



SCOTT ANGELLE
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF TOURISM

PAM BREAUX
SECRETARY

JIM HUTCHINSON
ASSISTANT SECRETARY

August 10, 2010

Mr. Ronald Sholes
New Orleans Jazz & Heritage Foundation
1205 North Rampart Street
New Orleans, LA 70116

Dear Mr. Sholes:

This document is considered a Letter of Agreement (LOA) between the Louisiana Office of Tourism (State or LOT) and New Orleans Jazz & Heritage Foundation to support the **Crescent City Blues & BBQ Festival** taking place on October 16 - 17, 2010 in New Orleans, LA.

This letter serves three purposes: (1) to establish mutual agreement upon the level of support to be provided by the Office of Tourism; (2) to clarify functional support for specific activities to be held in conjunction; and (3) to provide for leveraging the State's investment by ensuring support of a function or project that parallels with Louisiana tourism goals and objectives.

The Louisiana Office of Tourism will provide event marketing assistance with funding not to exceed **Five Thousand Dollars (\$5,000)**, to be applied towards the costs of approved eligible advertising media directed outside a 50-mile radius of the event. At least 66% or two-thirds (2/3) of the designated media audience must be outside a 50-mile radius of the event for the media to be eligible. All advertising, broadcast and marketing materials for the event must visibly display the official LouisianaTravel.com logo or mention the website as a source for more information (broadcast) and must be submitted to the LOT Sponsorship Manager for approval at least 7 business days prior to placing the ads. The logo must also be prominently displayed on the event/organization's website homepage and include a hyperlink to LouisianaTravel.com. As part of the deliverables, LOT/OLG staff must be granted access to monitor the event should this request be made by the State. The event must support the mission of the Office of Tourism, which is to promote Louisiana as a unique and desirable premier business and vacation destination.

At the conclusion of the event, your organization shall submit an original invoice to the State for not more than the agreed upon amount along with the LOT final report form within 45 working days after the event or by July 8, 2011, whichever comes first, in order to qualify for reimbursement. Your organization shall also provide documentation of advertising by submitting proof of media purchase (vendor invoice and acceptable proof of implementation) that validates the use of the LouisianaTravel.com logo. Reimbursement will not exceed 50% of the cost of approved eligible media purchases, but not more than the awarded sponsorship amount. Trades or in-kind services for marketing and advertising expenses are not eligible for reimbursement. Requests to change the event's media/marketing plan must be sent in writing to the Sponsorship Manager and approved prior to media placement. Upon verification of activities in compliance with the requirements of the sponsorship application and this agreement, payment will be authorized for processing and released by the Louisiana Office of Tourism, Sponsorship Manager.

The official LouisianaTravel.com logo and final report form are available for download at <http://www.crt.state.la.us/tourism/industrypartners.aspx#Sponsorship>.

To indicate your review and approval of the terms of the application and this Letter of Agreement, please sign and return this document to the Louisiana Office of Tourism, Attn: Leeann Borne using the address provided below. Please note that no payments will be authorized for release without a signed agreement by both parties (State and Contractor) and all revisions to this LOA must be approved in writing by both parties.

APPROVED:

James L. Hutchinson, Assistant Secretary
Department of Culture, Recreation & Tourism
Office of Tourism

Date 8/16/10

APPROVED:

Ronald Sholes
New Orleans Jazz & Heritage Foundation
Organization Tax ID#: 72-0692744

Date 8-19-10

Crescent City Blues & BBQ Festival 2010				
	Detail	Category Total	LA CRT	Notes
Revenues				
Festival Revenues		\$68,856.78		
Vendor Booth Rentals		\$13,750.00		
Food/Vendor Sales		\$28,500.00		
Public		\$35,500.00		
National Endowment for the Arts	\$25,000.00			
LA CRT	\$5,000.00		\$5,000.00	
Louisiana Division of the Arts	\$2,500.00			
Arts Council of New Orleans	\$3,000.00			
Private		\$34,500.00		
Abita Brewing	\$10,000.00			
Louisiana Lottery	\$5,000.00			
Republic Beverage	\$5,000.00			
Big Shot Soda	\$2,000.00			
South Arts	\$1,700.00			
Sources to be identified	\$10,800.00			
Total Revenues		\$181,106.78 ✓	\$5,000.00	
Expenses				
Salary-Programs		\$15,000.00		
Payroll Taxes-Foundation		\$1,400.00		
Payroll Processing Charges		\$75.00		
Insurance-Hospitalization		\$908.70		
Insurance-Worker's Comp		\$39.55		
Insurance-Life		\$8.73		
Retirement		\$219.80		
Insurance-Building/Liability		\$5,000.00		
Contract Labor/Prof Service		\$11,050.00		
Security		\$7,705.00		
Hospitality		\$3,000.00		
Artist Fees		\$70,000.00		
Stage Production		\$35,000.00		
Facilities & Technical		\$5,100.00		
Photography		\$1,900.00		
Marketing & Advertising		\$24,700.00		
Printing-Posters/Flyers	\$2,000			
Printing Signs/Banners	\$1,600			
Printing T-Shirts	\$2,500			
Blues Festival Guide	\$1,500			1 Full Page
Blues Revue ad	\$2,700		\$1,200.00	3 Half Pages b/w
Living Blues ad	\$3,600		\$1,500.00	2 Full Pages
Big City Rhythm & Blues (Blues.org)	\$1,000		\$500.00	Quarter page
OffBeat ad	\$900			1 Half Page
Lamar Billboards (2 @ \$1500)	\$4,500		\$1,800.00	3 BillBoards along Interstate 10 (Baton Rouge -- 96 miles / Gulfport, MS -- 76 miles / Biloxi, MS -- 84 miles)
Nola.com	\$1,500			
Times-Pic	\$1,000			
Gambit	\$1,000			
Where Y'at	\$900			
WWOZ Broadcast	Sponsorship			
Total Marketing Outside Marketing	\$11,800.00		\$5,000.00	
Total Expenses		\$181,106.78 ✓		