that if selected as the successful Proposer, he/she will have 30 business days from the date of delivery of final contract in which to complete contract negotiations, if any, and execute the final contract document;
6. Proposer certifies, by signing and submitting a proposal for \$25,000 or more, that their company, any subcontractors, or principals are not suspended or debarred by the General Services Administration (GSA) in accordance with the requirements in OMB Circular A-133. (A list of parties who have been suspended or debarred can be viewed via the internet at www.epls.gov.)

Authorized Signature: _____



Typed or Printed Name:

Marc Ehrhardt

Title:

Senior Vice President & Partner

Company Name:

The Ehrhardt Group

Address:

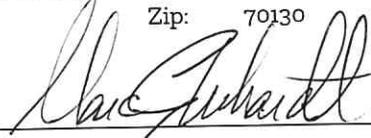
365 Canal St., Ste. 1750

City:

New Orleans

State: LA

Zip: 70130



11/20/13

SIGNATURE of Proposer's Authorized Representative

DATE