

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

Agency/Program: Office of Tourism

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

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program Competitive Grant Program
 - Line Item Appropriation
 - Letter of Agreement

- | 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: 
Contract Monitor

 7/13/12
Appointing Authority

9/6/12
Date

Date

Grantee: New Orleans Jazz & Heritage Festival Foundation, Inc. Grant Amount: \$2,302.13
Event: 2012 Crescent City Blues & BBQ Festival
Grant # 631

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

**Competitive Grant Program
FY 2012-2013**

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 N. Rampart St., New Orleans, LA 70116, phone: 504.558.6100, email: dmarshall@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

The goal of the LOT Competitive Grant Program is to fund activities that significantly increase tourism travel to 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; (2) to strengthen Louisiana's tourism partnerships and alliances to support Louisiana's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

a. Event Marketing. In accordance with the LOT's stated goals, the Grantee hereby agrees to market the 2012 Crescent City Blues and BBQ Festival ("Event") scheduled to be held October 12-14, 2012 as set forth in its LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

b. Qualifying Marketing Expenses. Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred 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. State funds from any other source may not be applied towards the mandatory cash match to be provided by the Grantee.

c. Event Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts to ensure the eligibility of marketing and advertising materials and expenses that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism

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logo and/or verbiage, as applicable and as described above. Unapproved marketing and advertising materials and expenses may not be eligible for reimbursement.

d. 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.
- 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."*

e. 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 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 expense 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 may not be considered an eligible expense. Only eligible expenses will be approved for reimbursement. Any substantial change to this Agreement will require a written amendment, executed by all parties, as set forth herein.

f. 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 lapse without contact, the State may initiate the process of revoking this Grant.

2. Payment Terms

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In consideration of the work described above, the State hereby agrees to pay Grantee a maximum sum of **TWO THOUSAND THREE HUNDRED TWO DOLLARS AND 13/00 CENTS (\$2,302.13)**. Travel and other expenses not specified in the terms of this Agreement are not reimbursable.

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 this Agreement, 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 the Grantee 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. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. 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 set by 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.

Payment is contingent upon the availability of funds 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. It is anticipated that there will be a single payment made under this Grant Agreement. No payment shall be made until after the Event. Payment will be made on a reimbursement basis for qualifying marketing expenses actually incurred by the Grantee as specified within this Agreement and in accordance with the Grant program guidelines.

b. Original Invoice. Grantee shall deliver to the State's Contract Monitor an original invoice, a Final Report (**Exhibit C**) by December 21, 2012, 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 Agreement. 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 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).

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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 also 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 (Exhibit C) 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 qualifying marketing expenses actually incurred by the Grantee are eligible for the 50% reimbursement.

d. Act 13 Clause. Grantee is informed that no funds appropriated under Act 13 of the 2012 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 the 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 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 11, 2012 and shall terminate on January 15, 2013.

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

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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.

5. Amendments in Writing

Except as provided in Section 1 (e), 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.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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 and/or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Grantee that are related to this grant.

Any quasi public agency or body as defined in La. R.S. 24:513 A (1)(b) shall designate an individual who shall be responsible for filing annual financial reports with the Legislative Auditor and shall notify the Legislative Auditor of the name and address of the person so designated (La. R.S. 24:513 H (2)(a)).

11. 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.

12. Non-assignability

The Grantee shall not assign any interest in this Agreement 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.

13. Anti-discrimination

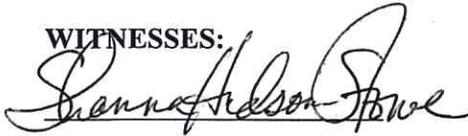
The Grantee agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973 as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the

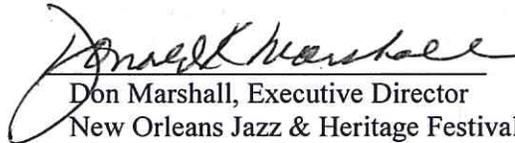
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Education Amendments of 1972, the Age Discrimination Act of 1972, the Fair Housing Act of 1968 as amended, and Grantee agrees to abide by the Requirements of the Americans with Disabilities Act of 1990. Grantee agrees not to discriminate in its employment 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.

THIS DONE AND SIGNED AT New Orleans, Louisiana on the 23 day of July, 2012.

WITNESSES:





Don Marshall, Executive Director
New Orleans Jazz & Heritage Festival &
Foundation, Inc.

THIS DONE AND SIGNED AT Baton Rouge, Louisiana on the 13 day of July, 2012.

WITNESSES:




**Department of Culture, Recreation, &
Tourism**

 7/13/12
Kyle Edmiston, Assistant Secretary
Office of Tourism

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Exhibit A 1 Event Marketing Plan

Event Description - Narrative, including background of Event

The 8th annual Crescent City Blues & BBQ Festival will be held Friday, Saturday and Sunday, October 12-14, 2012, in Lafayette Square Park, New Orleans, Louisiana. The New Orleans Jazz & Heritage Festival and Foundation (NOJHFF) have held 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 provide live music and interviews with performers.

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

Key Elements

3 days: Friday 5pm till 9pm. Saturday & Sunday 11am till 7:30pm

3 Stages: "St. Charles Stage"; Main music performance backing up to St. Charles Avenue

"Carondelet Stage"; Music performance backing up to Camp Street

"Oral History Stage"; Intimate stage with performer interviews

Food Court: 12 New Orleans barbecue

Crafts Area: 20 vendor-marketplaces of locally produced, fine arts and crafts

3 Beverage Stations: Beer, wine, cocktails, water, soft drinks and other beverages. Two "Sport Bars" for sport viewing

CD Tent: Music and CD signings by artists and event souvenirs

2 Foundation information and t-shirt/merchandise tent

VIP hospitality area: For Guests of Event and Official Sponsors and producers

Site capacity: 15,000 per day

Attendance 2011: 25,000 over three days

Estimated Attendance 2012: 30,000 over three days

Goals and Objectives - Specific goals and objectives for Event

In only seven years, the economic impact of this festival has grown dramatically, and it will continue to grow in years to come. In 2008, the festival produced direct spending of 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. Given the festival's history of consistent growth, and the addition of a Friday night line-up, we expect that economic impact will increase to more than two million dollars in 2012.

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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 9 countries.

Education / Outreach

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

In 2011, the educational outreach in conjunction with the Crescent City Blues & BBQ Festival expanded in two ways that will continue in years to come:

- i) Featured performers from the festival presented special workshops for students at the Don Jamison Heritage School of Music in the week leading up to the event.
- ii) The Foundation's literary outreach program, the Tom Dent Congo Square Lecture Series, will feature public oral history interviews with festival performers.

Target Audience(s) - Describe target audience for Event

The target audiences for the Crescent City Blues & BBQ Festival are people of all ages, races, abilities and backgrounds, who have an interest in the music heritage and history of American blues music. A survey taken in 2008 showed a diverse audience in terms of age and racial backgrounds. It also showed that a large part (57 percent) of the audience comes from the New Orleans metro area and from Louisiana, and another big part (35 percentage) comes from out of the state (mainly from the Gulf - Texas, Alabama, Florida and abroad). The festival is 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
 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 Twitter advertising and notifications (the NOJHFF has direct contacts to more than 25,000 through these socially interactive internet venues)

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- 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. Letters and notifications will be sent to hotel concierges in the local area
- B. The Foundation headquarters will host a large placard announcing the event
- C. Flyers

Timeline

- A. National blues magazines/print media will start in May
- B. A formal press release of headliners and schedule will be announced in June
- C. Internet campaigns and announcements will be heavy in July 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 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 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 - Any element of visibility or opportunity for LOT to leverage its support of this project.

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.

Print & Broadcast

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

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Ads or PSA's on regional urban, community and NPR radio stations

Performance Measures - *Specific, quantifiable tracking and evaluation measures for Event. Describe plan to measure achievement of objectives.*

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 2011 (Australia, Netherlands and Canada). Feedback through social media, such as Facebook, indicates that this number will grow over time.

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**Exhibit A2
 Media Plan**

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Actual Cost	LOT 50% Match	
Living Blues	National	Full Page	June 2012	22,000	\$1,815.00	\$907.50	
Living Blues	National	Full Page	July 2012	22,000	\$1,815.00	\$907.50	
Big City Rhythm & Blues	National	Full page	Aug/Sept 2012	58,000	\$825.00	\$412.50	
					Totals:	\$4,455.00	\$1,302.13

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/Frequency	Broadcast Dates	Actual Cost	LOT 50% Match	
580 NPR stations, distributed through American Public Media	US, national (American Routes – syndicated show on 203 stations w/audience of 453,800)	two 15-second spots a week for 6 weeks (6 total)	60 days prior to festival (broadcast dates vary by location)	\$4,000	\$1,000.00	
				Totals:	\$4,000.00	\$1,000.00

Summary

Media	Budgeted Cost	Request of LOT
Print Placement (Magazine, Newspaper)	\$4,455.00	\$1,302.13
Broadcast Placement (Radio/Television)	\$4,000.00	\$1,000.00
TOTAL	\$8,455.00	\$2,302.13

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**Exhibit B
 Event Budget**

Crescent City Blues & BBQ Festival 2012			
	Detail	LA LOT	Notes
Income			
Foundation Revenues	\$78,715.00		
Private/Government	\$62,302.13	\$2,302.13	
Louisiana Office of Tourism	\$2,302.13	\$2,302.13	
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		
Festival Revenues	\$86,000.00		
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		
Total Income	\$227,017.13	\$2,302.13	
Expenses			
Salary and Benefits	\$17,665.00		
Administrative Expenses	\$29,660.00		
Hospitality/Catering	\$5,000.00		
Production	\$2,600.00		
Food/Crafts	\$6,000.00		

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<i>Clean Up Crew</i>	\$10,350.00		
Total Contract Labor/Prof Service	\$18,950.00		
<i>Insurance-Building/Liability</i>	\$5,710.00		
Operating Expenses	\$3,650.00		
Development/Program expenses	\$162,740.00		
<i>Merchandise</i>	\$9,500.00		
<i>Security Festival</i>	\$10,500.00		
<i>Stage Production</i>	\$25,300.00		
<i>Artist Fees</i>	\$86,200.00		
<i>Facilities and Technical</i>	\$24,690.00		
<i>Photography/Videotaping</i>	\$2,100.00		
<i>PR/Marketing/Design</i>	\$4,450.00		
Advertising	\$13,204.50	\$2,302.13	
<i>Local Marketing/Advertising</i>	\$3,704.50		
Out-of-region Marketing/Advertising	\$9,500.00	\$2,302.13	please see media plan
Total Expenses	\$226,919.50	\$2,302.13	

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Exhibit C

**Louisiana Office of Tourism Marketing Grant
 Final Report Form FY 12-13**

SECTION I: Grantee Information

Name of Event	
Event Date	
Organization	
Grant Amount	
Primary Contact (POC)	
POC - Phone Number	
POC - 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.

****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 Number	Actual Cost	LOT 50% Match
Totals:					\$	\$

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

Grantee: New Orleans Jazz & Heritage Festival Foundation, Inc. Grant Amount: \$2,302.13
 Event: 2012 Crescent City Blues & BBQ Festival
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Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

Online Placement (Website)

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target / Reach	Dates	Actual Cost	LOT 50% Match
Totals:			\$	\$

Grantees Grand Total	\$
LOT 50% Match Grant Total	\$
<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must include the official Louisiana Office of Tourism logo to be eligible for reimbursement.

- **Proof of Charge from Vendor:** Submit itemized media invoice reflecting date, description and dollar amount. If media is purchased from a third party (e.g. media 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

Grantee: New Orleans Jazz & Heritage Festival Foundation, Inc. Grant Amount: \$2,302.13
Event: 2012 Crescent City Blues & BBQ Festival
Grant # 631

- 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) **Economic Impact** - Provide information and/or statistics regarding the Economic Impact on the region (local and state.)
 - 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.