

**Office of Lt. Governor/
Department of Culture, Recreation & Tourism
Funding Agreement Checklist**

Agency/Program: Louisiana Office of Tourism/Marketing

Recipient: New Orleans Jazz & Heritage Festival and Foundation, Inc.

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program** BP Funds LOT Marketing Grant
 - Line Item Appropriation
 - Letter of Agreement
- Revised 04/07/2011

- | Yes | No | |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures:	<i>Jami L. Bouzga</i>	04/05/11
	Contract Monitor	Date
	<i>[Signature]</i>	04/05/11
	Appointing Authority	Date

CONTRACT FISCAL INFORMATION SHEET

PLEASE COMPLETE THIS FORM AND ATTACH TO CONTRACT WHEN IT IS TIME TO ROUTE CONTRACT FOR APPROVALS AND SIGNATURES.

CONTRACTOR'S NAME: **New Orleans Jazz & Heritage Festival and Foundation, Inc.**

CONTRACTOR'S ADDRESS: **1205 North Rampart Street
New Orleans, LA 70116**

CONTRACTOR'S FEDERAL ID#: 72-0692744

SOCIAL SECURITY #: _____

CONTRACTOR'S CONTACT PERSON: **Shanna Hudson-Stowe**

CONTRACTOR'S TELEPHONE: (504) 558-6100

EMAIL ADDRESS: sstowe@jazzandheritage.org

CONTRACT AMOUNT: **\$18,750.00**

CONTRACT PERIOD: From: 11/01/2010 to: 07/15/2011

FUNDING AGENCY: **Office of Tourism**

SOURCE OF FUNDS: State: _____ Percent
Federal _____ Percent
Self-generated 100 _____ Percent

Organ. 6786 Object 3000 Sub Object 59 Reporting Cat. 7113

Organ. _____ Object _____ Sub Object _____ Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

Contractor shall use these funds to market the Louisiana Cajun and Zydeco Festival scheduled to be held June 11-12, 2011 in New Orleans and may request reimbursement of up to 50% of the costs actually incurred by the Grantee for qualifying marketing expenses to implement the LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B) for the Festival.

CHECK OFF IF APPLICABLE TO THE CONTRACTOR AND **PROVIDE THE NECESSARY DOCUMENTATION:**

CORPORATIONS:

_____ **Nonprofit Corporation**
(Requires Board Resolution of Authority)

Profit Corporation
(Requires Board Resolution of Authority and Disclosure of Ownership)

_____ **Limited Liability Corporation**

_____ **Out of State Corporation**
(Requires Certificate of Authority to do business in Louisiana and requires agency justification)

_____ **Municipality, State (City Convention and Visitors Bureau)**

_____ **Sole Proprietor**
(Requires statement written on company letterhead/stationary stating that the person is indeed the sole owner and as such has the authority to sign on behalf of the company)

_____ **Out of State Contractor**
(Requires agency justification)

_____ **Contractor is a Consultant**
(Requires resume if contracting with individual or sole proprietor of a company)

_____ **Advance Payment**
(Requires justification from contractor and agency approval)

_____ **Multiyear Contract**
(Requires agency justification)

_____ **RFP Contract**

STAFF PERSON TO MONITOR CONTRACT: Janis LeBourgeois

Cc: Josh McDaniels, Budget Manager

**STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
GRANT AGREEMENT**

**Marketing Grant
FY 2010-2011**

BE IT KNOWN, the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana (hereafter sometimes referred to as "State" or "LOT") and New Orleans Jazz & Heritage Festival and Foundation, Inc., 1205 North Rampart Street, New Orleans, Louisiana, 70116, phone: 504-558-6100, email: sstowe@jazzandheritage.org (hereafter sometimes referred to as "Grantee") do hereby enter into this agreement ("Agreement") under the following terms and conditions.

1. Scope of Work

Grantee hereby agrees to market the Louisiana Cajun and Zydeco Festival ("Event") scheduled to be held June 11-12, 2011 in New Orleans's historic French Quarter as set forth in its **LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B)**.

The goal of this LOT Grant Program is to fund activities that significantly increase tourism in Louisiana. Specifically, this grant will assist the LOT in fulfilling its public purpose and statutory mandate to expand and increase the economic impact of tourism on Louisiana through strong, effective public initiatives, and to achieve the following program objectives: (1) to facilitate development of statewide tourism products that will attract visitors and enhance the visitor experience; (2) to strengthen Louisiana's tourism partnerships and alliances to support the State's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

a. Qualifying Marketing Expenses. After the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred by the Grantee for qualifying marketing expenses to implement the LOT-approved Marketing and Media Plans for the Event. Reimbursement will only be allowed for qualifying marketing expenses, as that term is defined in the LOT Grant Application and Guidelines. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses. Reimbursement will not exceed grant award. State funds from any source may not be used for the mandatory cash match.

b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been

acknowledged as an official sponsor of the Event, as set forth herein and in the LOT Grant Application and Guidelines. Grantee must provide the State access to the Event for monitoring and economic development purposes. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the Event, as follows:

- Grantee shall prominently display the official Louisiana Office of Tourism logo on the Grantee's official websites and the official websites of the Event. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>.
- Grantee shall include a link from the official Louisiana Office of Tourism logo to the LOT's official tourism website www.LouisianaTravel.com.
- Grantee shall prominently display the official Louisiana Office of Tourism logo in all grant-funded printed materials and other visual advertising and publicity, regardless of media.
- For broadcast announcements and scripts, Grantee shall include the following phrase ***"Visit LouisianaTravel.com to plan your trip today."***

c. Event Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts for qualifying marketing and advertising materials funded by the State through the Competitive Grant Program. The materials should include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to this Agreement, the Grantee must submit any such proposed changes to the State in writing (email is acceptable), in advance. The Contract Monitor will notify the Grantee within 7 business days whether the change is acceptable. If the Grantee wishes to amend its LOT- approved Media Plan, Grantee shall send a written request (email is acceptable) to Contract Monitor prior to media placement. Revision of the Scope of Work, Media Plan, Marketing Plan, or Budget may be allowable, but must have prior written approval from the State. Grantee may not request an increase in the maximum amount of the Grant award. Any item not listed in the Scope of Work, Marketing Plan, Media Plan, Budget, or that has not been approved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any other change to this agreement requires a written amendment, executed by all parties, as set forth herein.

e. Communication. Close communication with the Contract Monitor throughout the term of this Grant Agreement is a requirement and a benefit of the Grant Agreement. Grantee is required to provide the

Contract Monitor written notice of changes in the Grantee's contact information. If a period of three months or more lapses without contact, the State may initiate the process of revoking this Grant.

2. Payment Terms

In consideration of the work described above, State hereby agrees to pay Grantee a maximum sum of **EIGHTEEN THOUSAND SEVEN HUNDRED FIFTY AND NO/100 DOLLARS (\$18,750.00)**.

This funding is contingent upon the availability of funds appropriated to the State by the Louisiana Legislature or accruing to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

a. One Payment. There will be a single payment made under this Grant Agreement. No payment will be made until after the Event is complete. The payment is made on a reimbursement basis after the conclusion of the Event. Grantee shall submit to the Contract Monitor an original invoice to the State, a **Final Report (Exhibit C)**, and all supporting documentation required to verify that the qualifying marketing expenses were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, due by **July 8, 2011**.

b. Original Invoice. The original invoice to the State shall be in an amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee up to the maximum amount of the Grant award. The invoice must contain the word "invoice," must be submitted on Grantee's letterhead, and must include documentation that supports the qualifying marketing expenses incurred as detailed in the Final Report. The original invoice may be mailed or delivered to the Contract Monitor.

c. Final Report. The Grantee shall submit its typed **Final Report** on the form included as **Exhibit C**. The Final Report form can be downloaded from LOT's website, <http://www.crt.state.la.us/tourism/grants.aspx>.

Grantee shall complete each section of the Final Report, as applicable, including:

- Grantee Information
- Reimbursable Media – A report of qualifying marketing expenses under the appropriate category
- Reimbursement Documentation for Proof of Media Purchase – Vendor invoices and acceptable proof of implementation

- Final Report Summary

LOT reserves the right to require additional information and deliverables as needed to verify compliance with the terms of the Grant Agreement.

Grantee will not receive reimbursement for cancelled media or media not placed by the Grantee for any other reason. Only actual qualifying marketing expenses incurred by the Grantee are eligible for the 50% reimbursement.

d. Payment. The Contract Monitor shall review and verify the invoice, Final Report, and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks.

The State will reconcile the invoice to the supporting documentation. The State will adjust payment downward in the event the invoice includes a request for payment of expenses that are not qualifying marketing expenses, the State has not been acknowledged, the documentation to support the expense is missing or inadequate, or for noncompliance with the terms of this agreement. The State will provide the Grantee notice of the defect and a reasonable opportunity to cure. If the Grantee wishes to appeal the State's payment decision, the Grantee must submit a letter in writing to the Contract Monitor within 30 days of notice of the defect.

If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, Grantee will be required to repay the State. If the Grantee defaults on the agreement, breaches the terms of the agreement, or ceases to do business, it shall be required to repay the State in accordance with the State's terms or requirements.

e. Act 11 Clause. Grantee is notified that no funds appropriated under Act 11 of the 2010 Regular Legislative Session shall be transferred to a public or quasi-public agency or entity which is not a budget unit of the state unless the entity (e.g., a grantee) executes an agreement (e.g., a grant agreement) and submits to the transferring agency (e.g., LOT), for approval, a comprehensive Budget showing all anticipated uses of the appropriation, an estimate of the duration of the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. The transferring agency shall submit the

Agreement, the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

3. Responsibility for Payment of Taxes

The Grantee hereby agrees that the responsibility for payment of taxes, if any, from the funds thus received under this agreement and/or legislative appropriation shall be Grantee's obligation and identified under Federal tax identification number 72-0692744.

4. Term of Grant Agreement

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **July 15, 2011**.

The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.

The Event must be held in Louisiana between January 1, 2011 and June 30, 2011. The Event is scheduled to be held June 11 – 12, 2011. All approved qualifying marketing expenses must be incurred by June 30, 2011.

Grantee must submit to the Contractor Monitor an original invoice, a **Final Report (Exhibit C)**, and all supporting documentation due by **July 8, 2011**.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. If the Grantee is unable to perform the work or deliver the deliverables within the term of the Agreement, the Grantee shall so notify the State in writing before the termination date of the Agreement and thereby acknowledge the automatic cancellation of the grant, unless such notification contains a request for an amendment.

Any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing, duly signed and executed by all parties.

5. Entire Agreement/Order of Precedence Clause

This Agreement and any exhibits specifically incorporated herein by reference, together with the LOT Grant Guidelines and addenda issued thereto by the LOT, the application submitted by the Grantee, constitute the entire agreement between the parties with respect to the subject matter.

In the event of any inconsistent or incompatible provisions, this signed Agreement (excluding the LOT Grant Guidelines and Grantee's Application) shall take precedence, followed by the provisions of the LOT Grant Guidelines, and then by the terms of the Grantee's Application.

6. Termination for Cause

The State may terminate this Agreement for cause based upon the failure of Grantee to comply with the terms and/or conditions of the Agreement, provided that the State shall give Grantee written notice specifying Grantee's failure. If within thirty (30) days after receipt of such notice, Grantee shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Grantee in default and the Agreement shall terminate on the date specified in such notice. From the date of the termination, no payments will be made by the State to the Grantee. In the event the Grantee has received payment above and beyond documented eligible expenses, the Grantee shall return all such funds to the State.

7. Termination for Convenience

The State may terminate this Agreement at any time by giving thirty (30) days' written notice to Grantee. In the event that the Grantee is not in compliance with the terms of this Agreement at the time of termination, no further payments will be issued to the Grantee and any funds previously dispersed but unaccounted for by the date of said termination will be returned to the State by the Grantee within 30 days of termination.

8. Fiscal Funding Clause

The continuation of this Agreement is contingent upon the appropriation and availability of funds to fulfill the requirements of the Agreement. If insufficient monies are appropriated to provide for the continuation of the Agreement, or if such funding is reduced by government action and the effect of such

reduction is to provide insufficient monies for the continuation of the Agreement, the Agreement shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated. Grantee acknowledges that the funding for this Agreement is subject to congressional, legislative or administrative action, such as mid-year budget reductions, which could result in a mid-year reduction of funds available to fund this Agreement, which may require amendment or termination of this Agreement.

9. Audit

It is hereby agreed that in accordance with La R. S. 24:513 auditors from the Louisiana Division of Administration, the Louisiana Department of Culture, Recreation and Tourism, and the Legislative Auditor of the State of Louisiana shall have the option of auditing all accounts of Grantee that are related to this grant.

10. Liability

The Grantee shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from, or by reason of any negligent act or omission, operation or work of the Grantee, his agents, servants, or employees while engaged upon or in connection with services required or performed by the Grantee hereunder.

11. Non-assignability

The Grantee shall not assign any interest in this grant and shall not transfer any interest in same (whether by assignment or notation), without prior written consent of the State, provided however, that claims for money due or to become due to the Grantee from the State may be assigned to a bank, trust company, or other financial institution without such prior written consent. Notice of such assignment or transfer shall be furnished promptly to the State.

12. Anti-discrimination

The Grantee agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973 as amended, the Vietnam Era Veteran's

New Orleans Jazz & Heritage Festival and Foundation, Inc.
Louisiana Cajun and Zydeco Festival
Grant # 162

Grant Amount: \$18,750

Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1972, the Fair Housing Act of 1968 as amended, and Grantee agrees to abide by the Requirements of the Americans with Disabilities Act of 1990. Grantee agrees not to discriminate in its employment practices, and will render services under this agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation or disabilities. Any act of discrimination committed by the Grantee, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

New Orleans Jazz & Heritage Festival and Foundation, Inc.
Louisiana Cajun and Zydeco Festival
Grant # 162

Grant Amount: \$18,750

THUS DONE AND SIGNED AT New Orleans, Louisiana on the 29
77 day of March, 2011.

WITNESSES:

Mapsha Boudy

New Orleans Jazz & Heritage Foundation, Inc.

Nancy Marinovic
Nancy Marinovic
President
Phone: 504-558-6100
Email: sstowe@jazzandheritage.org

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 17th day of March, 2011.

WITNESSES:

Marlene Curran

Department of Culture, Recreation, & Tourism

James L. Hutchinson
James L. Hutchinson, Assistant Secretary
Office of Tourism

EXHIBIT A1

MARKETING PLAN

Event Description

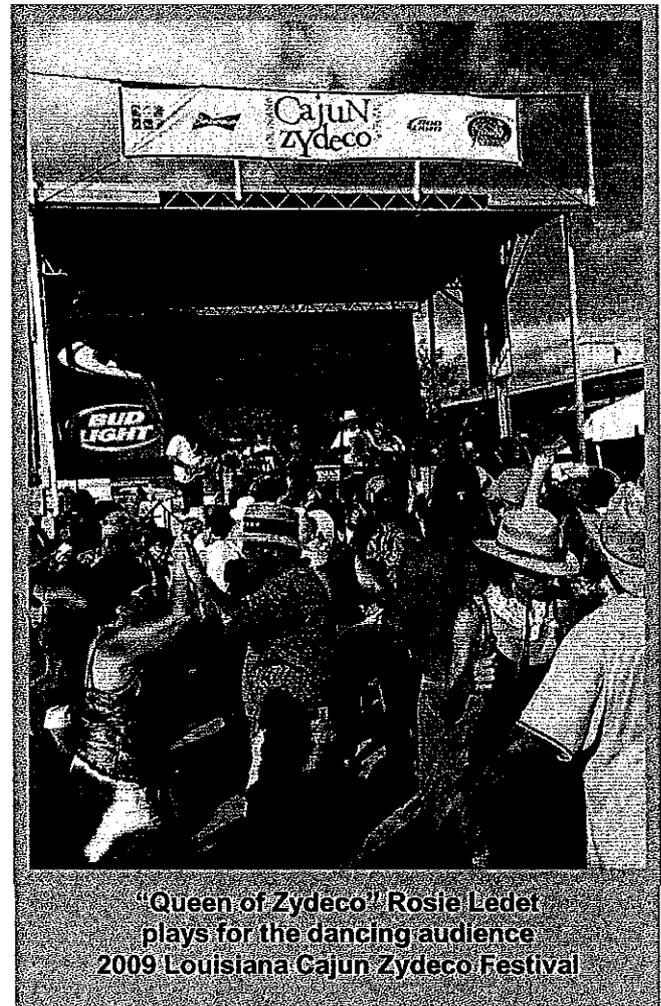
The Louisiana Cajun–Zydeco Festival celebrates the rich traditions of southwest Louisiana. The combination of rollicking two–step music and spicy seafood are a potent example of how we in Louisiana love to "pass a good time." With two stages of music and free dance lessons, the Louisiana Cajun-Zydeco Festival presents the most venerable of our elder musicians along with the hottest young acts — including Grammy winners and nominees such as Beau Soleil, Terrance Simien, Steve Riley and many more.

The festival takes place in New Orleans' historic French Quarter in early June. It is produced in collaboration with a partner event: The Louisiana Seafood Festival.

The Louisiana Cajun Zydeco Festival hires approximately 130 Louisiana Musicians, and draws musicians from mostly rural parts of southwestern Louisiana. The annual Talent budget for this event is approximately \$40,000.

The event provides economic opportunities for approximately 60 vendors at the French Market and for musicians who routinely sign CD's at the CD tent. The CD tent is operated by a Louisiana based business that specializes and primarily sells Louisiana music and therefore relies heavily on contact with tourists who visit Louisiana for year-round mail order business.

It is estimated that the Louisiana Cajun Zydeco Festival, through its collaboration with the Seafood Festival (we believe that the collaboration equals more than the sum of our parts), generates 10 dollars in revenue for every dollar spent. Because many of the paid vendors and performers are from throughout southern Louisiana, the benefit is felt throughout southern Louisiana and reaches into rural regions.



Goals and Objectives

The Louisiana Cajun-Zydeco Festival goal is to feature the best Cajun and Zydeco bands in the world and to provide economic opportunities for music and visual artists by bringing a broad, discerning audience that would not otherwise experience the distinct culture of southern Louisiana.

Objectives to achieve this goal include booking Grammy-winning artists Buckwheat Zydeco, Beau Soleil, and Terrence Simien & the Zydeco Experience; and include Louisiana seafood, traditional Cajun and Zydeco dancing, and an assortment of local craft vendors and artists sharing their work.

Target Audiences & Marketing Strategies

The Louisiana Cajun-Zydeco Festival's target audience is drawn from the four tiers of tourism markets identified by the Louisiana Office of Tourism, with special emphasis on expanding tiers 2 (longer drives and longer stays) and 3 (significant US and Canadian markets) from previous years' attendance rates.

Tier 1: In-state markets will be reached through spots on Cajun-Zydeco radio programs on public stations such as KBON, KRVS, and KLSU; print advertisements in local papers; on-line advertisements on news web sites; and billboards along I-10 in Louisiana and Mississippi and I-12 in Louisiana. The Jazz & Heritage Foundation will undertake this marketing campaign in the 30-60 days leading up to the festival to attract vacationers planning both weekend stays and day trips.

Tier 2: The Foundation's strategies for targeting Tier 2 markets will be similar to those used for Tier 1, with peak marketing exposure occurring between 30 and 90 days before the festival. We will also use Facebook ads targeted to the 5-state Gulf region to reach this audience. We hope that this will give vacationers time to plan a longer stay in New Orleans.

Tier 3: Key potential audiences in U.S. and Canadian markets can be divided into two groups: 1) Zydeco fans living outside of the Gulf Coast area, and 2) folk music fans drawn by the world-class talent featured in our program and attracted to New Orleans as a tourist destination in its own right.

- 1) Pockets of Zydeco enthusiasts can be identified through high concentrations of Zydeco festivals, radio programs, and performances that occur in specific locations across the United States. The Jazz & Heritage Foundation will reach these audiences through advertisements during Cajun-Zydeco radio programs occurring 30-60 days prior to the festival. We will also appeal to this group through targeted YouTube and Facebook advertisements, which will be shown to users watching Cajun-Zydeco videos (i.e. Beau Soleil, Buckwheat Zydeco, Lost Bayou Ramblers) on YouTube or who are fans of related pages (i.e. Zydeco, Cajun Zydeco, Jazz & Heritage Foundation) on Facebook.
- 2) The second group of potential festival attendees – folk and roots music fans that may or may not be familiar with the Cajun-Zydeco style – can be reached through national publications and radio programs designed specifically for folk music audiences. National Public Radio's "American Routes," the foremost radio program for traditional American music, is broadcast to 502 radio frequencies across all 50 states. We will dedicate a large portion of our marketing budget to advertising spots on this program starting 60 days prior to the festival. We will also place advertisements in national folk magazines such as "Old Time Herald," "Sing Out!" and "Bluegrass Unlimited." The Cajun-Zydeco Festival has the benefit of a co-sponsoring festival – the Louisiana Seafood Festival – to make it a robust vacation destination with a diverse appeal. To appeal to new and casual fans, our program includes Cajun and Zydeco dance lessons and a chef demonstration stage. Its location is also an asset, as many visitors will see southeast Louisiana as an attraction in itself. Ninety-five percent of New Orleans tourists enter the French Quarter, giving additional

exposure to the festival and making it an easy location for returning visitors to the city. We think that our festival has the potential to convert folk music fans to Cajun and Zydeco enthusiasts, thus bolstering the market for other Cajun-Zydeco festivals and performers in Louisiana. Advertising placements in national magazines will be published between January 1 and May 15 to give ample time for long-distance vacation planning.

Tier 4: International markets will be reached through efforts in conjunction with the convention and visitor's bureau, and advertising on WWOZ, which streams internationally.

Additional Deliverables

- A logo on the Foundation Louisiana Cajun & Zydeco Festival page linking to the Louisiana Office of Tourism's web site
- Ads and editorial coverage in local and regional publications
- Official event program guide distributed on-site
- Local Radio promotions and the festival will be broadcast live on WWOZ 90.7-FM
- online ads
- billboards
- stage signage (2 stages)
- Printed schedules at event

Tracking and Evaluation Measures

The Jazz & Heritage Foundation monitors and assesses the success of our events with several tools. We use objective tools to estimate the number of audience members and if the audience base has grown from a previous year. Since the Louisiana Cajun/Zydeco Festival is a free festival, we are able to assess audience figures through rough count estimations of audience segments and vendor sales. We use qualitative methods to assess our programming by polling audience members for both statistical data and for feedback on their experiences. We also poll all vendors, performers and staff members for their suggestions and level of satisfaction of the event. This information is compiled in a report that is then reviewed by staff after the event and is used in the planning of subsequent events and festivals.

EXHIBIT A2

MEDIA PLAN

MEDIA PLAN

Print Placement (Magazine, Newspaper)

*** approximate value**

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost	50% request of LOT
Old Time Herald	US, national	1/6 page, color	January 15, March 15, May 15	20,000	\$1,080.00	\$ 540.00
Sing Out!	US, national	1/3 page, color	February 16, May 17	22,000	\$1,094.40	\$ 547.20
Bluegrass Unlimited	US, national,	1/3 page, color	January 1, March 1, May 1	23,000	\$1,575.00	\$ 787.50
Totals					<u>\$3,749.40</u>	<u>\$1,874.70</u>

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	50% request of LOT
NPR affiliated stations distributed through American Public Media	US, national (American Routes – syndicated show on 502 stations w/audience of 453,800) Recorded and based in New Orleans, Louisiana	2 15-second spots a week for 8 weeks (16 total)	60 days prior to festival (broadcast dates vary by location)	\$15,000.00	\$ 7,500.00
KBON	Lafayette, LA	10 15-second spots per week for 4 weeks w/ 50% of spots in “bonus” times: Sunday 12pm-9pm or M/T 6pm-9pm (40 total)	60 days prior to festival	\$ 2,000.00	\$ 1,000.00
WOMR	Providence, MA	3 30-second spots per week for 13 weeks (39 total)	3 months prior to festival	\$ 585.00	\$ 292.50

KLRZ	Larose, LA	5 spots a week for 4 weeks (20 total)	4 weeks prior to festival	\$ 1,200.00	\$ 600.00
KLSU	Baton Rouge, LA (Front Porch Fais Do-do – 2 hours weekly specialty show broadcast to 15,000 listeners in a 50-mile radius)	Each week includes: 15 30-second spots prior to show; 6 30-second spots during show; logo included in show promotions for duration of support. (105 total)	5 weeks prior to festival (fifth week is discounted 25%)	\$ 522.50	\$ 261.25
KRVS	Lafayette, LA	4 spots a week for 5 weeks (20 total)	4 weeks prior to festival	\$ 500.00	\$ 250.00
WPMG	Portland, ME (“Barn Dance Radio” & “Blues Doctor”)	2 spots a week for 13 weeks (26 total)	3 months prior to festival	\$ 494.00	\$ 247.00
WUWF	Pensacola, FL (“Musical Gumbo”)	1 spot a week for 13 weeks (13 total)	3 months prior to festival	\$ 260.00	\$ 130.00
KNON	Dallas, TX (“Cajun Show”)	72 40-second spots/month, 52 during Rock programs, 20 during Blues programs (72 total)	4 weeks prior to festival	\$ 450.00	\$ 225.00
KOOP	Austin, TX (“Fais Do Do”)	24 announcements a month for 3 months (72 total)	3 months prior to festival	\$ 600.00	\$ 300.00
			Total	\$21,611.50	\$10,805.75

Outdoor Placement (Billboards)

Location	City, State	Size – Please indicate/estimate size of billboards	Dates	Budgeted Cost	50% request of LOT
I-10	Gulfport, MS	14' x 48'	30 days	\$ 750.00	\$ 375.00
I-12	Baton Rouge, LA	14' x 48'	30 days	\$ 750.00	\$ 375.00
I-10	Baton Rouge, LA	14' x 48'	30 days	\$ 750.00	\$ 375.00
I-49	Alexandria, LA	14' x 48'	30 days	\$ 750.00	\$ 375.00
			Total	\$3,000.00	\$1,500.00

Online Placement (Website)

Web Site Name	Web Site Address	Dates	Budgeted Cost	50% request of LOT
Biloxi Sun Herald	www.sunherald.com	60 days	\$1,050.00	\$ 525.00
Baton Rouge Advocate*	www.2theadvocate.com	60 days	\$1,000.00	\$ 500.00
Town Talk, Alexandria*	www.thetowntalk.com	60 days	\$1,000.00	\$ 500.00
YouTube*	www.youtube.com	45 days	\$2,250.00	\$1,125.00
Roots World	www.rootsworld.com/rw	60 days	\$ 600.00	\$ 300.00
Facebook*	www.facebook.com	60 days	\$2,250.00	\$1,125.00
Beaumont Enterprise*	www.beaumontenterprise.com	60 days	\$1,000.00	\$ 500.00
		Total	\$9,150.00	\$4,575.00

Summary

Media	Budgeted Cost	50% Request of LOT
Print Placement (Magazine, Newspaper)	\$ 3,749.40	\$ 1,874.70
Broadcast Placement (Radio/Television)	\$ 21,611.50	\$10,800.30
Outdoor Placement (Billboards)	\$ 3,000.00	\$ 1,500.00
Online Placement (Website)	\$ 9,150.00	\$ 4,575.00
TOTAL	\$37,510.90	\$18,750.00

*Some media, particularly internet media are determined by usage of the advertiser and therefore are estimated, while others are still awaiting media kits with specific information.

**EXHIBIT B
BUDGET**

Louisiana Cajun-Zydeco Festival Budget June 11 & 12, 2011

	<u>LA CRT</u>	<u>Total Budget</u>	<u>Notes</u>
Ordinary Income/Expense			
Income			
Internal Revenues		83,149.62	
Government			
State Sponsorship	<u>18,750.00</u>	<u>18,750.00</u>	Louisiana Dept of Tourism
Government	18,750.00	18,750.00	
Private			
Business Sponsorship	<u> </u>	<u>15,000.00</u>	
Private	-	15,000.00	
Festival Revenue – Foundation			
Beverage Sales		13,000.00	
Crafts Booth Rental		2,400.00	
T-Shirts/CDs		<u>6,650.00</u>	
Festival Revenue – Foundation	-	22,050.00	
Total Income	<u>18,750.00</u>	<u>138,949.62</u>	
Expense			
Salary – Programs		4,641.00	
Salary - Development		3,477.80	
Payroll Taxes-Foundation		644.38	
Insurance Hospitalization		768.78	
Insurance Workers Comp		168.31	

New Orleans Jazz & Heritage Festival and Foundation, Inc.
Louisiana Cajun and Zydeco Festival
Grant # 162

Grant Amount: \$18,750

Insurance Life		31.33	
Retirement		273.51	
Payroll Processing Charges		12.61	
Insurance-Building/Liability		1,050.00	
Postage		-	
Security		5,000.00	
Merchandise Costs		2,500.00	
Contract Labor/ Prof. Service			
Programs & Festivals			
Production		1,950.00	
Food/Crafts		1,000.00	
Clean Up Crew		500.00	
Total Programs & Festivals	-	3,450.00	
Total Contract Labor/ Prof. Service	-	3,450.00	
Hospitality/Catering		2,000.00	
Travel - Mileage/Parking	-	-	
Travel - Hotel/Airfare		1,000.00	
Artists		40,000.00	
Facilities & Technical			
Facility/Venue Rental		2,000.00	
Barricades		500.00	
Port-O-Lets/Dumpsters		1,000.00	
Tents/Tables/Chairs		500.00	
Permits/Taxes		1,000.00	
Total Facilities & Technical	-	5,000.00	
Photography / Videotaping		1,200.00	

New Orleans Jazz & Heritage Festival and Foundation, Inc.
Louisiana Cajun and Zydeco Festival
Grant # 162

Grant Amount: \$18,750

Advertising	18,750.00	48,981.90	
PR/ Marketing/Design		2,000.00	
Stage Production			
Stages		6,000.00	
Sound/Lights/Backline		8,500.00	
Production Supplies		250.00	
Electricians		2,000.00	
Total Stage Production	-	16,750.00	
Total Expense	18,750.00	138,949.62	
Net Ordinary Income	-	-	

Exhibit C

Grant Cycle January 1, 2011 – June 30, 2012

Louisiana Office of Tourism Marketing Grant Final Report Form

Note: Final reports should be typed.

SECTION I: Grantee Information

Name of Event Louisiana Cajun and Zydeco Festival
 Event Date June 11-12, 2011
 Organization New Orleans Jazz & Heritage Festival and Foundation, Inc.
 Grant Award Amount \$18,750
 Primary Contact for Event Shanna Hudson-Stowe
 Phone Number 504-558-6100
 Email sstowe@jazzandheritage.org

SECTION II: Reimbursable Media; Qualifying Marketing Expenses

Reimbursable Items –All qualifying marketing and advertising must be directed toward areas **outside a 50-mile radius of the event**. At least 66% or 2/3 of the designated marketing area/ media audience must be outside a 50-mile radius of the event for the media to be eligible for reimbursement. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

***If awarded a grant, 50% of the grand total spent on qualifying marketing expenses will be reimbursed up to the total amount of the award.

***List only qualifying marketing expenses eligible for reimbursement through the LOT Marketing Grant Program.

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost	50% request of LOT
Totals					\$ _____	\$ _____

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost	50% request of LOT

LOT STAFF USE ONLY

LOT Approved Reimbursement Amount \$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must adhere to the logo/mention guidelines listed in the Grant Application and Agreement.

- **Vendor invoice:** Submit itemized media invoice reflecting date, description and dollar amount
- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:
 - Original ad placement tear sheets for print advertisements (verifying name and date of publication)
 - Broadcast log reports indicating actual broadcast times and dates
 - Screenshots for online advertisements
 - Billboard photographs showing content
 - Mailing lists, addresses, postage receipts and a copy of the marketing piece are required for direct mail
 - Other _____ (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Final Report Summary Format

- A 1–2 page typed detailed summary on the outcome of the Event taking into consideration the goals, objectives and measurable outcome regarding the impact that the Event had on tourism in the area and the state, which should include:
 - 1) **Objectives Achieved**-List accomplishments in compliance with the overall goal of impacting tourism.
 - 2) **Estimated Attendance**- Provide an estimate of the attendance for the Event
 - 3) **Measurements of Performance**- include but are not limited to the following: admissions revenue, event registration and entry fees collected, number of hotel room nights/ occupancy rates/ADR, food and beverage tax and average visitor spending, etc.
 - 4) **Local/State/Regional Economic Impact**
 - 5) **Media Relations** -Grantee shall include supporting documentation for media relations which may include but are not limited to the following: copies of news releases, newspaper clippings, flyers, programs, itineraries, photographs and programs.
 - 6) **Profitability of the Event**