



## **Exhibit A 1 Marketing Plan**

### **Event Description - Narrative, including background of Event.**

The 9<sup>th</sup> annual Crescent City Blues & BBQ Festival will be held Friday, Saturday and Sunday, October 17-19, 2014, 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:

- "Dancehall Stage"; Main music performance backing up to St. Charles Avenue
- "Juke Joint Stage"; Music performance backing up to Camp Street
- "Oral History Stage"; Intimate stage with performer interviews

1 Food Court: 12 New Orleans barbecue

1 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

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

2 Foundation information and t-shirt/merchandise tent

1 VIP hospitality area:

For Guests of Event and Official Sponsors and producers

### **Goals and Objectives**

Specific goals and objectives for Event

In only eight years, the economic impact of this festival has grown dramatically, and it will continue to grow in years to come. In 2013, the festival produced direct spending of more than \$250,000. Based on sales reports from food, beverage, craft and merchandise vendors, secondary spending from the 2013 event is estimated to be more than 3 times beyond the production budget of the festival. The 2013 Crescent City Blues & BBQ Festival's estimated economic impact was approximately two 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 2014.

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 2013, 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 2010 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 (*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 (*WWOZ, WWNO, Old School 106.7.*)
- D. Promotion on Local TV calendars and local "guest shows" (*WWL, WYES, WLAE, WVUE, Fox 8, WDSU*)
- E. Extensive genre-focused national advertising campaign (*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)
- 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

Grantee: New Orleans Jazz & Heritage Festival Foundation  
Event: Crescent City Blues & BBQ Festival

Grant Amount: \$3,266.75  
Grant: #938

- 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 A-2 for detailed out-of-region marketing plan**

**Additional Deliverables** - *Any element of visibility or opportunity for LOT to leverage its support of this project. (For example: Event signage with the LouisianaTravel.com logo recognizing LOT for the grant award.)*

**On-Site:** 2 stage backdrops, Official event program guide, Extensive signage opportunities

**Web:** 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)
- D. 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.

**Exhibit A2  
 Media Plan**

**Print Placement (Magazine, Newspaper)**

\* approximate value

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost	LOT Match
Living Blues	National	Full Page	June 2013	22,000	\$1,996.00	\$0
Living Blues	National	Full Page	July 2013	22,000	\$1,996.00	\$998.00
Big City Rhythm & Blues	National	Full page	Aug / Sept 2013	58,000	\$825.00	\$412.50
<b>Total :</b>					<b>\$4,817.00</b>	<b>\$1,410.50</b>

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Budgeted Cost	LOT Match
Biloxi/Gulfport metro MS	Gulfport, MS	20'x30'	August / September 2014	\$1,225.00	\$612.50
Baton Rouge, LA I-10 panel 70386	Baton Rouge, LA	14'x48'	August / September 2014	\$1,225.00	\$612.50
Baton Rouge, LA I-10 panel 70387	Baton Rouge, LA	14'x48'	August / September 2014	\$1,225.00	\$612.50
<b>Total</b>				<b>\$3,675.00</b>	<b>\$1,837.50</b>

**Online Placement (Website)**

Web Site Name	Web Site Address	Dates	Budgeted Cost	LOT Match
<b>Total :</b>				

**Summary**

Media	Budgeted Cost	50% Request of LOT
Print Placement (Magazine, Newspaper)	\$4,817.00	\$1,410.50
Outdoor Placement (Billboards)	\$3,675.00	\$1,837.50
<b>TOTAL</b>	<b>\$8,492.00</b>	<b>\$3,248.00</b>

**Exhibit B  
 Budget**

**Crescent City Blues & BBQ Festival 2014**

<b>Income</b>	<b>Detail</b>	<b>LA LOT</b>	<b>Notes</b>
<b>Foundation Revenues</b>	<b>\$89,000.00</b>		
<b>Private/Government</b>	<b>\$58,248.00</b>	<b>\$3,248.00</b>	
<b>Louisiana Office of Tourism</b>	<b>\$3,248.00</b>	<b>\$3,248.00</b>	Out of Region Advertising
National Endowment for the Arts	\$25,000.00		
Abita	\$10,000.00		
TBA	\$5,000.00		
General Cigar	\$5,000.00		
LA Lottery	\$10,000.00		
<b>Festival Revenues</b>	<b>\$102,000.00</b>		
Beverages Sales	\$47,000.00		
Crafts Booth Rental	\$7,500.00		
Food Booth Rental	\$13,500.00		
Tshirts/CDs	\$22,000.00		
Tickets and Admissions (VIP access)	\$12,000.00		
<b>Total Income</b>	<b>\$249,248.00</b>	<b>\$3,248.00</b>	
<b>Expenses</b>			
<b>Administrative Expenses</b>	<b>\$22,400.00</b>		
<i>Travel /Hotel / Airfare</i>	\$15,400.00		
<i>Insurance-Building/Liability</i>	\$5,000.00		
<i>Office Expense</i>	\$2,000.00		
<b>Development/Program expenses</b>	<b>\$201,000.00</b>		
<i>Merchandise</i>	\$10,000.00		
<i>Security Festival</i>	\$10,200.00		
<i>Stage Production</i>	\$27,250.00		
<i>Total Contract Labor/Prof Service</i>	\$18,950.00		
<i>Artist Fees</i>	\$86,500.00		
<i>Catering</i>	\$3,500.00		
<i>Facilities and Technical</i>	\$35,100.00		
<i>Photography/Videotaping</i>	\$2,400.00		
<i>PR/Marketing/Design</i>	\$7,100.00		
<b>Advertising</b>	<b>\$23,902.00</b>	<b>\$3,248.00</b>	
<i>Local Marketing/Advertising</i>	\$15,410.00		
<i>Out-of-region Marketing/Advertising</i>	\$8,492.00	\$3,248.00	please see media plan
<b>Total Expenses</b>	<b>\$247,302.00</b>	<b>\$3,248.00</b>	