

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

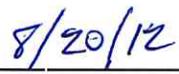
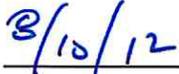
Agency/Program: Office of Tourism

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	 _____ Date
 _____ Appointing Authority	 _____ Date

Grantee: New Orleans Jazz & Heritage Festival Foundation, Inc.
Event: Louisiana Cajun-Zydeco Festival
Grant # 630

Grant Amount: \$1,290.60

**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 the 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 2013 Louisiana Cajun-Zydeco Festival ("Event") scheduled to be held June 8, 9, 2013, in New Orleans, LA 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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Event: Louisiana Cajun-Zydeco Festival
Grant # 630

Grant Amount: \$1,290.60

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, Judy Halloran, jhalloran@crt.la.gov, 225.342.8207, 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.

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2. Payment Terms

In consideration of the work described above, the State hereby agrees to pay Grantee a maximum sum of **ONE THOUSAND TWO HUNDRED NINETY DOLLARS AND 60/00 CENTSS (\$1,290.60)**. 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 August 8, 2013, 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

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cost as detailed in the Final Report (Exhibit C).

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 August 31, 2012, and shall terminate on August 31, 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

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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.

THUS DONE AND SIGNED AT New Orleans, Louisiana on the 16th day of August, 2012.

WITNESSES:

Maria Barnes

Ann DeJong

Don Marshall

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

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 10 day of August, 2012.

WITNESSES:

Martine Curcio
[Signature]

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

Kyle Edmiston 8/10/12
Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1 Event Marketing Plan

1.) 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, which have included 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. 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.

2.) 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.

3.) Target Audience(s)

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

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

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

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

- 1) Pockets of Zydeco enthusiasts can be identified through high concentrations of Zydeco festivals, radio programs, and performances that occur in specific locations across the United States. The Jazz & Heritage Foundation will reach these audiences through advertisements during Cajun-Zydeco radio programs occurring 30-60 days prior to the festival. We will also appeal to this group through targeted YouTube and Facebook advertisements, which will be shown to users watching Cajun-Zydeco videos (i.e. Beau Soleil, Buckwheat Zydeco, Lost Bayou Ramblers) on YouTube or who are fans of related pages (i.e. Zydeco, Cajun Zydeco, Jazz & Heritage Foundation) on Facebook.
- 2) The second group of potential festival attendees – folk and roots music fans 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.

4.) Additional Deliverables

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

5.) Performance 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.

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Grant Amount: \$1,290.60

**Exhibit A2
 Media Plan**

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost	50% request of LOT
Independent Weekly	Lafayette, LA	6.5 x 2.5	5/30/12	15,000	\$630.00	\$315.00
				Totals	\$630.00	\$315.00

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost	50% request of LOT
KLRZ	Larose, LA	30 sec / 33	5/28-6/9	\$500	\$175.00
KBON	Lafayette, LA	60 sec/ 25	6/6 – 6/10	\$510	\$130.60
KLEJ	Lafayette, LA	60 sec / 50	6/3 to 6/8	\$500	\$175.00
KRVS	Lafayette, LA	20 sec / 33	May 28-June 8	\$990	\$495.00
			Totals	\$2500.00	\$975.60

Grand total spent on qualifying marketing expenses

Print Placement (Magazine, Newspaper)	\$630.00	\$315.00
Broadcast Placement (Radio/Television)	\$2500.00	\$975.60
Totals	\$3,870.00	\$1,290.60

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**Exhibit B
 Event Budget**

LA Cajun Zydeco Festival 2013

Detail	LA LOT	Notes
Income		
Foundation Revenues	\$61,582.72	
Private/Government		
Louisiana Office of Tourism	\$9,790.60	\$1,290.60
Abita	\$5,000.00	\$1,290.60
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	\$120,323.32	\$1,290.60
Expenses		
Salary and Benefits	\$10,017.72	

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Administrative Expenses	\$3,050.00
Hospitality Catering	\$2,000.00
Insurance-Building/Liability	\$1,050.00
Operating Expenses	\$625.00
Development/Program expenses	\$99,840.00
Production	\$2,500.00
Food/Crafts	\$4,500.00
Clean Up Crew	\$1,000.00
	\$8,000.00
Merchandise	\$2,500.00
Security Festival	\$5,000.00
Stage Production	\$18,000.00
Artist Fees	\$40,800.00
Facilities and Technical	\$14,740.00
Photography/Videotaping	\$800.00
PR/Marketing/Design	\$2,000.00
Advertising	\$6,500.00 \$1,290.60
Local Marketing/Advertising	\$1,500.00
Out-of-region Marketing/Advertising	\$5,000.00 \$1,290.60 please see media plan
Total Expenses	\$120,032.72 \$1,290.60

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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:				\$	\$

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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 Grant Total	\$
LOT 50% Match Grant Total	\$

<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$
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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

- 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.