

The New Orleans Jazz and Heritage Foundation, Inc.  
Event: Crescent City Blues and Barbeque Festival  
Grant #541

Grant Amount: \$5,000.00

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

Marketing Grant  
FY 2011-2012

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 The New Orleans Jazz and Heritage Foundation, Inc., 1205 North Rampart St, New Orleans, LA, 70116, Phone: (504) 558-6107 and Email: [sstowe@jazzandheritage.org](mailto: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 **Crescent City Blues and Barbeque Festival** ("Event") scheduled to be held October 14-16, 2011 in New Orleans, Louisiana, 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 Marketing Grant Program is to fund activities that significantly increase tourism visibility and vitality 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.** Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the actual incurred cost for qualifying marketing expenses (as defined in the LOT Grant Application Guidelines) associated with implementing the LOT-approved Marketing and Media Plans for the Event. Qualifying marketing expenses include the actual placement costs of media; however, does not include the costs associated with ad creation or media production. Reimbursement shall not exceed the total grant award, and State funds from

**The New Orleans Jazz and Heritage Foundation, Inc.      Grant Amount: \$5,000.00**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

any other source may not be applied towards the mandatory cash match to be provided by the Contractor.

**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 complimentary tickets and/or passes to events and activities should any fees be required for admission in a quantity necessary for all appropriate staff to represent Louisiana tourism and monitor the event to ensure compliance and for economic development purposes. Grantee shall contact the State regarding such access at least fourteen (14) days prior to date(s) of grant-funded activity when possible. 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](http://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 to ensure the qualifying of marketing and advertising materials that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and as described above. Unapproved ads may not be eligible for reimbursement.

**d. Changes to Agreement.** If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Marketing Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), in advance, prior to

**The New Orleans Jazz and Heritage Foundation, Inc.      Grant Amount: \$5,000.00**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

implementing such changes. The Contract Monitor will contact the Grantee within seven (7) business days to notify as to whether the change has been accepted. Grantee shall not request an increase in the maximum amount of the Grant award. Any item that is submitted to the State for reimbursement, and is not listed in the Scope of Work, Marketing Plan, Media Plan, or Budget, that has not been preapproved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any substantial change to this agreement will require 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 is a benefit to both the Grantee and the State to ensure complete compliance with the grant intent. Grantee is required to submit a written notification to the Contract Monitor regarding any changes in the Grantee's contact information. Should a period of three months or more lapses without contact, the State may initiate the process of revoking this Grant.

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**2. Payment Terms**

In consideration of the work described above, State hereby agrees to pay Grantee a maximum sum of **FIVE THOUSAND AND 00/100 DOLLARS (\$5,000.00)**. Travel and other expenses not specified in the terms of this agreement are not reimbursable. The Contract Monitor will ensure that all terms and conditions are met prior to authorizing the release of payment.

Payment is contingent upon the availability of funds appropriated that are appropriated by the Louisiana Legislature or may be accrued to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

**a. One Payment.** Only one payment will be made under this Grant Agreement upon satisfactory completion of the Event. Payment will be made on a reimbursement basis for incurred expenses as specified within this agreement and the Grant application guidelines. Grantee shall mail or hand deliver 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 December 23, 2011.**

**The New Orleans Jazz and Heritage Foundation, Inc.      Grant Amount: \$5,000.00**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

**b. Original Invoice.** The original invoice to the State shall be in the amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee up to the maximum amount of the Grant award. The document submitted as invoice for reimbursement must contain 1) the word "invoice," 2) must not exceed the total grant award 3) must be submitted on Grantee's letterhead, 4) must reference the Event, and 4) must be accompanied by supporting documentation for qualifying marketing expenses for actual incurred cost as detailed in the Final Report (Exhibit C). The original invoice may be mailed or delivered to the Contract Monitor.

**c. Final Report.** Upon completion of the Event, the Grantee shall submit a Final Report (Exhibit C). The Final Report (Exhibit C) may be mailed or delivered to the Contract Monitor. 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 actually incurred by the Grantee. List all media types under the appropriate category.
- Support documentation for Media Buys/Proof of Media Purchases – Media invoices and acceptable proof of implementation
- Final Report Summary

LOT reserves the right to require additional information, documentation and/or added deliverables in order to adequately 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 original invoice, Final Report (Exhibit C), 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 for full processing.

**The New Orleans Jazz and Heritage Foundation, Inc. Grant Amount: \$5,000.00**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

The State will reconcile the invoice to the supporting documentation and will reduce the payment in the event of any of the following: 1) the request reflects payment for non-qualifying expenses associated with marketing activities, 2) the State has not been acknowledged as a sponsor in accordance with the terms of the guidelines, 3) inadequate supporting documentation for expenses, or 4) noncompliance with the terms of this agreement. The State will notify the Grantee of any inadequacies or deficiencies and will provide 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 in accordance with the terms of 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 12 Clause.** Grantee is informed that no funds appropriated under Act 12 of the 2011 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 Grantee executes this agreement and submits to 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. LOT shall submit this Agreement, the Budget, and any other required information to the Legislative Auditor for approval at [ebudgets@lla.la.gov](mailto: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 July 1, 2011 and shall terminate on June 30, 2012.

**The New Orleans Jazz and Heritage Foundation, Inc.**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

**Grant Amount: \$5,000.00**

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 July 1, 2011 and June 30, 2012. The Event is scheduled to be held October 14-16, 2011. All approved qualifying marketing expenses must be incurred by June 30, 2012.

Grantee must submit to the Contractor Monitor an original invoice, a Final Report (**Exhibit C**), and all supporting documentation **due by December 23, 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 (email is acceptable) 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.

Except as provided in Section 1 (d), 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 New Orleans Jazz and Heritage Foundation, Inc.**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

**Grant Amount: \$5,000.00**

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 payment 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 payment will be issued to the Grantee.

#### **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, the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration auditors 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 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.

The New Orleans Jazz and Heritage Foundation, Inc.  
Event: Crescent City Blues and Barbeque Festival  
Grant #541

Grant Amount: \$5,000.00

THUS DONE AND SIGNED AT New Orleans, Louisiana on the 30<sup>th</sup> day of September, 2011.

WITNESSES:

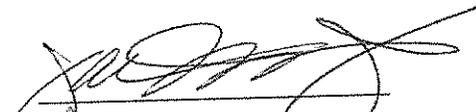
  


The New Orleans Jazz and Heritage  
Foundation, Inc.

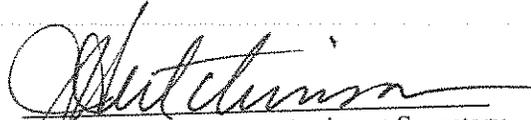
  
Nancy Marinovic  
President  
Phone: (504) 558-6100  
[dmarshall@jazzandheritage.org](mailto:dmarshall@jazzandheritage.org)

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 21<sup>st</sup> day of September, 2011.

WITNESSES:


Department of Culture, Recreation, &  
Tourism

  
James L. Hutchinson, Assistant Secretary  
Office of Tourism

**Exhibit A 1**

**Marketing Plan**

**Event Description**

The 7<sup>th</sup> annual Crescent City Blues & BBQ Festival will be held Friday, Saturday and Sunday, October 14-16, 2011, in Lafayette Square Park, New Orleans, Louisiana. The New Orleans Jazz & Heritage Festival and Foundation (NOJHFF) has presented this free-of-charge outdoor festival since 2006. The festival is conducted in a downtown public park in the heart of New Orleans' vibrant business district, blocks away from the famed French Quarter. Over three days, two music stages and an interview stage are featured providing constant live music and live interview with performers.

The Crescent City Blues & BBQ Festival presents, throughout its run, a variety of high quality blues performances. Performances represent a variety of geographic and musical variations, ranging from solo, acoustic delta style guitar, electric guitar stylings with R&B tinges that are representative of Baton Rouge, large electric bands with rough vocal stylings, to soloist on electric guitar or acoustic banjo. The festival is interested in showcasing the depth and breadth of the blues genre to its audience and celebrating its contributions to American culture.

**Key Elements**

3 days:

Friday 5pm till 9pm  
Saturday & Sunday 10 am till 7:30pm

3 Stages:

"Dancehall Stage"; Main music performance  
"Juke Joint Stage"; Music performance  
"Oral History Stage"; An intimate stage with interviews of performers

1 Food Court :

12 vendors featuring New Orleans barbecue

1 Crafts Area :

20 vendor-marketplace of locally produced fine crafts and arts

3 Beverage Stations :

Beer, wine, cocktails, water, soft drinks and beverages  
Two "Sport Bars" where patrons can view their favorite sports

1 CD Tent :

Music and CD signings by artists as well as event souvenirs

1 T-shirt/merchandise and Foundation information Tent

1 VIP hospitality area:

Guests of Event and Official Sponsors and producers

Site capacity: 15,000 per day

Attendance 2010: 18,000 over two days

Estimated Attendance 2011: 25,000 over three days

**Goals and Objectives**

**Economic Potential**

In only six years, the economic impact of this festival has grown dramatically, and its economic potential in future years is significant. In 2008, the festival produced direct spending of

**The New Orleans Jazz and Heritage Foundation, Inc.**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

**Grant Amount: \$5,000.00**

more than \$80,000. Based on sales reports from food, beverage, craft and merchandise vendors, secondary spending from the 2010 event is estimated to be more than 3 times beyond the production budget of the festival. The 2010 Crescent City Blues & BBQ Festival's estimated economic impact was approximately 1.5 million dollars. We expect that given the festival's history of consistent growth, and the addition of a Friday night line-up, in 2011, economic impact will increase to more than two million dollars.

In addition to supporting local media outlets, technical services professionals and dozens of local artists, the festival provides employment opportunities for individuals and small businesses that depend on special events. The festival is increasing its contribution to the local tourism economy. According to our demographic research, in 2010, Louisiana attendees were joined by visitors from 20 states and nine countries.

### **Education / Outreach**

The New Orleans Jazz & Heritage Foundation strives to integrate its educational mission into its cultural programming.

In 2010, the educational outreach in conjunction with the Crescent City Blues & BBQ Festival expanded in two ways:

- i) featured performers from the festival present special workshops for students at the Don Jamison Heritage School of Music in the week leading up to the event. In 2010, Corey Harris, renowned blues historian and practitioner of traditional American instruments such as the banjo and dobro, provided a master class.
- ii) the Foundation's literary outreach program, the Tom Dent Congo Square Lecture Series, will feature public oral history interviews with festival performers.

In 2011, the Foundation will plan to host the Carolina Chocolate Drops, who just won the 2011 Grammy for Best Folk Album, for *Genuine Negro Jig*, for a concert and educational presentation at a public school in the New Orleans area and to perform a master class with students of the Don Jamison Heritage School of Music. We hope to expand this effort further in the future with a concert/educational presentation for the New Orleans community's elder population and/or under-served populations (hospitalized, disabled communities). Such efforts are fully in line with the mission of the NOJHFF.

### **Target Audiences**

The target population of the Crescent City Blues & BBQ Festival is the general public of all ages, races, abilities and backgrounds, who have an interest in the music heritage and history of the United States and the blues. A survey of the audience taken in 2008 showed a diverse audience in terms of age and racial backgrounds. The survey shows that a large part of the audience comes from the New Orleans metro area and from Louisiana (57 percent), and a significant part of the visitors comes from out of the state (mainly from the Gulf - Texas, Alabama, Florida -- 35 percent) and from abroad. The festival is also broadcast on WWOZ 90.7-fm, and will reach approximately 400,000 listeners worldwide, through its FM bandwidth and internet streaming.

### **Marketing and Promotional Strategies**

#### **Print & Broadcast**

- A. Ads and/or editorial coverage in local and regional publications

**The New Orleans Jazz and Heritage Foundation, Inc.**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

**Grant Amount: \$5,000.00**

1. Times Picayune, Gambit, Where Y'at, Offbeat Magazine
- B. Live radio and Internet broadcast on WWOZ-FM (14 hours over two days)
- C. Ads or PSA's on regional urban, community and NPR radio stations
  1. WWOZ, WWNO, Old School 106.7.
- D. Promotion on Local TV calendars and local "guest shows"
  1. WWL, WYES, WLAE, WVUE, Fox 8, WDSU
- E. Extensive genre-focused national advertising campaign
  1. Blues Revue, Living Blues, Blues Festival Guide

**Web**

- A. Banner ads on regional media, event and destination sites including NOLA.com
- B. Listings on regional event site calendars
- C. E-mail campaigns
- D. Facebook and Myspace advertising and notifications (the NOJHFF has direct contacts to more than 25,000 through these socially interactive internet venues)
- E. Announcements to Jazz Fest e-mail list (estimated at nearly 100,000 to national and international locations)
- F. Banner Ads and event listings with genre specific websites (Blues Revue & Blues Festival Guide)

**Off-Site**

- A. Billboards along Interstate 10 in Louisiana and Mississippi.
- B. Flyers

**Timeline**

- A. National blues magazines/print media will start in March 2010
- B. A formal press release of headliners and schedule will be announced in June 2010
- C. Internet campaigns and announcements will be heavy in July 2010 and September through October leading into the event.
- D. Billboards will be in place 30 days prior to the event
- E. Flyers will be posted 30 days prior to the event

**Markets / Demographic Data**

- A. General population and people with strong enthusiasm for music, Louisiana music, blues, American traditions and music, Rhythm & Blues and Jazz Fest.
- B. Demographics show that most attendees are between the ages of 30 and 60 years of age and with a strong diversity of ethnic and racial backgrounds, and most were earned an average of \$50,000 to \$100,000 in annual incomes.
- C. Geographic targets by State: Louisiana, Mississippi, Alabama, Illinois, Missouri, Arkansas, Texas, New York, California
- D. Geographic targets by City: New Orleans, Baton Rouge, Lafayette (LA), Biloxi, Gulfport, St. Louis, Mobile, Jackson, Foley, Gulf Shores, Chicago, Kansas City, Little Rock, Houston, New York City, San Francisco, Los Angeles.

**Please See Media Plan Attachment B for detailed out-of-region marketing plan**

**Additional Deliverables**

**On-Site**

- A. 2 stage backdrops
- B. Official event program guide
- C. Extensive signage opportunities

**Web**

- A. Dedicated event web site linked from Jazz & Heritage Foundation.

**The New Orleans Jazz and Heritage Foundation, Inc.**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

**Grant Amount: \$5,000.00**

**Print & Broadcast**

- A. Ads and/or editorial coverage in local and regional publications
2. Times Picayune, Gambit, Where Y'at, Offbeat Magazine
  - B. Live radio and Internet broadcast on WWOZ-FM (14 hours over two days)
  - C. Ads or PSA's on regional urban, community and NPR radio stations

**Performance Measures**

The NOJHFF documents and evaluates its events in several ways. Quantitatively, crowd estimations are assessed and compared with previous years' attendance rates and survey cards requesting demographic information and are collected from 1-2% of the audience members. These same survey cards are used to gather audience satisfaction and suggestions for improvement, and are used in conjunction with vendor, performer, and staff surveys to optimize the programming of future events. A report of all collected information is compiled in a report for staff use.

The NOJHFF believes that a modest percentage of festival-goers travel specifically for this event. We have made contact with several blues societies who have brought groups, and we have polled audience members who have stated they specifically traveled for this event, and three were international in 2010 (Australia, Netherlands and Canada). Feedback through social media, such as Facebook, indicates that this number will grow over time. The NOJHFF will in 2011 conduct a more thorough poll with a large sample to estimate who is coming purposely for this event.

The New Orleans Jazz and Heritage Foundation, Inc.  
 Event: Crescent City Blues and Barbeque Festival  
 Grant #541

Grant Amount: \$5,000.00

Exhibit A2

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
Living Blues	US, national,	¼ page, color	Issue June/July Deadline May, 10	20,000	\$513	\$256.50
Big City Blues and R&B	US, national,	half page, color	Issue Aug/Sep Deadline Jul 22	56,000	\$500	\$250
				<b>Total :</b>	<b>\$1013.00</b>	<b>\$506.50</b>

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	50% request of LOT
580 NPR stations, distributed through American Public Media	US, national (American Routes – syndicated show on 203 stations w/audience of 453,800 )	one 15-second spots a week for 6 weeks (6 total)	60 days prior to festival (broadcast dates vary by location)	\$5,000	\$1,352.25
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	\$2000	\$1000
KLSU	Baton Rouge, LA (Blue night Lounge with the Boogie Man– 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	\$522.50 (fifth week is discounted 25%)	\$261.25
KRVS	Lafayette, LA	4 spots a week for	4 weeks prior	\$500	\$250

The New Orleans Jazz and Heritage Foundation, Inc.  
 Event: Crescent City Blues and Barbeque Festival  
 Grant #541

Grant Amount: \$5,000.00

		5 weeks (20 total)	to festival		
WUWF	Pensacola, FL ("Blues Hound Greg Guzman" every Saturday at 10pm)	1 spot a week for 13 weeks (13 total)	3 months prior to festival	\$260	\$130
			Total:	8282.50	\$2,993.50

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Budgeted Cost	50% request of LOT
I-10	Biloxi, MS		30 days	\$750	\$375
I-10	Baton Rouge, LA		30 days	\$750	\$375
I-49	Shreveport, LA		30 days	\$750	\$375
I-49	Alexandria, LA		30 days	\$750	\$375
			Totals	\$3000.00	\$1500.00

**Summary**

Media	Budgeted Cost	50% Request of LOT
Print Placement (Magazine, Newspaper)	\$1013.00	\$506.50
Broadcast Placement (Radio/Television)	\$8282.50	\$2993.50
Outdoor Placement (Billboards)	\$3000.00	\$1500.00
Online Placement (Website)	0	0
<b>TOTAL</b>	<b>\$12295.50</b>	<b>\$5000.00</b>

Exhibit B

Budget

Grantee: The New Orleans Jazz and Heritage Foundation, Inc. Event: Crescent City Blues & BBQ Festival
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	Detail	LA LOT	Notes
<b>Income</b>			
<b>Foundation Revenues</b>		<b>\$78,715.00</b>	
<b>Private/Government</b>		<b>\$65,000.00</b>	<b>\$5,000.00</b>
Louisiana Office of Tourism	\$5,000.00	\$5,000.00	
National Endowment for the Arts	\$25,000.00		
Abita	\$10,000.00		
Barefoot Wine	\$1,000.00		
Frexienet	\$2,000.00		
T Mobile	\$7,500.00		
General Cigar	\$3,750.00		
LA Lottery	\$10,000.00		
South Arts	\$750.00		
<b>Festival Revenues</b>		<b>\$86,000.00</b>	
Beverages Sales	\$47,000.00		
Crafts Booth Rental	\$5,000.00		
Food Booth Rental	\$12,000.00		
Tshirts/CDs	\$16,000.00		
Tickets and Admissions	\$6,000.00		
<b>Total Income</b>		<b>\$229,715.00</b>	<b>\$5,000.00</b>
<b>Expenses</b>			
<b>Salary and Benefits</b>		<b>\$17,665.00</b>	
<b>Administrative Expenses</b>		<b>\$29,660.00</b>	

The New Orleans Jazz and Heritage Foundation, Inc.  
 Event: Crescent City Blues and Barbeque Festival  
 Grant #541

Grant Amount: \$5,000.00

Hospitality/Catering	\$5,000.00
Production	\$2,600.00
Food/Crafts	\$6,000.00
Clean Up Crew	\$10,350.00
<b>Total Contract Labor/Prof Service</b>	<b>\$18,950.00</b>
Insurance-Building/Liability	\$5,710.00

<b>Operating Expenses</b>	<b>\$3,650.00</b>
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<b>Development/Program expenses</b>	<b>\$162,740.00</b>
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Merchandise	\$9,500.00
Security Festival	\$10,500.00
Stage Production	\$25,300.00
Artist Fees	\$86,200.00
Facilities and Technical	\$24,690.00
Photography/Videotaping	\$2,100.00
PR/Marketing/Design	\$4,450.00

<b>Advertising</b>	<b>\$16,000.00</b>	<b>\$5,000.00</b>
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Local Marketing/Advertising \$3,704.50

Out-of-region Marketing/Advertising \$12,295.50 \$5,000.00 please see media plan

<b>Total Expenses</b>	<b>\$229,715.00</b>	<b>\$5,000.00</b>
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The New Orleans Jazz and Heritage Foundation, Inc.  
 Event: Crescent City Blues and Barbeque Festival  
 Grant #541

Grant Amount: \$5,000.00

Exhibit C

Louisiana Office of Tourism Marketing Grant

Final Report Form FY 11-12

SECTION I: Grantee Information

Name of Event \_\_\_\_\_  
 Event Date \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Grant Award Amount \_\_\_\_\_  
 Primary Contact for Event \_\_\_\_\_  
 Phone Number \_\_\_\_\_  
 Email \_\_\_\_\_

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. 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
<b>Totals</b>					\$ _____	\$ _____

Broadcast Placement (Radio/Television)

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



**The New Orleans Jazz and Heritage Foundation, Inc.**  
**Event: Crescent City Blues and Barbeque Festival**  
**Grant #541**

**Grant Amount: \$5,000.00**

- buying house or advertising agency), Grantee must provide an invoice from the third party agent **and** an invoice from the media outlet from whom the media was purchased (e.g. Southern Living, USA Today, etc.)
- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:
    - Original ad placement tear sheets for print advertisements
    - Broadcast log reports indicating actual broadcast times and dates
    - Screenshots for online banner advertisements
    - Billboard photographs showing content
    - 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) **Measurements of Performance**- include but are not limited to the following: estimated attendance, 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.
  - 3) **Local/State/Regional Economic Impact**
  - 4) **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.
  - 5) **Profitability of the Event**

The final report summary should include all five (5) headings mentioned above.