

Exhibit A 1 Marketing Plan

Event Description

The Gretna Economic Development Association incorporated with the purpose of promoting economic development in the City of Gretna and on the West Bank of Jefferson by increasing the number of people visiting, doing business and living in the area.

The event is held on the first full weekend of October and draws upon the culture and heritage of this area and the entire State of Louisiana, thus the name "Gretna Heritage Festival." The event was designed to provide a safe family atmosphere, be of mixed cultures, promote community involvement, as well as, be a vehicle for other non-profit organizations to supplement funding for their individual causes.

The festival has grown to a 3 day packed crowd event. The grounds now encompass the Mississippi River batture to the 500 block of Huey P. Long Avenue including three side streets. It boasts seven stages that include the original, under a covered parking area, 2 on the Mississippi River batture and others placed strategically on the festival grounds.

Goals and Objectives

The goal of the Gretna Heritage Festival is to promote economic development in not only the City of Gretna and Jefferson Parish, but the entire southern region of Louisiana. With the ever increasing lineup of entertainment, more opportunities are offered to local talent reflective of the heritage and culture of South Louisiana. In addition, it is strongly felt that all businesses, non-profit organizations will benefit financially by participating in this event.

Finally, the goal and objective is to produce and advertise an event to increase the number of people visiting, doing business and living in the area while being a vehicle for other non-profit organizations to help supplement funding for their individual causes.

Target Audience(s)

The event provides a safe family venue that promotes community involvement not only for the City of Gretna, but throughout the entire region. Visitors travel from all through the State of Louisiana and surrounding states such as Texas, Mississippi, Florida, Alabama, even as far as Chicago and New York.

Additional Deliverables

The LouisianaTravel.com logo will be included in not only media placed from beyond a 50-mile radius of the event, but in media within our local area. In addition to marketing media, we produce festival posters, schedules, signage for the festival, all in which we could include the logo. We will provide the Louisiana Office of Tourism with several elements of visibility and opportunity for LOT to leverage its support of this project.

Performance Measures

Measures such as attendance, vendor participation, sales reported and sales tax collected are used. Use of quantifiable and quantitative measures will be gathered pre-event, during event and post event. These measures will be collected in house and by qualified academic entities such as the University of New Orleans.

**Exhibit A2
 Media Plan**

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation No.	Cost	Match Amount
Gumbo Entertainment Guide	S Central LA	Full Pg Color	Aug/Sep	30,000	\$ 2,680.00	\$ 1,340.00
FUN	Baton Rouge Area	3col X 11" color	Sep	90,000	\$ 6,027.79	\$ 3,013.89
Totals:					\$ 8,707.79	\$ 4,353.89

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area (DMA)	Spot length/ Frequency	Broadcast Dates	Cost	Match Amount
KCIL-FM	S. Central LA	:60 / 100 spots	Sep – Oct 5	\$ 2,000.00	\$ 1,000.00
KXOR-FM	S. Central LA	:60 / 100 spots	Sep – Oct 5	\$ 1,000.00	\$-----
KLRZ-FM	S. Central LA	:60 / 100 spots	Sep – Oct 5	\$ 2,000.00	\$-----
KQKI-FM	S. Central LA	:60 / 100 spots	Sep – Oct 5	\$ 2,000.00	\$-----
KRVE-FM	Baton Rouge Area	:60 / 100 spots	Sep – Oct 5	\$ 2,000.00	\$-----
WYNK-FM	Baton Rouge Area	:60 / 20 spots	Sep – Oct 5	\$ 2,292.21	\$-----
Totals:				\$ 11,292.21	\$ 1,000.00

Marketing Promotional Video

Company Producing Video	Target Audience	Broadcast Dates	Cost	Match Amount
Touch Points Marketing	90,000	N/A	\$ 5,000.00	\$-----
Totals:			\$ 5,000.00	\$-----

Grantees grand total spent on qualifying marketing expenses ****\$ 25,000.00**

Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award or 66% for first-time events **\$ 5,000.00**

** Grantee only provided a portion of their media plan for the agreement.

**Exhibit B
 Budget**

Anticipated Income or Revenue

Sources of Revenue	Amounts
Cash on Hand	\$ 100,000.00
Admission/Ticket Sales	\$ 405,423.00
Participant and Entry Fees	\$ 70,000.00
Vendors	\$ 262,700.00
Other earned income (itemized)	\$----
Itemized income	\$----
Federal Grants	\$----
Listed source	\$----
State Grant	\$----
Listed source	\$----
Community/Foundation Grants	\$ 654,000.00
City of Gretna	\$ 422,500.00
Entergy	Included above
Jefferson Parish	Included above
Corporate Support	\$----
Fundraising	\$----
LOT Grant	\$ 5,000.00
In-kind Donations	\$ 8,690.00
Total Expected Revenue	\$ 1,928,313.00

Anticipated Expenses

Expense Categories	Total Amount
Entertainment – Artist Fees	\$ 630,640.00
Professional & Contract services Sound, Lights	\$ 765,781.00
Logistics Expense – Shipping, Transpiration, etc.	\$---
Insurance	\$ 72,100.00
Facility Rental	\$----
Security Services	\$ 53,357.00
Marketing and Advertising	\$ 365,860.00
Promotional Items	\$ 9,925.00
Office Supplies	\$ 1,200.00
Hospitality and Culinary Services (Staff)	\$----
Food and Beverage	\$ 28,450.00
Total Expense:	\$ 1,928,313