

The New Orleans Jazz and Heritage Foundation, Inc.
Event: 2012 Louisiana Cajun and Zydeco Festival
Grant #556

Grant Amount: \$3,941.00

**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 (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 9-10, 2012, 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

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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.
- 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

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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.

2. Payment Terms

In consideration of the work described above, State hereby agrees to pay Grantee a maximum sum of **THREE THOUSAND NINE HUNDRED FORTY ONE AND 00/100 DOLLARS (\$3,941.00)**. 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 June 30, 2012.**

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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 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.

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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.

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 July 30, 2012.

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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 June 9-10, 2012. 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 June 30, 2012**.

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 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.

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

WITNESSES:

Donald Kharabea
Shann Hudson Stowe

The New Orleans Jazz and Heritage
Foundation, Inc.

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

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

WITNESSES:

[Signature]
Luann Bone

Department of Culture, Recreation, &
Tourism

[Signature]
James L. Hutchinson, Assistant Secretary
Office of Tourism

Exhibit A 1

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 BeauSoleil, 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, Beausoleil, 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.

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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 who 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

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- 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

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	1 15-second spot a week for 4 weeks (4 total)	30 days prior to festival (broadcast dates vary by location)	\$3,000	\$1,500
KBON	Lafayette, LA	5 15-second spots per week for 4 weeks w/ 50% of spots in “bonus” times: Sunday 12pm-9pm or M/T 6pm-9pm (20 total)	60 days prior to festival	\$1000	\$500
KLRZ	Larose, LA	5 spots a week for 2 weeks (10 total)	4 weeks prior to festival	\$600	\$300
KLSU	Baton Rouge, LA (Front Porch <i>Fais Do-do</i> – 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	\$261.00
KRVS	Lafayette, LA	4 spots a week for 3 weeks (12 total)	3 weeks prior to festival	\$250	\$125
WUWF	Pensacola, FL (“Musical Gumbo”)	1 spot a week for 13 weeks (13 total)	3 months prior to festival	\$260	\$130
KNON	Dallas, TX (“Cajun Show”)	72 40-second spots/month, 52 during Rock	4 weeks prior to festival	\$450	\$225

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		programs, 20 during Blues programs (72 total)			
KOOP	Austin, TX ("Fais Do Do")	12 announcements a month for 3 months (36 total)	3 months prior to festival	\$300	\$150
			Total	\$6,382.50	\$3,191.00

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Budgeted Cost	50% request of LOT
I-10	Gulfport, MS		30 days	\$750	\$375
I-10	Baton Rouge, LA		30 days	\$750	\$375
			Total	\$1500.00	\$750.00

Summary

Media	Budgeted Cost	50% Request of LOT
Print Placement (Magazine, Newspaper)		
Broadcast Placement (Radio/Television)	\$6,382.50	\$3,191.00
Outdoor Placement (Billboards)	\$1500.00	\$750.00
Online Placement (Website)		
TOTAL	\$7,882.50	\$3,941.00

Exhibit B

Budget

Grantee: New Orleans Jazz and Heritage Foundation
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	Detail	LA LOT	Notes
Income			
Foundation Revenues	\$61,582.72		
Private/Government	\$12,441.00	\$3,941.00	
Louisiana Office of Tourism	\$3,941.00	\$3,941.00	
Abita	\$5,000.00		
Luzianne	\$3,500.00		
Festival Revenues	\$48,950.00		
Beverages Sales	\$30,000.00		
Crafts Booth Rental	\$2,400.00		
Food Booth Rental	\$10,000.00		
Tshirts/CDs	\$6,550.00		
Total Income	\$122,973.72	\$3,941.00	
Expenses			
Salary and Benefits	\$10,017.72		
Administrative Expenses	\$3,050.00		
Hospitality Catering	\$2,000.00		
Insurance-Building/Liability	\$1,050.00		
Operating Expenses	\$625.00		
Development/Program	\$99,840.00		

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expenses			
	<i>Production</i>	\$2,500.00	
	<i>Food/Crafts</i>	\$4,500.00	
	<i>Clean Up Crew</i>	\$1,000.00	
Total Contract Labor/Prof Service		\$8,000.00	
	<i>Merchandise</i>	\$2,500.00	
	<i>Security Festival</i>	\$5,000.00	
	<i>Stage Production</i>	\$18,000.00	
	<i>Artist Fees</i>	\$40,800.00	
	<i>Facilities and Technical</i>	\$14,740.00	
	<i>Photography/Videotaping</i>	\$800.00	
	<i>PR/Marketing/Design</i>	\$2,000.00	
Advertising		\$9,000.00	\$3,941.00
	<i>Local Marketing/Advertising</i>	\$1,500.00	
	Out-of-region Marketing/Advertising	\$7,500.00	\$3,941.00 please see media plan
Total Expenses		\$122,532.72	\$3,941.00

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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
Totals					\$ _____	\$ _____

Broadcast Placement (Radio/Television)

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

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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.