



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

**Competitive Grant Program  
FY-14**

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 Foundation, 1205 N. Rampart St. New Orleans, LA 70116, Phone: 504-558-6100, email: [sstowe@jazzandheritage.org](mailto:sstowe@jazzandheritage.org) (hereafter sometimes referred to as “Grantee”) do hereby enter into this agreement (“Agreement”) under the following terms and conditions.

**1) Scope of Work**

The goal of the LOT Competitive Grant Program “Program” is to encourage and support marketing initiatives for tourism events that attract and retain visitors to the state and have a positive impact on Louisiana’s tourism economy. Specifically, the funds that are provided under the terms of the Program are intended to assist the LOT in fulfilling its public purpose and statutory mandate, La. R.S. 36:208(F), to be responsible for performing the functions of the state relating to promotion and advertisement of the historical, cultural, recreational, and commercial sites, events, and assets of the state; encourage and promote tourism and the tourist industry for the benefit of the people of this and other states and as a developing economic resource; and cooperate with local tourist promotion and convention agencies. The Program is designed to achieve the following tourism objectives: (1) strengthen Louisiana’s tourism partnerships and alliances; 2) support Louisiana’s tourism industry as a whole; and (3) increase visitation, length of stays, and visitor spending in Louisiana.

- a. **Event Marketing.** In accordance with the LOT’s stated goal and objectives, the Grantee hereby agrees to market the Crescent City Blues & BBQ Festival (“Event”) scheduled to be held October 18 – 20, 2013, in New Orleans, LA as set forth in the LOT approved Marketing Plan, Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).
- b. **Qualifying Marketing Expenses.** Upon completion of the Event, the Grantee may request reimbursement up to 50% of actual incurred costs for qualifying marketing expenses as defined in the LOT Grant Application and Guidelines (“Guidelines”). The Guidelines are accessible at <http://www.crt.state.la.us/tourism/grants.aspx>, and must be complied with when implementing the LOT approved Marketing and Media Plans. Grantees who are hosting first-time events may request reimbursement of up to 66% as specified in the Guidelines. For the purpose of this Program, qualifying marketing expenses are defined as the actual placement costs of media that is specifically targeted or directed to areas located outside of a 50-mile radius of the Event. LOT will not reimburse the Grantee for costs that are associated with ad creation or media production. Grantee shall not apply any State funds that are provided from other state sources towards the mandatory cash match that must be provided by the Grantee, under the terms of this Agreement. The total reimbursement shall not exceed the total amount of the LOT approved grant award.
- c. **Event Advertisements.** At least seven business days prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts, to

ensure compliance and the eligibility of marketing and advertising materials, and resulting expenses that will be funded by the State through the Program. Advertising materials must include the State's official tourism logo and/or verbiage, and must comply with the LOT January 1, 2012 Style Guide ("Guide") that has been established for logo placement (available at <http://www.crt.state.la.us/DOCUMENTARCHIVE/PassionLogo/BrandGuidelinesGuide.pdf>). LOT will not reimburse the Grantee for media and advertising media materials that have not been approved by the State as noted under the terms of this Agreement.

- d. **LOT as Official Sponsor.** Marketing and advertising expenses qualify for reimbursement only when the Grantee acknowledges LOT as an official sponsor of the Event as set forth herein and in the Guidelines.

Grantee shall:

- Prominently display the State's official tourism logo in all grant-funded printed promotional materials, visual advertising, and other publicity pieces that are distributed to the public to promote the Event, regardless of the media source.
  - Prominently display the State's official tourism logo on the Grantee's official Event websites and other prominent websites used to promote the Event. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>. The Guide for the proper placement of the logos is accessible at the website noted above in Item c.
  - Maintain an active link from the State's official tourism logo to the LOT's official tourism website [www.LouisianaTravel.com](http://www.LouisianaTravel.com) for the full term of this agreement.
  - Verbally recognize the State's support in all broadcast announcements/media scripts that are to be reimbursed by the State. Grantee shall include in all announcements and broadcast scripts, the following phrase "*Visit LouisianaTravel.com to plan your trip today.*"
  - Provide complimentary tickets and/or passes to the Event and related activities that are associated with the Event (if tickets are required for admission) in quantities necessary for LOT's staff to monitor compliance, and carry out its legal responsibilities regarding the promotion of Louisiana tourism. Grantee shall contact the State regarding such access at least fourteen (14) days prior to the date(s) of the Event.
- e. **Changes to Agreement.** The Grantee may submit a written request, by mail or email, to the Contract Monitor for proposed changes to the Media Plan, Marketing Plan, or Budget (Exhibits A1, A2, and B). The Grantee shall not request an increase in the maximum amount of the Grant award. The Contract Monitor will provide a written response of approval or rejection of the request to the Grantee within seven (7) business days. Other than as described herein, any changes to this Agreement will require a written amendment executed by all parties.
- f. **Communication.** Regular communication with the Contract Monitor is required (at least quarterly) throughout the term of this Agreement and is beneficial to both the Grantee and the State to ensure compliance with the terms of the Agreement and the Guidelines. The Grantee is required to submit a written notification to the Contract Monitor of any changes in the Grantee's contact information. Should a period of three months or more lapses without the Grantee communicating with the State's Contract Monitor, the State may at its option, initiate the process of revoking this Grant and terminating this Agreement.

The State's Contract Monitor for the Competitive Grant Program is:

Judy Halloran  
Phone: 225-342-8121  
Email: [JHalloran@crt.la.gov](mailto:JHalloran@crt.la.gov)  
Mailing Address: PO Box 94291, Baton Rouge, LA 70804-9291

- g. **Final Report.** Upon completion of the Event, the Grantee shall submit a Final Report as specified in Exhibit C. The Final Report may be mailed or delivered to the Contract Monitor. The Final Report form can also be downloaded from the LOT's website, <http://www.crt.state.la.us/tourism/grants.aspx>. Grantee shall complete each section of the Final Report, as applicable, which include:

- **Section I** - Grantee's Name and Contact Information
- **Section II** - Reimbursable Media – Qualifying Marketing Expenses listed under the appropriate media categories of the actual expenses incurred by the Grantee
- **Section III** - Documentation to support the reimbursement request for Media Purchases, which may include media invoices, advertising tear sheets, logs, and other acceptable documents as proof of advertising placement.
- **Section IV** – Final Report Summary – Provide details of the outcome of the Event as noted in Exhibit C.

## 2) Payment Terms

- a. **Maximum Payment.** In consideration of Grantee's compliance with all terms of the Program, the State hereby agrees to pay the Grantee a maximum sum of **FOUR THOUSAND NINE HUNDRED NINETY-THREE DOLLARS AND 88/00 (\$4,993.88)**. Travel and other expenses that are not specified in the terms of this Agreement are not reimbursable.
- b. **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 Guidelines.
- c. **Original Invoice.** After completion of the Event, the Grantee shall deliver to the Contract Monitor an original invoice on organization letterhead, the Final Report (Exhibit C), and all supporting documentation for preapproved qualifying expenses that have been incurred by the Grantee in compliance with the terms of this Agreement. The invoice submitted to the State shall reflect 50% (or 66% for first-time events) of the actual cost to the Grantee, up to the maximum amount of the Grant award.

The invoice must: 1) be submitted on Grantee's official letterhead, 2) contain the word "invoice," 3) not exceed 50% of incurred cost (66% for first-time events) up to the total amount of the grant award, 4) reference the Event, 5) be accompanied by supporting documentation for actual costs incurred, and 6) be accompanied by the detailed Final Report (Exhibit C).

- d. **Payment Reductions.** The State reserves the right to reconcile the invoice to the supporting documentation, and will reduce the payment in the event of any of the following:
- 1) an expense submitted to the State for reimbursement, but not preapproved by the State, 2) the request reflects reimbursements for non-qualifying expenses, 3) the State has not been acknowledged as a sponsor in media promotions in accordance with the terms of this Agreement, 4) inadequate supporting documentation for expenses, or 5) noncompliance with terms of this Agreement.
- LOT reserves the right to request and require additional information or documentation in order to adequately verify compliance with the terms of the Agreement.
- NOTE:** Grantee will not receive reimbursement for cancelled media or media purchased, but not placed by the Grantee.
- e. **Discrepancies.** The State will notify the Grantee of any inadequacies or deficiencies and will allow the Grantee reasonable opportunity to cure any defects. 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 any defect.
- f. **Processing.** After verifying the compliance, the Contract Monitor will authorize the payment of the invoice. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.
- g. **Use of Funds.** The Grantee shall be liable for all grant funds that have not been used in accordance with the terms and conditions of this Agreement and the Program Guidelines. If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, the 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, ceases to do business, or ceases to do business in Louisiana, it shall be required to repay the State in accordance with the State's terms or requirements.
- h. **Availability of Funds.** 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.

### 3) Act 14 Clause

Grantee is informed that no funds appropriated under Act 14 of the 2013 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](mailto:ebudgets@lla.la.gov).

### 4) 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.

**5) Term of Grant Agreement**

- a. This Grant Agreement shall begin on July 1, 2013 and shall terminate on December 31, 2013.
- b. The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.
- c. The Event is scheduled to be held October 18 – 20, 2013 in New Orleans, LA.
- d. Grantee must submit to the Contractor Monitor an original invoice, a Final Report (Exhibit C), and all supporting documentation due by December 15, 2013.
- e. If the Grantee is unable to deliver the State benefits as specified, or perform the work within the term of the Agreement, the Grantee shall 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.
- f. 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 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 Guidelines and addenda issued thereto by the LOT, and 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 Guidelines) shall take precedence, followed by the provisions of the 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 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. Rev. Stat. 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 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

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

Grant Amount: \$4,993.88  
Grant: #900

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 \_\_\_\_\_, Louisiana on the \_\_\_\_ day of \_\_\_\_\_, 2013.

**WITNESSES:**

  
\_\_\_\_\_

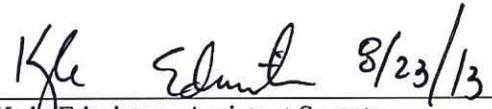
  
\_\_\_\_\_  
Anthony Ruda, President  
for New Orleans Jazz & Heritage Festival Foundation

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the \_\_\_\_ day of \_\_\_\_\_, 2013.

**WITNESSES:**

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

  
\_\_\_\_\_

  
\_\_\_\_\_  
Kyle Edmiston, Assistant Secretary  
Office of Tourism

## **Exhibit A 1** **MARKETING PLAN**

### **1.) 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 18-20, 2013, 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 stylings with R&B tinges that are representative of Baton Rouge, to large electric bands with rough vocal stylings, to soloist on electric guitar or acoustic banjo. The festival is interested in showcasing the depth and breadth of the blues genre 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  
(2) 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

Site capacity: 15,000 per day

Attendance 2011: 25,000 over three days

Estimated Attendance 2013: 30,000 over three days

### **2.) 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 2012, 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 2012 event is estimated to be more than 3 times beyond the production budget of the festival. The 2012 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 2013.

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.

**3.) 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)
- 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**

#### **4.) 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)

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

#### **5.) 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.

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

Grant Amount: \$4,993.88  
 Grant: #900

Exhibit A2  
 Media Plan

**Print Placement (Magazine, Newspaper)**

\* approximate value

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted	LOT Match
Living Blues	National	Full Page	June 2013	22,000	\$1,996.00	\$998.00
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>\$2,408.50</b>

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted	LOT 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)	\$2,000	\$1,000
<b>Total:</b>				<b>\$2,000.00</b>	<b>\$1,000.00</b>

**Online Placement (Website)**

Web Site Name	Web Site Address	Dates	Budgeted	LOT Match
Baton Rouge Advocate	<a href="http://www.theadvocate.com">www.theadvocate.com</a>	60 days prior festival r to Festival	\$2,100.00	\$1,050.00
Mobile Press-Register Online	<a href="http://www.al.com">www.al.com</a>	60 days prior festival r to Festival	\$2,400.00	\$1,200.00
<b>Total:</b>			<b>\$4,500.00</b>	<b>\$2,250.00</b>

**Summary**

Media	Budgeted Cost	Request of LOT
Print Placement (Magazine, Newspaper)	\$4,817.00	\$2,408.50
Broadcast Placement (Radio/Television)	\$2,000.00	\$1,000.00
Online Placement (Website)	\$4,500.00	\$2,250.00
<b>TOTAL</b>	<b>\$11,317.00</b>	<b>\$4,993.88</b>

**Exhibit B**

<b>Crescent City Blues &amp; BBQ Festival 2013</b>			
	Detail	LA LOT	Notes
<b>Income</b>			
<b>Foundation Revenues</b>	<b>\$89,000.00</b>		
<b>Private/Government</b>	<b>\$59,993.88</b>		
<b>Louisiana Office of Tourism</b>	<b>\$4,993.88</b>	<b>\$4,993.88</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>\$250,993.88</b>	<b>\$0.00</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		

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<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>\$28,727.00</b>	<b>\$4,993.88</b>	
<i>Local Marketing/Advertising</i>	\$15,410.00		
<i>Out-of-region Marketing/Advertising</i>	<b>\$13,317.00</b>	<b>\$4,993.88</b>	please see media plan
<b>Total Expenses</b>	<b>\$252,127.00</b>	<b>\$4,993.88</b>	

Grantee: New Orleans Jazz & Heritage Festival Foundation  
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**Exhibit C**  
**Louisiana Office of Tourism Competitive Grant Program**  
**Final Report Form FY 14**

**SECTION I: Grantee's Contact 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 towards areas outside a 50-mile radius of the Event. Qualifying marketing expenses include the actual placement costs of media, but will not be applied to ad creative or media production expenses.

\*\*If awarded a grant, 50% (or 66% for first-time events) 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	Match Amount
<b>Totals:</b>					\$	\$

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Market Area (DMA)	Spot length/Frequency	Broadcast Dates	Actual Cost	Match Amount
<b>Totals:</b>				\$	\$

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Actual Cost	Match Amount
<b>Totals:</b>				\$	\$

**Interactive Advertising / Web Banners**

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target Audience / Reach	Dates	Actual Cost	Match Amount
<b>Totals:</b>			\$	\$

**Marketing Promotional Video** - Only \$2,500 of grant award can be used towards a single marketing promotional video

Company Producing Video	Target Audience	Dates video	Actual Cost	Match

		will air		Amount
		<b>Totals:</b>	\$	\$

Grantees grand total spent on qualifying marketing expenses	\$
Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award or 66% for first-time events	\$
<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$

**Section III: Documentation to Support the Reimbursement Requests (Proof of Media Purchases)**

Note: All media must adhere to the logo/mention guidelines listed in the Grant Application and Agreement.

- **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 which the media was purchased.
- **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:**

- Prepare and submit a one to two (1-2) page typed summary of the outcome of the Event, taking into consideration the goals, objectives, measures of performance, and the impact that the Event had on tourism in the area and the state, which should include:
  - 1) **Objectives Achieved** – Based on the Program objectives listed on page 1 of this Agreement, list accomplishments that show achievement of the overall goal of impacting tourism.
  - 2) **Measurements of Performance** – Provide measurable data or figures that indicate performance outcome, which may include but are not limited to the following: estimated attendance, admissions revenue, vendor registrations, public entry fees collected, etc.
  - 3) **Economic Impact** - Provide available economic impact information (number of hotel room nights generated, occupancy rates/ADR, food, beverage, and other tax revenue generated, and visitor spending, etc.) for the local community, region, and state.
  - 4) **Media Relations** – Provide supporting documentation for media relations that may include but are not limited to the following: copies of news releases, newspaper clippings, articles from various media publications, flyers, itineraries, photographs and programs.
  - 5) **Profitability of the Event** – Provide the total estimated cost of producing the Event this year, and the total estimated income generated from sales, vendor registrations, and entry fees, if applicable.

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