

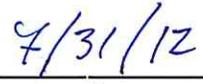
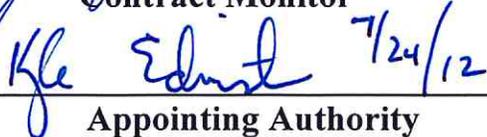
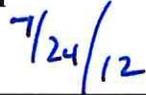
**Office of Lt. Governor/
Department of Culture, Recreation & Tourism
Funding Agreement Checklist**

Agency/Program: Office of Tourism

Recipient: Confrerie d' Abbeville de L'Omelette Geante, LTD.

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program CGP
 - 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: Confrerie d' Abbeville de L'Omelette Geante, LTD.
Event: Giant "5000 egg" Omelette Celebration
Grant #611

Grant Amount: \$1,393.81

**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 Confrerie d' Abbeville de L'Omelette Geante, LTD., PO Box 1272, Abbeville, LA 70511, phone: 337.893.3082, email: julyonehome@cox.net (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 Giant "5000 egg" Omelette Celebration ("Event") scheduled to be held November 3, 4, 2012, in Abbeville, 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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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

Grantee: Confrerie d' Abbeville de L'Omelette Geante, LTD.
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In consideration of the work described above, the State hereby agrees to pay Grantee a maximum sum of ONE THOUSANDTHREE HUNDRED NINETYTHREE DOLLARS AND 81/00 CENTS \$1,393.81. 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 January 3, 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 cost as detailed in the Final Report (Exhibit C).

Grantee: Confrerie d' Abbeville de L'Omelette Geante, LTD.
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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 31-1506045.

4. Term of Grant Agreement

This Grant Agreement shall begin on July 25, 2012 and shall terminate on January 25, 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

Grantee: Confrerie d' Abbeville de L'Omelette Geante, LTD.
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1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973 as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1972, the Fair Housing Act of 1968 as amended, and Grantee agrees to abide by the Requirements of the Americans with Disabilities Act of 1990. Grantee agrees not to discriminate in its employment practices, and will render services under this Agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation or disabilities. Any act of discrimination committed by the Grantee, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

THUS DONE AND SIGNED AT Abbeville, Louisiana on the 26 day of July, 2012.

WITNESSES:

Roslyn Flechete
Arlene B. White

Dolores Landry, Pres.
Dolores Landry, President
Confrerie d' Abbeville de L'Omelette
Geante, LTD.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 27 day of July, 2012.

WITNESSES:

Marlene Curran
Judy K. Halban

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

Kyle Edmiston 7/27/12
Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1 Marketing Plan

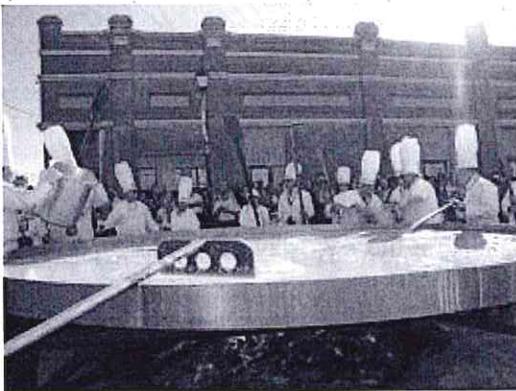
Event Description

History of the Giant Omelette

According to legend, when Napoleon and his army were traveling through the south of France, they decided to rest for the night near the town of Bessieres. Napoleon feasted on an omelette prepared by a local innkeeper which was such a culinary delight that he ordered the townspeople to gather all the eggs in the village and to prepare a huge omelette for his army the next day.

From this beginning, the omelette became a tradition to feed the poor of the village at Easter. It has also become the symbol of a world-wide fraternity, rich in friendship, tradition and cultural exchange, known as the Confrerie.

Abbeville's Joining of the Confrerie



In 1984, three members of the Chamber of Commerce (Emery "Bichon" Toups, Tracy Kays, and Sheri Meaux) attended the Easter Omelette Festival in Bessieres, France and were later knighted the first of Abbeville's Chevaliers. They returned home with the determination to bring Abbeville closer to its French Heritage by hosting an omelette festival and joining the sisterhood of cities who celebrate the omelette - Bessieres, France; Frejus, France; Dumbea, New Caledonia; and Granby, Quebec in Canada. Malmedy, Belgium and Pigue, Argentina later joined the fraternity, bringing the number making seven locations to celebrate this festival annually.

Abbeville's Giant Omelette is truly an international festival.

Each year, foreign representatives from each of these cities arrive here to be knighted as chevaliers (chefs) into Abbeville's Confrerie (fraternity). Beneath majestic moss-covered live oak trees in historic Magadalen Square, they help to prepare the 5000 egg Giant Cajun Omelette. They also come to experience the area's joie de vivre, to share its rich culture, to meet and mingle with its people, and to make memories and friendships which last a lifetime. The omelette is then given away freely to all in attendance.

Come join in our Celebration and become closer to our French heritage through the cooking of the "Omelette of Friendship".

Goals and Objectives

To bring visitors from around the world to our town to share our unique way of celebrating the *Joie de vivre* and to impress upon them that it is indeed a genuine, rich way of life for South Louisiana. Satisfying this goal will result in repeat visitors to our area, which contributes to the economic base of the area and a positive image of our state.

Grantee: Confrerie d' Abbeville de L'Omelette Geante, LTD.

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Event: Giant "5000 egg" Omelette Celebration

Grant #611

To portray Louisiana as a state with diverse culture, a people who are educated, well traveled and ready to greet the world.

To encourage the preservation of the French language in the region.

To enhance the quality of life for Abbeville and Vermilion Parish residence by giving them a quality, free festival.

Target Audience

Although, we enjoy the day drive audience, we try to target the weekend drive market and country wide and international guest who fill our hotels, campgrounds and restaurants. We feel that these people will most likely return for repeat visits for other events in our town and the surrounding area.

Additional Deliverables

All handouts will include the LouisianaTravel.com logo.

The event MC will announce the support given by the Louisiana Office of Tourism on Saturday and Sunday during the festival. The LOT has a standing invitation to attend and speak at the Giant Omelette.

Performance Measures

We will get a report from our local tourist commission office of the sales tax reports for hotel motel tax that concur with the dates of the festival, with comparisons with months prior. This will be done at the end of the quarter, as many of our businesses report the taxes quarterly.

There will be an Arial surveillance and we will be able to track merchandise and liquid concession sales.

Art show vendors are also asked to provide comments on sales and visitors.

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 Event: Giant "5000 egg" Omelette Celebration
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Exhibit A2
Media Plan
 Giant "5000 egg" Omelette Celebration

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Projected Cost	LOT 50% Match
Louisiana Life	Greater Baton Rouge: 29%, Acadiana: 22%, Shreveport/Ruston/Monroe: 19% Greater New Orleans: 12%, Cenla (Central LA): 6%, Out of State: 12%	¼ color	May/June Issue	40000-50000	\$525.00	\$262.50
The Advocate	East & West Baton Rouge Parish, Ascension, Livingston, Southwest LA, Southeast LA, Acadiana, Plaquemine	2'X 5"	Last week of October	98,354	\$910.80	
The Times Picayune Flavor of the City	Parishes of: Orleans, Jefferson, St Tammany, St. Bernard, St. John, St. James, Plaquemines.	1 ¼" x 8"	3 Consecutive Friday's before event		\$646.26	
Louisiana Life	Greater Baton Rouge: 29%, Acadiana: 22%, Shreveport/Ruston/Monroe: 19% Greater New Orleans: 12%, Cenla (Central LA): 6%, Out of State: 12%	¼ color	Sept/Oct	40000-50000	\$525.00	
The Advertiser Media Network	Statewide distribution: Shreveport, Monroe, Alexandria, Lafayette/Opelousas	¼ color	Week prior to event	127,000-162,000	\$775.00	\$387.50
Totals:					\$3,382.06	\$650.00

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Projected Cost	LOT 50% Match
KLCL, KNGT, KHLA,	Lake Charles, LA	60 sec	Oct. 30-Nov 6	\$ 820.00	\$410.00
WWL TV	Baton Rouge and surrounding parishes	15 sec	Oct. 30-Nov.5	\$1942.38	
WJBO Radio	Baton Rouge, Zachary, Baker, Krotz Springs, Plaquemine , Port Allen and surrounding towns	15 sec	Oct. 31 – Nov. 5	\$1000.00	

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Radio/TV Cont:					
Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Projected Cost	LOT 50% Match
KATC TV	Reach: Alexandria, Lake Charles, Lafayette, West Baton Rouge,	60 sec	Oct. 28 – Nov.4	\$990.00	
KMDL Radio 97.3	Parishes: West Baton Rouge, St Landry, St Martin, Acadia, Vermilion, Iberia, West St. Mary, Iberville, Point Coupee	60 sec	Nov. 2 - 4	\$667.62	\$333.81
KTDY Radio 99.9	Parishes: West Baton Rouge, St Landry, St Martin, Acadia, Vermilion, Iberia, West St. Mary, Iberville, Point Coupee	60 sec	Nov. 2-4	\$490.00	
Totals:				\$5,910.00	\$743.81

Grantees Grand Total	\$9,292.06
LOT 50% Match Grand Total	\$1,393.81

Grantee: Confrerie d' Abbeville de L'Omelette Geante, LTD.
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Grant #611

Grant Amount: \$1,393.81

Exhibit B
Budget
Giant "5000 egg" Omelette Celebration

Sources of Revenue Amounts:

Cash on Hand (checking account)	\$ 2800
Savings (CD's)	\$ 20225

Expected Revenue

Art Show:

Booth Fees	\$ 8500	
Food Booth Fees	\$ 1800	
Coke Sales	\$ 4000	
Liquor Sales	\$ 4500	
Merchandise Sales	\$ 4000	
Total Art Show:		\$22,800

Membership Fees:

Membership Dues	\$ 5000	
Jr. Members Dues	\$ 150	
Guest Fees	\$1000	
Total Membership Fees		\$ 6150

Miscellaneous	\$ 240
Socials	\$ 750
Sponsorships	\$ 1500
Tour of Homes	\$ 2500

Total Expected Revenue	\$ 33,940
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Expenses

Art Show Expenses:

Bands	\$ 3000	
Coke Expenses	\$ 2000	
Liquor Expenses	\$ 2400	
Merchandise Exp.	\$ 2500	
Postage/Copying	\$ 500	
Security	\$ 1000	
Utilities	\$ 200	
Total Art Show Expenses		\$11,600

Bank Service Charges	\$ 15
Program Expenses	\$ 8850
Professional Fees (Accounting)	\$ 315

Confrerie d'Abbeville

Grantee: Confrerie d' Abbeville de L'Omelette Geante, LTD.
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Recurring Expenses

Alliance Center	\$ 1200
General Confrerie	\$ 280
Golden Egg Award	\$ 1000
Insurance	\$ 2000
Kids World	\$ 150
Office Supplies	\$ 180
Omelette Cooking	\$ 1700
Omelette Band	\$ 500
Post Office Box	\$ 45
Postage	\$ 420
Publicity	\$ 1900
Waste Management	\$ 800

Total Recurring Expenses

\$10,175

Social Expenses

\$ 1000

Sponsorship Expenses

\$ 25

Tour of Homes Expenses

\$ 1900

Total Anticipated Expenditures

\$ 33,880

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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:				\$	\$

Outdoor Placement (Billboards)

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

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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 Grand 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

- 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.)

Grantee: Confrerie d' Abbeville de L'Omelette Geante, LTD.

Grant Amount: \$1,393.81

Event: Giant "5000 egg" Omelette Celebration

Grant #611

- 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.