

GRANT AGREEMENT

EDS # A75-6-16G-001

This Grant Agreement (this "Grant Agreement"), entered into by and between the Indiana Utility Regulatory Commission (the "State") and the Indiana Underground Plant Protection Service (the "Grantee"), is executed pursuant to the terms and conditions set forth herein. In consideration of those mutual undertakings and covenants, the parties agree as follows:

1. **Purpose of this Grant Agreement; Grant Funds.** The purpose of this Grant Agreement is to enable the State to award a grant of \$ 50,000 to the Grantee for eligible costs of the services or project (the "Project") described in Exhibits A and B of this Grant Agreement, which are incorporated fully by reference. The funds shall be used exclusively in accordance with the provisions contained in this Grant Agreement and in conformance with **Indiana Code § 8-1-26-24** establishing the authority to make this Grant, as well as any rules adopted thereunder. The funds received by the Grantee pursuant to this Grant Agreement shall be used only to implement the Project or provide the services in conformance with this Grant Agreement and for no other purpose.
2. **Representations and Warranties of the Grantee.**
 - A. The Grantee expressly represents and warrants to the State that it is statutorily eligible to receive these Grant funds and that the information set forth in its grant application is true, complete and accurate. The Grantee expressly agrees to promptly repay all funds paid to it under this Grant Agreement should it be determined either that it was ineligible to receive the funds, or it made any material misrepresentation on its grant application.
 - B. The Grantee certifies by entering into this Grant Agreement that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from entering into this Grant Agreement by any federal or state department or agency. The term "principal" for purposes of this Grant Agreement is defined as an officer, director, owner, partner, key employee or other person with primary management or supervisory responsibilities, or a person who has a critical influence on or substantive control over the operations of the Grantee.
3. **Implementation of and Reporting on the Project.**
 - A. The Grantee shall implement and complete the Project in accordance with Exhibit A and with the plans and specifications contained in its Grant Application, which is on file with the State and is incorporated by reference. Modification of the Project shall require prior written approval of the State.
 - B. The Grantee shall submit to the State written progress reports until the completion of the Project. These reports shall be submitted **within three weeks of each event** and shall contain such detail of progress or performance on the Project as is requested by the State.
4. **Term.** This Grant Agreement commences upon execution and shall remain in effect through July 24, 2016. Unless otherwise provided herein, it may be extended or renewed upon the written agreement of the parties and in conformance with IC §5-22-17-4, and as permitted by the state or federal law governing this Grant.

5. Grant Funding.

- A. The State shall fund this grant in the amount of **\$ 50,000**. The approved Project Budget is set forth as **Exhibit B** of this Grant Agreement, attached hereto and incorporated herein. The Grantee shall not spend more than the amount for each line item in the Project Budget without the prior written consent of the State, nor shall the Project costs funded by this Grant Agreement and those funded by any local and/or private share be changed or modified without the prior written consent of the State.
- B. The disbursement of grant funds to the Grantee shall not be made until all documentary materials required by this Grant Agreement have been received and approved by the State and this Grant Agreement has been fully approved by the State.

6. Payment of Claims.

- A. If advance payment of all or a portion of the grant funds is permitted by statute or regulation, and the State agrees to provide such advance payment, advance payment shall be made only upon submission of a proper claim setting out the intended purposes of those funds. After such funds have been expended, Grantee shall provide State with a reconciliation of those expenditures. Otherwise, all payments shall be made 35 days in arrears in conformance with State fiscal policies and procedures. As required by IC §4-13-2-14.8, all payments will be by the direct deposit by electronic funds transfer to the financial institution designated by the Grantee in writing unless a specific waiver has been obtained from the Indiana Auditor of State.
- B. Requests for payment will be processed only upon presentation of a Claim Voucher in the form designated by the State. Such Claim Vouchers must be submitted with the budget expenditure report detailing disbursements of state, local and/or private funds by project budget line items.
- C. The State may require evidence furnished by the Grantee that substantial progress has been made toward completion of the Project prior to making the first payment under this Grant. All payments are subject to the State's determination that the Grantee's performance to date conforms with the Project as approved, notwithstanding any other provision of this Grant Agreement.
- D. Claims shall be submitted to the State within 10 calendar days following the end of the month in which work on or for the Project was performed. The State has the discretion, and reserves the right, to NOT pay any claims submitted later than 35 calendar days following the date the services were provided. All final claims and reports must be submitted to the State within 10 calendar days after the expiration or termination of this agreement. Payment for claims submitted after that time may, at the discretion of the State, be denied. Claims may be submitted on a monthly basis only. If Grant funds have been advanced and are unexpended at the time that the final claim is submitted, all such unexpended grant funds must be returned to the State.
- E. Claims must be submitted with accompanying supportive documentation as designated by the State. Claims submitted without supportive documentation will be returned to the Grantee and not processed for payment. Failure to comply with the provisions of this Grant Agreement may result in the denial of a claim for payment.

7. **Project Monitoring by the State.** The State may conduct on-site or off-site monitoring reviews of the Project during the term of this Grant Agreement and for up to ninety (90) days after it expires or is otherwise terminated. The Grantee shall extend its full cooperation and give full access to the Project site and to relevant documentation to the State or its authorized designees for the purpose of determining, among other things:
- A. whether Project activities are consistent with those set forth in **Exhibit A**, the grant application, and the terms and conditions of the Grant Agreement;
 - B. the actual expenditure of state, local and/or private funds expended to date on the Project is in conformity with the amounts for each Budget line item as set forth in **Exhibit B** and that unpaid costs have been properly accrued;
 - C. that Grantee is making timely progress with the Project, and that its project management, financial management and control systems, procurement systems and methods, and overall performance are in conformance with the requirements set forth in this Grant Agreement and are fully and accurately reflected in Project reports submitted to the State.
8. **Audits and Maintenance of Records.** Grantee shall submit to an audit of funds paid through this Grant Agreement, and shall make all books, accounting records and other documents available at all reasonable times during the term of this Grant Agreement and for a period of three (3) years after final payment for inspection by the State or its authorized designee. Copies shall be furnished to the State at no cost.
9. **Compliance with Laws.**
- A. The Grantee shall comply with all applicable federal, state and local laws, rules, regulations and ordinances, and all provisions required thereby to be included herein are hereby incorporated by reference. The enactment or modification of any applicable state or federal statute or the promulgation of rules or regulations thereunder after execution of this Grant Agreement shall be reviewed by the State and the Grantee to determine whether the provisions of this Grant Agreement require formal modification.
 - B. The Grantee and its agents shall abide by all ethical requirements that apply to persons who have a business relationship with the State as set forth in IC §4-2-6, *et seq.*, IC §4-2-7, *et seq.* and the regulations promulgated thereunder. **If the Grantee has knowledge, or would have acquired knowledge with reasonable inquiry, that a state officer, employee, or special state appointee, as those terms are defined in IC 4-2-6-1, has a financial interest in the Grant, the Grantee shall ensure compliance with the disclosure requirements in IC 4-2-6-10.5 prior to the execution of this grant.** If the Grantee is not familiar with these ethical requirements, the Grantee should refer any questions to the Indiana State Ethics Commission, or visit the Inspector General's website at <http://www.in.gov/ig/>. If the Grantee or its agents violate any applicable ethical standards, the State may, in its sole discretion, terminate this Grant immediately upon notice to the Grantee. In addition, the Grantee may be subject to penalties under IC §§4-2-6, 4-2-7, 35-44.1-1-4, and under any other applicable laws.

- C. The Grantee certifies by entering into this Grant Agreement that neither it nor its principal(s) is presently in arrears in payment of taxes, permit fees or other statutory, regulatory or judicially required payments to the State. The Grantee agrees that any payments currently due to the State may be withheld from payments due to the Grantee. Additionally, payments may be withheld, delayed, or denied and/or this Grant suspended until the Grantee is current in its payments and has submitted proof of such payment to the State.
- D. The Grantee warrants that it has no current, pending or outstanding criminal, civil, or enforcement actions initiated by the State, and agrees that it will immediately notify the State of any such actions. During the term of such actions, the Grantee agrees that the State may suspend funding for the Project. If a valid dispute exists as to the Grantee's liability or guilt in any action initiated by the State or its agencies, and the State decides to suspend funding to the Grantee, the Grantee may submit, in writing, a request for review to the Indiana Department of Administration (IDOA). A determination by IDOA shall be binding on the parties. Any disbursements that the State may delay, withhold, deny, or apply under this section shall not be subject to penalty or interest.
- E. The Grantee warrants that the Grantee and any contractors performing work in connection with the Project shall obtain and maintain all required permits, licenses, registrations, and approvals, and shall comply with all health, safety, and environmental statutes, rules, or regulations in the performance of work activities for the State. Failure to do so may be deemed a material breach of this Grant Agreement and grounds for immediate termination and denial of grant opportunities with the State.
- F. The Grantee affirms that, if it is an entity described in IC Title 23, it is properly registered and owes no outstanding reports to the Indiana Secretary of State.
- G. As required by IC §5-22-3-7:
- (1) The Grantee and any principals of the Grantee certify that:
 - (A) the Grantee, except for de minimis and nonsystematic violations, has not violated the terms of:
 - (i) IC §24-4.7 [Telephone Solicitation Of Consumers];
 - (ii) IC §24-5-12 [Telephone Solicitations]; or
 - (iii) IC §24-5-14 [Regulation of Automatic Dialing Machines];
 in the previous three hundred sixty-five (365) days, even if IC 24-4.7 is preempted by federal law; and
 - (B) the Grantee will not violate the terms of IC §24-4.7 for the duration of this Grant Agreement, even if IC §24-4.7 is preempted by federal law.
 - (2) The Grantee and any principals of the Grantee certify that an affiliate or principal of the Grantee and any agent acting on behalf of the Grantee or on behalf of an affiliate or principal of the Grantee, except for de minimis and nonsystematic violations,
 - (A) has not violated the terms of IC §24-4.7 in the previous three hundred sixty-five (365) days, even if IC §24-4.7 is preempted by federal law; and
 - (B) will not violate the terms of IC §24-4.7 for the duration of this Grant Agreement even if IC §24-4.7 is preempted by federal law.

10. Drug-Free Workplace Certification. This clause is required by Executive Order 90-5 and applies to all individuals and private legal entities who receive grants or contracts from State agencies. This clause was modified in 2005 to apply only to Grantee's employees within the State of Indiana and cannot be further modified, altered or changed.

As required by Executive Order No. 90-5, April 12, 1990, issued by the Governor of Indiana, the Grantee hereby covenants and agrees to make a good faith effort to provide and maintain a drug-free workplace. Grantee will give written notice to the State within ten (10) days after receiving actual notice that the Grantee, or an employee of the Grantee in the State of Indiana, has been convicted of a criminal drug violation occurring in the workplace. False certification or violation of the certification may result in sanctions including, but not limited to, suspension of grant payments, termination of the Grant and/or debarment of grant opportunities with the State of Indiana for up to three (3) years.

In addition to the provisions of the above paragraphs, if the total amount set forth in this Grant Agreement is in excess of \$25,000.00, the Grantee certifies and agrees that it will provide a drug-free workplace by:

- A. Publishing and providing to all of its employees a statement notifying them that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the Grantee's workplace and specifying the actions that will be taken against employees for violations of such prohibition; and
- B. Establishing a drug-free awareness program to inform its employees of (1) the dangers of drug abuse in the workplace; (2) the Grantee's policy of maintaining a drug-free workplace; (3) any available drug counseling, rehabilitation, and employee assistance programs; and (4) the penalties that may be imposed upon an employee for drug abuse violations occurring in the workplace; and
- C. Notifying all employees in the statement required by subparagraph (A) above that as a condition of continued employment the employee will (1) abide by the terms of the statement; and (2) notify the Grantee of any criminal drug statute conviction for a violation occurring in the workplace no later than five (5) days after such conviction; and
- D. Notifying in writing the State within ten (10) days after receiving notice from an employee under subdivision (C)(2) above, or otherwise receiving actual notice of such conviction; and
- E. Within thirty (30) days after receiving notice under subdivision (C)(2) above of a conviction, imposing the following sanctions or remedial measures on any employee who is convicted of drug abuse violations occurring in the workplace: (1) take appropriate personnel action against the employee, up to and including termination; or (2) require such employee to satisfactorily participate in a drug abuse assistance or rehabilitation program approved for such purposes by a federal, state or local health, law enforcement, or other appropriate agency; and
- F. Making a good faith effort to maintain a drug-free workplace through the implementation of subparagraphs (A) through (E) above.

11. Employment Eligibility Verification. As required by IC §22-5-1.7, the Grantee hereby swears or affirms under the penalties of perjury that:

- A. The Grantee has enrolled and is participating in the E-Verify program;
- B. The Grantee has provided documentation to the State that it has enrolled and is participating in the E-Verify program;

C. The Grantee does not knowingly employ an unauthorized alien.

D. The Grantee shall require its contractors who perform work under this Grant Agreement to certify to Grantee that the contractor does not knowingly employ or contract with an unauthorized alien and that the contractor has enrolled and is participating in the E-Verify program. The Grantee shall maintain this certification throughout the duration of the term of a contract with a contractor.

The State may terminate for default if the Grantee fails to cure a breach of this provision no later than thirty (30) days after being notified by the State.

- 12. Funding Cancellation.** When the Director of the State Budget Agency makes a written determination that funds are not appropriated or otherwise available to support continuation of performance of this Grant Agreement, it shall be canceled. A determination by the Director of the State Budget Agency that funds are not appropriated or otherwise available to support continuation of performance shall be final and conclusive.
- 13. Governing Law.** This Grant Agreement shall be governed, construed, and enforced in accordance with the laws of the State of Indiana, without regard to its conflict of laws rules. Suit, if any, must be brought in the State of Indiana.
- 14. Information Technology Accessibility Standards.** Any information technology related products or services purchased, used or maintained through this Grant must be compatible with the principles and goals contained in the Electronic and Information Technology Accessibility Standards adopted by the Architectural and Transportation Barriers Compliance Board under Section 508 of the federal Rehabilitation Act of 1973 (29 U.S.C. §794d), as amended. The federal Electronic and Information Technology Accessibility Standards can be found at: <http://www.access-board.gov/508.htm>.
- 15. Nondiscrimination.** Pursuant to the Indiana Civil Rights Law, specifically including IC §22-9-1-10, and in keeping with the purposes of the federal Civil Rights Act of 1964, the Age Discrimination in Employment Act, and the Americans with Disabilities Act, the Grantee covenants that it shall not discriminate against any employee or applicant for employment relating to this Grant with respect to the hire, tenure, terms, conditions or privileges of employment or any matter directly or indirectly related to employment, because of the employee or applicant's: race, color, national origin, religion, sex, age, disability, ancestry, status as a veteran, or any other characteristic protected by federal, state, or local law ("Protected Characteristics"). Furthermore, Grantee certifies compliance with applicable federal laws, regulations, and executive orders prohibiting discrimination based on the Protected Characteristics in the provision of services.

The Grantee understands that the State is a recipient of federal funds, and therefore, where applicable, Grantee and any subcontractors shall comply with requisite affirmative action requirements, including reporting, pursuant to 41 CFR Chapter 60, as amended, and Section 202 of Executive Order 11246 as amended by Executive Order 13672.

- 16. Notice to Parties.** Whenever any notice, statement or other communication is required under this Grant, it shall be sent by first class mail or via an established courier / delivery service to the following addresses, unless otherwise specifically advised.

A. Notices to the State shall be sent to:

For payment notices and invoices:

Mary Becerra
Indiana Utility Regulatory Commission
101 West Washington Street, Suite 1500E
Indianapolis, Indiana 46204

For legal notices:

Beth K. Roads, General Counsel
Indiana Utility Regulatory Commission
101 West Washington Street, Suite 1500E
Indianapolis, Indiana 46204

B. Notices to the Grantee shall be sent to:

Chuck Muller
Indiana Underground Plant Protection Service
1433 Holey Moley Way
Greenwood, IN 46143
cmuller@Indiana811.org

C. As required by IC §4-13-2-14.8, payments to the Grantee shall be made via electronic funds transfer in accordance with instructions filed by the Grantee with the Indiana Auditor of State.

17. Order of Precedence. Any inconsistency or ambiguity in this Grant Agreement shall be resolved by giving precedence in the following order: (1) requirements imposed by applicable law or other controlling document described in paragraph 20, below; (2) this Grant Agreement, (3) exhibits prepared by the State, (4) Invitation to Apply for Grant; (5) the Grant Application; and (6) exhibits prepared by Grantee.

18. Termination for Breach.

- A. Failure to complete the Project and expend State, local and/or private funds in accordance with this Grant Agreement may be considered a material breach, and shall entitle the State to suspend grant payments, and suspend the Grantee's participation in State grant programs until such time as all material breaches are cured to the State's satisfaction.
- B. The expenditure of State or federal funds other than in conformance with the Project or the Budget may be deemed a breach. The Grantee explicitly covenants that it shall promptly repay to the State all funds not spent in conformance with this Grant Agreement.

19. Termination for Convenience. Unless prohibited by a statute or regulation relating to the award of the grant, this Grant Agreement may be terminated, in whole or in part, by the State whenever, for any reason, the State determines that such termination is in the best interest of the State. Termination shall be effected by delivery to the Grantee of a Termination Notice, specifying the extent to which such termination becomes effective. The Grantee shall be compensated for completion of the Project properly done prior to the effective date of termination. The State will not be liable for work on the Project performed after the effective date of termination. In no case shall total payment made to the Grantee exceed the original grant.

20. Federal and State Third-Party Contract Provisions. There are no federal funds provided by this grant.

21. State Boilerplate Affirmation Clause. I swear or affirm under the penalties of perjury that I have not altered, modified or changed the State's Boilerplate clauses (as defined in the *2015 OAG/IDOA Professional Services Contract Manual*) in any way except for the following clauses which are named below:

Clause 8, Audits and Maintenance of Records. Clause 8(B) was removed because the grantee is not a subrecipient of federal grant funds. No federal funding will be used for these grants.

Clause 20, Federal and State Third-Party Contract Provisions, was modified to note there will be no federal funding.

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Non-Collusion, Acceptance

The undersigned attests, subject to the penalties for perjury, that the undersigned is the Grantee, or that the undersigned is the properly authorized representative, agent, member or officer of the Grantee. Further, to the undersigned's knowledge, neither the undersigned nor any other member, employee, representative, agent or officer of the Grantee, directly or indirectly, has entered into or been offered any sum of money or other consideration for the execution of this Grant other than that which appears upon the face hereof. **Furthermore, if the undersigned has knowledge that a state officer, employee, or special state appointee, as those terms are defined in IC 4-2-6-1, has a financial interest in the Grant, the Grantee attests to compliance with the disclosure requirements in IC 4-2-6-10.5.**

In Witness Whereof, Grantee and the State have, through their duly authorized representatives, entered into this Grant. The parties, having read and understood the foregoing terms of this Grant, do by their respective signatures dated below agree to the terms thereof.

Indiana Underground Plant Protection Service

By: 
Daniel J. Meiners, Executive Director

Date: 3/29/16

Indiana Utility Regulatory Commission

By: 
Carol A. Stephan, Commission Chair

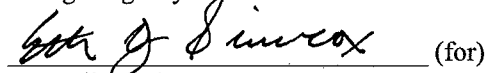
Date: 4/4/16

Approved by:
Indiana Department of Administration

By:  (for)
Jessica Robertson, Commissioner

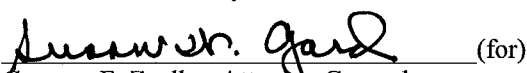
Date: 4/7/16

Approved by:
State Budget Agency

By:  (for)
Brian E. Bailey, Director

Date: 04/12/16

APPROVED as to Form and Legality:
Office of the Attorney General

 (for)
Gregory F. Zoeller, Attorney General

Date: 4/13/2016

Approved by:
Indiana Office of Technology

By: N/A (for)
Dewand Neely, Chief Information Officer

Date: _____

Exhibit A – Grant Application

Grantee Contact Information

1. **Name:** Chuck Muller
2. **Business Name (if applicable):** Indiana Underground Plant Protection Service, d/b/a Indiana 811
3. **Phone number:** 317-893-1404
4. **Address for notices:** 1433 Holey Moley Way, Greenwood, IN 46143
5. **Email:** cmuller@indiana811.org
6. **Company website (if applicable):** www.indiana811.org
7. **Alternate contact person, phone, and email (if applicable):** Chris McMurry (MGH for Indiana 811), 410-902-5036, cmcmurry@mghus.com

Metrics Information

8. **How did you learn about the UPP Account Fund?** UPPAC Meeting
9. **What is your current role in pipeline safety?** One call center and public education resource

Grant Project Scope

10. **Under IC 8-1-26-24, the Underground Plant Protection Account is established to provide funding for programs established and administered by the commission as listed below. This project will be [please check at least one box]:**
 - A public awareness program concerning underground plant protection.
 - A training or educational program for contractors, excavators, locators, operators, and other persons involved in underground plant protection.
 - An incentive program for contractors, excavators, locators, operators, and other persons involved in underground plant protection to reduce the number of violations of Ind. Code chapter 8-1-26.
11. **Please provide a detailed description regarding how your project will benefit the public by enhancing underground plant protection:** Indianapolis Motor Speedway is one of the most iconic sports venues in the world, and with the 100th running of the Indy 500 set for this May, attention across the state from professional excavators and members of the general public will be at an all-time high. The attached document outlines all of the elements that will be included in a package that the IURC would be a partner in with national (PHMSA and Common Ground Alliance) and state (Indiana 811, facility operators, locators and others) partners for all three major races (Grand Prix of Indy, Indy 500 and Brickyard 400). This campaign will offer a combination of “at venue” promotional elements (such as track signage and program advertising) and others with digital extensions (such as a sweepstakes and IMS website/email ads) that leverage relationships with damage prevention partners to offer unique prizes tied to drivers in the Indy 500 and Brickyard 400, all while promoting the “811” call before you dig message.

12. **Please provide your target audience/demographics for this project:** The target audience for this campaign would first be professional contractors and then homeowners as a secondary audience, all from/working in the state of Indiana. According to researcher Scarborough, contractors in Central Indiana (only part of the state where this research is available) are 16% more likely than the general public to have attended an event at IMS during a 12-month period of August 2014-July 2015 (the most recent available data). Additionally, Scarborough reports that contractors in Central Indiana are more than two times (109%) more likely than the general public to attend the Brickyard 400 during that same time period. As far as reaching homeowners is concerned, the IMS reports (using its internal data) that between 98-99% of all Brickyard 400 and Indy 500 attendees are homeowners.
13. **Please provide a description of how your program's results will be measured to determine the value and relative effectiveness of your program:** Indiana 811 and its partners would measure campaign effectiveness in the following ways: 1) Total impressions earned, which will indicate the overall reach of the campaign. This data will be provided by IMS, using attendance, program printing distribution data, email open/click rates and website analytics. Additionally, Common Ground Alliance (CGA), host of the Call 811 Facebook, will provide impressions data for the sweepstakes it will operate as part of this partnership package. 2) Online interactions/engagements: Online banner ads on the IMS website/in emails will direct traffic to www.call811.com (which includes full Indiana-specific information in an easy-to-find location). Indiana 811 and CGA will use Google Analytics to determine referrals driven from the IMS website banner ads to the Call811.com website, including specific data on the number of visits to the Call811.com from Indiana residents that were generated by the campaign. Additionally, CGA and Indiana 811 will provide state-specific data on overall increases in web traffic from the state of Indiana. Finally, CGA/Indiana 811 will provide state-specific data on sweepstakes entries from Indiana residents, with comparisons to national data.
14. **Estimated start date for project:** Artwork development would need to begin the week of March 28, 2016.
15. **Estimated length of time for project:** Work for this campaign, including final reporting, would run through August 31, 2016.
16. **Schedule or milestones:**

| | Milestones | Estimated Completion Date |
|---|--|----------------------------------|
| 1 | Turn signage artwork approved and submitted to IMS | 4/4/2016 |
| 2 | Digital media artwork, print artwork, TV PSA and animation artwork approved and submitted to IMS | 4/15/2016 |
| 3 | Sweepstakes artwork produced/approved by partners/sweepstakes launched | 5/1/2016 |
| 4 | Race weeks begin | 5/1/2016 |
| 5 | Grand Prix | 5/14/2016 |
| 6 | 100 th Running of the Indy 500 | 5/29/2016 |
| 7 | Brickyard 400 | 7/24/2016 |
| 8 | Final report provided to all partners | 8/31/2016 |

Exhibit B – Project Budget

Instructions: Insert your project budget here. Your budget should be detailed and must include a total. Generally, claims shall be submitted to the IURC within 35 calendar days following the date the services were provided and claims may be submitted on a monthly basis only. If you are requesting payments in advance, you must provide the justification.

Total amount requested: \$ 50,000

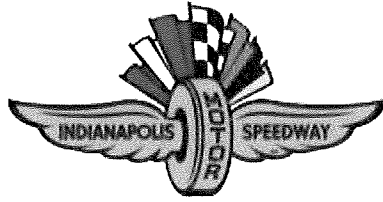
Project Budget:

| | Budget Item | Cost |
|---|--|------------------------------------|
| 1 | One-third contributor to cooperative effort valued at \$150,000. Specific elements of most value to IURC would include: Digital media, event program, turn signage and LED board signage (58% of IMS attendees live in Indiana). Additionally, ads for the sweepstakes could be targeted more to Indiana to compensate for majority of funding coming from Indiana stakeholders. | \$ 50,000 (one third of \$150,000) |
| | Total Cost | \$ 150,000 |

Description of Costs:

See addendum from IMS on the following page.

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Indiana 811

Indianapolis Motor Speedway (IMS) Deliverables:

- Digital Media Inclusion
 - (100,000) One Hundred Thousand Digital Impressions
 - Integration in rotational banner ads
 - (2) Two edition inclusions in IMS Wing and Wheel News Letter
 - Indiana 811 responsible for all production
- Event Programs, Print
 - Full-page, four-color ad in event programs
 - (1) One ad in the Indianapolis 500 event program
 - (1) One ad in the Crown Royal 400 at the Brickyard event program
 - Indiana 811 responsible for all production
- Angie's List Grand Prix of Indianapolis Turn Signage
 - Turn's 12/13 & 13/14
 - Driver's Right Signage
 - Wall / Tire Barrier Signage
 - Signage Production additional cost
- National Sweepstakes
 - Ability to run a national sweepstakes utilizing IMS Event Tickets for (2) two events
 - Indianapolis 500
 - Crown Royal 400 at the Brickyard
 - Tickets are not included
 - Ability to use event and venue name in word form only
 - Indianapolis Motor Speedway
 - Indianapolis 500
 - Crown Royal 400 at the Brickyard
 - Indiana 811 to provide sweepstakes language prior to activation
- LED Board
 - Displayed on all IMS LED boards along with closed circuit TV
 - Scoring Pylon not included
 - (5) Five minimum daily :30 Full Screen Video w/ Audio
 - (3) Three minimum on Indianapolis 500 Race Day
 - (5) Five minimum daily :10 Full Screen Animation
 - (3) Three Minimum on Indianapolis 500 Race Day
 - Daily recognition over public address during IMS events
 - Angie's List Grand Prix of Indianapolis
 - Indianapolis 500
 - Crown Royal 400 at the Brickyard
 - Indiana 811 responsible for all production on LED elements

Indiana 811 Investment:

- (1) One year (2016) w/ a (1) one year option (2017)
 - Option notification date is August 31, 2016
- Investment of \$150,000 for year (1) one (2016)
- 5% escalator for option year
- 10% penalty, of option year fee, if the option year (2017) is not exercised
- All Production at Indiana 811 Expense