

Randy,

Below is a note I've drafted for you to send to key SNND stakeholders (Judge Branick, county commissioners, Port of Beaumont and Port of Port Arthur, the SNND commissioners and any others you think would be appropriate) regarding the launch of our billboard campaign this week. I've summarized the purpose of the campaign, our timing strategy and the locations of the billboards. The attached document shows the designs we plan to use. Let me know if you need anything else!

Best,
Michelle

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[Name],

I wanted to make you aware that this week SNND will initiate another billboard campaign to educate the public about the benefits of the waterway and to generate enthusiasm for the deepening project. SNND has purchased four billboards throughout Jefferson County in locations that will achieve the largest number of impressions. These locations include:

- 1) Highway 69 South at Twin City interchange, facing northwest
- 2) Cardinal Drive, west of Warren facing east
- 3) Highway 73, west of 39th Street facing west
- 4) Highway 365, one half-mile east of Highway 69

The campaign runs through July 13, and we plan to rotate the designs in the attached document during this time. We will begin with a focus on jobs generated by the project and upcoming federal approval. Once the final WRRDA bill is passed, we will switch to a celebratory theme.

We look forward to continuing to educate the community about the importance of the waterway and generating enthusiasm for the channel deepening project. As always, we are grateful for your continued support.