



STATE OF ALABAMA
DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES
Gulf State Park
5 State Highway 135
Gulf Shores, Alabama 36542
Phone 251-948-7275 Fax 251-948-7726
StatePark@dcnr.alabama.gov
alapark.com



Lisa Laraway
District Superintendent

Robert W. Grant, Jr.
State Parks Director

June 8, 2016

Dear Matt,

I am following up on our conversation regarding the specifics of your request to have the fireworks on the Gulf State Park Pier. After much thought, consideration and discussion with our Commissioner and Parks Director, we want to do what we can to work with the City of Gulf Shores to continue our great relationship and allow the fireworks for the 2016 year to take place on the pier.

This is an exciting thing for all of us involved and as I have stated in the past the effect it has on our park financially and the visitation of pier patrons is significant, however I feel we can easily remedy this. The park would like to propose that in order to make up for the loss of revenue and customer satisfaction that the city assist us with promotions and collections of donations for our Sponsor a Veterans Fund. After reviewing the financials for the past 4 years, the effect of having the pier closed during a major holiday costs us a loss of \$10-12,000. As discussed if the city is able to help us collect donations at the public beach and assist with signage that can let people know we have a Sponsor a Veterans Fund that allows site seeing and discounts for Veterans at the pier, then the money we collect can help with that loss.

We want to take this opportunity to remind our park and city patrons of the significance of July 4th and other memorial holidays and focus on patriotism. We would ask that the city use any marketing and promotional tools necessary to advise the public that we will all be collecting donations at the City Public Beach, The State Park Pier and Beach Pavilion all day on the 4th. We plan on charging for parking at the pier, picnic area and Beach pavilion and would like the assistance of the city with any personnel available to help offset the loss revenue as well.

Attached please find the diagram of the pier times and closings for your approval with PyroShows. We can coordinate with them onsite for all operations on both the 3rd and the 4th of July until the debris is completely removed. We will set up a pre-event meeting with the city and our marketing and special events staff to make sure all details are covered. Once everything is agreed upon we would like to execute a Memorandum of Understanding just to be certain all areas are covered.

We are looking forward to working with the city on what we hope to be a long term agreement with the park. Please let me know if you have any additional questions.

Sincerely,

A handwritten signature in cursive script that reads "Lisa Laraway Atchley".

Lisa Laraway Atchley
District Superintendent