

Louisiana Folk Roots, Inc.
PEI: Dewey Balfa Cajun and Creole Heritage Week
Grant #179

Grant Amount: **\$7,500.00**

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

**Project Enhancement Initiative (PEI) Grant
FY 2010-2011**

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 Louisiana Folk Roots, Inc, 101 W. Vermilion St., Lafayette, LA 70501, Phone: 337-234-8360 and Email: Vicki@lafolkroots.org (hereafter sometimes referred to as "Grantee") do hereby enter into this agreement ("Agreement") under the following terms and conditions.

1. Scope of Work

Grantee hereby agrees to execute and market the Dewey Balfa Cajun and Creole Heritage Week ("Project" or "PEI") scheduled to be held April 15–22, 2011 in Ville Platte, Louisiana as set forth in its LOT-approved **Business Plan and Media Plan (Exhibits A1 and A2)** and **Budget (Exhibit B)**.

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

a. Grant Award. Grantee shall be awarded no more than 50% of the total PEI's budget. Grantee must use a minimum of 25% of the grant award, but not more than 50%, for qualifying marketing expenses to implement the LOT-approved Media Plan for the PEI. Reimbursement will only be allowed for eligible project expenses and qualifying marketing expenses as these terms are defined in the LOT Grant Application and Guidelines. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been

Louisiana Folk Roots, Inc.

Grant Amount: **\$7,500.00**

PEI: Dewey Balfa Cajun and Creole Heritage Week

Grant #179

acknowledged as an official sponsor of the PEI, as set forth herein and the LOT Grant Application and Guidelines. Grantee must provide the State access to the Project/Event for monitoring and economic development purposes. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the PEI, as follows:

- Grantee shall prominently display the official Louisiana Office of Tourism logo on the Grantee's official websites and the official websites of the PEI. 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."***

c. PEI Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts for qualifying marketing and advertising materials funded by the State through the Competitive Grant Program. The materials should include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to this Agreement, the Grantee must submit any such proposed changes to the State in writing (email is acceptable), in advance. The Contract Monitor will notify the Grantee within 7 business days whether the change is acceptable. If the Grantee wishes to propose changes to its LOT- approved Media Plan, Grantee shall send a written request (email is acceptable) to Contract Monitor prior to media placement. Revision of the Scope of Work, Media Plan, Business Plan, or Budget may be allowable, but must have prior written approval from the State. Grantee may not request an increase in the maximum amount of the Grant award. Any item not listed in the Scope of Work, Business Plan, Media Plan, Budget, or that has not been approved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any other change to this agreement requires a written amendment, executed by all parties, as set forth herein.

Louisiana Folk Roots, Inc.
PEI: Dewey Balfa Cajun and Creole Heritage Week
Grant #179

Grant Amount: **\$7,500.00**

e. Communication. Close communication with the Contract Monitor throughout the term of this Grant Agreement is a requirement and a benefit of the Grant Agreement. Grantee is required to provide the Contract Monitor written notice of changes in the Grantee's contact information. If a period of three months or more lapses without contact, the State may initiate the process of revoking this Grant.

2. **Payment Terms**

In consideration of the work described above, State hereby agrees to pay Grantee a maximum sum of **SEVEN THOUSAND FIVE HUNDRED AND 00/100 DOLLARS (\$7,500.00)**.

This funding is contingent upon the availability of funds appropriated to the State by the Louisiana Legislature or accruing to the State from other sources. There will be two payments made under this Grant Agreement. The grant amount shall be paid in accordance with the following requirements:

a. First Payment. The first payment to the Grantee shall be 50% of the grant award rendered upon finalization and execution of the Grant Agreement, including **Exhibits A1, A2 and B (e.g., LOT-Approved Business Plan, LOT-Approved Media Plan, and LOT-Approved Budget)**, any documentation of financial obligations and business commitments already undertaken by the Grantee relevant to the grant-funded aspects of the Project, a **Grant Payment Request Form (Exhibit C)**, and the State's receipt of an original invoice in the amount of 50% of the grant award. The invoice must contain the word "invoice," must reference the PEI, and must be submitted on Grantee's letterhead. The original invoice may be mailed or delivered to the Contract Monitor.

b. Final Payment. The final payment of the remaining 50% of the grant award shall be rendered after the completion of the project in accordance with the following:

- Grantee shall submit its typed **Final Report (Exhibit D)**. The PEI Final Report form can 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, including:
 - Grantee Information
 - Reimbursable Media – A report of qualifying marketing expenses actually incurred by the Grantee, along with media vendor invoices and acceptable proof of

implementation, documenting that a minimum of 25%, but not more than 50% of the grant award was used for qualifying marketing expenses.

- Reimbursement Documentation for Project Expenses - Project vendor invoices that reflect qualifying project expenses actually incurred by the Grantee in compliance with the terms of the Grant Agreement.
- Final Report Summary
- Grantee shall submit an original invoice to the State in an amount not to exceed the remaining 50% of the grant award. The invoice must contain the word "invoice," must be submitted on Grantee's letterhead, must reference the PEI, and must include documentation that supports the qualifying project and marketing expenses incurred by the Grantee up to the maximum amount of the Grant award. The original invoice may be mailed or delivered to the Contract Monitor.
- Grantee shall submit a **Grant Payment Request Form (Exhibit C)**.

Grantee shall submit to the Contract Monitor a **Final Report (Exhibit D)**, an original invoice to the State, a **Grant Payment Request Form (Exhibit C)**, and all supporting documentation required to verify that the qualifying marketing expenses and project expenses were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, **due by June 24, 2011**.

LOT reserves the right to require additional information and deliverables as needed to verify compliance with the terms of the Grant Agreement.

Grantee will not receive reimbursement for cancelled project expenses, cancelled media or media not placed by the Grantee for any other reason. Only actual qualifying marketing expenses and project expenses incurred by the Grantee are eligible for reimbursement.

c. Payments. The Contract Monitor shall review and verify the invoices, reports and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Grant payments usually take 4 -6 weeks.

The State will reconcile the invoice to the supporting documentation. The State will adjust payments downward in the event the invoice includes a request for payment of expenses that are not qualifying marketing or project expenses, the State has not been acknowledged, the documentation to support the expense is missing or inadequate, or for noncompliance with the terms of this agreement.

Louisiana Folk Roots, Inc.
PEI: Dewey Balfa Cajun and Creole Heritage Week
Grant #179

Grant Amount: **\$7,500.00**

The State will provide the Grantee notice of the defect and 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.

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. 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.

d. Act 11 Clause. Grantee is notified that no funds appropriated under Act 11 of the 2010 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 entity (e.g., a grantee) executes an agreement (e.g., a grant agreement) and submits to the transferring agency (e.g., 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 transferring agency shall submit the 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 72-1463318.

4. Term of Grant Agreement

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **July 24, 2011**.

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

The PEI must be held in Louisiana. The PEI is scheduled to be executed April 15-22, 2011. All approved qualifying project and marketing expenses must be incurred by June 30, 2011.

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

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.

5. 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.

6. 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 payments 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.

7. Termination for Convenience

Louisiana Folk Roots, Inc.
PEI: Dewey Balfa Cajun and Creole Heritage Week
Grant #179

Grant Amount: \$7,500.00

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 further payments will be issued to the Grantee and any funds previously dispersed but unaccounted for by the date of said termination will be returned to the State by the Grantee within 30 days of termination.

8. 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.

9. Audit

It is hereby agreed that in accordance with La R. S. 24:513 auditors from the Louisiana Division of Administration, the Louisiana Department of Culture, Recreation and Tourism, and the Legislative Auditor of the State of Louisiana shall have the option of auditing all accounts of Grantee that are related to this grant.

10. 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.

11. Non-assignability

The Grantee shall not assign any interest in this grant and shall not transfer any interest in same (whether by assignment or notation), without prior written consent of the State, provided

Louisiana Folk Roots, Inc.
PEI: Dewey Balfa Cajun and Creole Heritage Week
Grant #179

Grant Amount: \$7,500.00

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.

12. 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 of discrimination committed by the Grantee, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

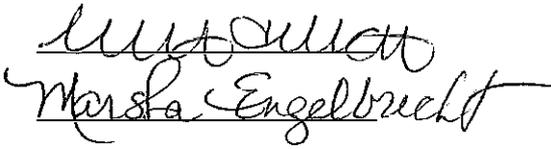
Louisiana Folk Roots, Inc.
PEI: Dewey Balfa Cajun and Creole Heritage Week
Grant #179

Grant Amount: \$7,500.00

THUS DONE AND SIGNED AT Lafayette, Louisiana on the 29 day of
March, 2011.

WITNESSES:

Louisiana Folk Roots

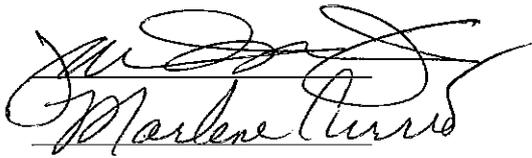

Marsha Engelbrecht


Vicki Chrisman
Administrative Director
Phone: 337-234-8360
Email: Vicki@lafolkroots.org

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 17 day of March
(month), 2011.

WITNESSES:

Department of Culture, Recreation, & Tourism


Marlene Curro

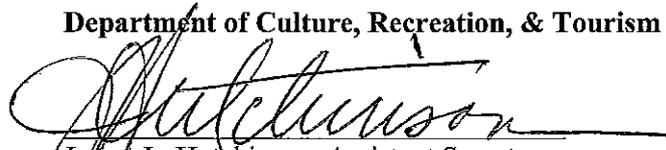

James L. Hutchinson, Assistant Secretary
Office of Tourism

EXHIBIT A1

BUSINESS PLAN

Project Purpose: The annual Dewey Balfa Cajun and Creole Heritage Week, which takes place at Chicot State Park in Evangeline Parish, is a comprehensive, culturally-immersive, experiential program that documents, teaches, interprets and celebrates the Cajun and Creole cultural heritage that is central to the identity of south Louisiana. This event features workshops, intensive lessons, master artist presentations, and other performances focusing on a wide range of traditional artistic expressions including music, dance, foodways, native crafts and storytelling, and also includes a family-oriented festival day.

Project Description: For the past 10 years, Louisiana Folk Roots has worked to provide unique opportunities for visitors not only from within our region but from outside our region and state as well to learn about and participate in the many expressions of Louisiana's venerable Cajun and Creole cultural traditions. Our flagship event, the Dewey Balfa Cajun and Creole Heritage Week (DBCCHW), Louisiana's own and only week-long immersive educational cultural camp, offers a wealth of such opportunities. Individuals who have a compelling interest in learning about the Cajun and Creole cultures can do so at our DBCCHW, right here in Louisiana in the heart of these cultures, instead of travelling to events in other states for a somewhat less-than-authentic experience.

Our DBCCHW has grown into an acclaimed and eagerly-anticipated event that is an unparalleled venue for cultural perpetuation and invigoration that provides our participants and visitors from around the region, the country and the world with exciting and meaningful insights into our state's unique folklife traditions. Stories are told, songs are learned, and native crafts are produced in much the same way as they have been for generations during our event. The DBCCHW is co-hosted by the Louisiana Office of State Parks; the event setting in secluded, majestic Chicot State Park near Ville Platte is an essential component of the immersion experience. Participant exposure to outside influences is minimal, and a sense of community and camaraderie thrives. Students have the opportunity to learn alongside many of the most accomplished master artists in Cajun and Creole culture in a variety of intimate instructional settings. Our artistic faculty conducts intensive classes and one-on-one lessons, teaching the techniques of various artistic traditions, including accordion, fiddle, guitar, vocals, song, traditional foodways and other expressions of our Louisiana cultures. In addition, we have integrated a French immersion component in which participants choose to speak only Louisiana French as they learn various aspects of the region's cultures. Forum-type workshops explore Louisiana's cultural diversity while maintaining traditional processes, with workshop presenters sharing their own experiences as students of various art forms. Daily band labs and nightly music jam sessions led by our instructors provide music students with constructive venues for practicing and performing what they have learned in ensemble settings. Our nightly public dances with outstanding Cajun, Creole and zydeco bands highlight one of the most popular expressions of our culture – the community dance. Our Saturday Roots Heritage Festival features music and dance, workshops, artist-led jam sessions, foodways presentations and artist-directed children's activities, all open to the public.

To reach the broadest audience possible, we structure our DBCCHW to offer various levels of participation: 1) full-time, week-long intensive participation; 2) morning intensive classes only; 3) individual or week-long afternoon workshops and/or master presentations; 4) one or more individual day-long sessions; 5) our family-oriented weekend Roots Heritage Festival; and 6) nightly dances only. We have designed these options so that our DBCCHW will appeal to individuals from across the Cajun and Creole diasporas as well as to those who have various other ties to these cultures. Many of our full-time participants come from foreign countries and distant states; often these individuals

PEI: Dewey Balfa Cajun and Creole Heritage Week

Grant #179

have no direct Cajun or Creole ancestry but are involved in, for example, roots music or other expressions of traditional art in their own communities and are deeply committed to learning about and celebrating the artistic and cultural traditions of French Louisiana. The DBCCHW festival day and dances expand our reach to surrounding communities and beyond by attracting scores of visitors and thousands of local residents.

Overall Goals and Objectives: The innovative approach to cultural immersion and education at our DBCCHW not only provides an increased awareness of Louisiana's rich cultural traditions, it also cultivates the excitement and power of learning alongside artists and culture-bearers who are recognized as masters by those within the culture and those outside the culture as well. This teaching/learning process is a significant factor in attracting participants from around the world to our event. We have consistently seen through the years that the opportunities for true cultural immersion and in-depth learning at our DBCCHW are more than temporary entertainment for the majority of our participants; rather, this cultural experience creates a life-long connection between the participants and Louisiana. Our research and evaluation processes have shown that DBCCHW participants are highly likely to return multiple times to Louisiana; they have invested significant time, expense and dedication to be a part of the Louisiana experience, forging long-term commitments to our state. They have set Louisiana as a regular destination, often returning on other occasions outside of the DBCCHW, such as festivals and Mardi Gras, especially as it is celebrated in Cajun and Creole Louisiana. It is also interesting to note that during the two weekends and week of our DBCCHW, accommodations at Chicot State Park are completely sold-out, not only due to our full-time participants but also due to the hundreds of individuals, especially those campers from outside our region and from around the country, who wish to be a part of this event in other ways.

Another outcome of our DBCCHW is that the artists and culture-bearers we engage are provided quality opportunities to present, perform and teach their work, which not only helps to expand their own audiences and increase their revenue resources, but also helps ensure that they will continue to be effective ambassadors for their culture and for their home state of Louisiana, especially when they travel and perform outside our state. Our efforts to ensure that our artists and culture-bearers are recognized for these important contributions to Louisiana's economic and tourism well-being add to our overall success in promoting Louisiana and its cultural riches to people around the country and the world and keeping them coming back to our state.

Project Timeline: Our DBCCHW will occur Friday, April 15, through Friday, April 22, 2011.

Project Measures of Performance: LFR is committed to producing innovative programming from across the entire spectrum of traditional expressions of Cajun and Creole culture, from the obscure to the widely popular. To gauge the success of our DBCCHW, our staff will collect audience surveys and evaluations forms, compile participant and audience statistics, obtain detailed oral feedback from artists and participants, and carefully observe audience response and participation. We will subsequently review these evaluations and statistics with our staff, board of directors, advisory board and other project principals. We will use this data to analyze our project's strengths and to develop strategies to improve our project's planning, programming and production. We constantly strive to improve our teaching models as well, and our commitment to this goal has led to measurable successes as shown by the high number of repeat full-time participants at our DBCCHW; the enthusiastic referrals offered by our artists, participants and audience members; the increasing number of people who attend our festival day and/or nightly dances and then go on to participate in other DBCCHW programming; increases in the number of volunteers in our database; the growing numbers of members of "Friends of LFR;" and the increasing number of individuals and groups from around the country and the world who wish to be on our mailing lists.

Louisiana Folk Roots, Inc.

Grant Amount: **\$7,500.00**

PEI: Dewey Balfa Cajun and Creole Heritage Week

Grant #179

Project Media Plan: Please see Exhibit A2 for our print magazine and on-line magazine media plan. Although we will concentrate LOT grant funds on relevant music and culturally-related publications that have a wide regional and national readership, we will also promote the DBCCHW extensively on our website and through major e-mail updates to our extensive mailing list. We will also utilize the local and regional media resources (at our expense) to promote the DBCCHW throughout our community and beyond, and we will conduct extensive Web searches to locate and inform other national and international organizations and groups (such as fiddle organizations or dance clubs) that would have an interest in our event.

Additional Project Deliverables: Our DBCCHW affords numerous opportunities for LOT to leverage its support of this project. In our main stage area, prominent signage is displayed acknowledging the contributions of all our major supporters and sponsors. We will display a large banner with the LouisianaTravel.com logo in this area. We will also welcome and provide complimentary entrance to LOT representatives to the week's public activities, which include afternoon workshops and master artist presentations as well as the nightly dances and the two weekend festival days. We would also welcome OLG/CRT/LOT representatives who wish to address our guests and participants. We will provide LOT with the latest DBCCHW information and schedule updates as they occur prior to and during the DBCCHW so that optimal times for such addresses can be determined.

Proof of Past Performance: As our DBCCHW has grown over the years, more and more businesses and organizations have expressed their desire to participate in and offer support to this event. We have also been fortunate to receive funding support from the National Endowment for the Arts based on the artistic and cultural merit of the DBCCHW. In the past few years, the DBCCHW has achieved sufficient acclaim to attract visitors from the French Consulate General, local legislators and other dignitaries who have addressed our guests and participants, expressing their enthusiasm for this impressive event. Further proof of the success of our DBCCHW is the increasing number of visitors to the public activities at this event, as well as the growing legion of repeat full-time participants, most of whom come from outside Louisiana, who eagerly anticipate the DBCCHW each year, investing significant time and tourist dollars in our region again and again. We have even witnessed on numerous occasions the relocation of DBCCHW participants to Louisiana on a permanent basis so they can experience full-time the cultures that have attracted them to our event and to our state.

EXHIBIT A2

MEDIA PLAN

Print Placement (Magazine, Newspaper)

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost
Louisiana Life Mag.	Tiers 1 & 2	¼page/color	Nov/Dec '10	100,000+	1,275.00
OffBeat Magazine	Tiers 1, 2, 3, 4	¼page/color	Oct 2010	40,000+	525.00 *
OffBeat Magazine	Tiers 1, 2, 3, 4	¼page/color	Nov 2010	40,000+	525.00 *
OffBeat Magazine	Tiers 1, 2, 3, 4	¼page/color	Dec 2010	40,000+	525.00 *
OffBeat Magazine	Tiers 1, 2, 3, 4	¼page/color	March 2011	40,000+	525.00 *
Fiddler Magazine	Tiers 1, 2, 3, 4	¼ pg/B&W	Winter 2010	20,000+	110.00
Fiddler Magazine	Tiers 1, 2, 3, 4	¼ pg/B&W	Spring 2011	20,000+	98.00
Sing Out! Magazine	Tiers 1, 2, 3, 4	¼ pg/B&W	Autumn '10	20,000+	540.00
Louisiana Road Trips	Tiers 1 & 2	¼page/color	Jan 2011	56,000+	300.00
Gambit Fairs & Festivals Guide	Tiers 1 & 2	¼ pg/B&W	Mar 2011	112,000+	456.00

Total **\$4,879.00**

*** price reduction occurred after original marketing plan was submitted**

Louisiana Folk Roots, Inc.
 PEI: Dewey Balfa Cajun and Creole Heritage Week
 Grant #179

Grant Amount: \$7,500.00

**EXHIBIT B
 BUDGET**

Name of Grantee: Louisiana Folk Roots, Inc.

Name of PEI: Dewey Balfa Cajun and Creole Heritage Week

Revenue

Admissions		
DBCCHW Full-time Admissions		\$48,000
DBCCHW Nightly Dances Admissions		\$4,200
DBCCHW Part-time Admissions		\$2,000
Corporate Support		
ConocoPhilips		\$10,000
Sponsors \$1,000 and above		\$11,000
National Endowment for the Arts (NEA)		\$35,000
Other Applicant Cash		
LFR Merchandise Sales		\$2,931
Food & Beverage Sales		\$13,000
Office of Tourism Project Enhancement Initiative		\$7,500
Total Revenue		\$133,631

Expenses

	Totals	LOT Request
Salaries and Wages	\$21,300	
<i>(Salaries and Wages are pro-rated for this program 60% of total for a six-month period of planning and implementation)</i>		
Professional Services – Artistic		
Bands for Heritage Day and nightly dances	\$9,800	\$1,000
Camp Instructors	\$13,400	
Presenters for Workshops and Master Presentations	\$5,500	
Artists for Children’s Area	\$1,000	
Professional Fees and Services		
Catering Services	\$5,000	
Program Coordinators	\$5,300	
Sound	\$3,500	
Video Documentation Services	\$2,000	
Production		
Food & Beverage Cost	\$20,000	
Site Rental	\$19,000	\$3,125

Louisiana Folk Roots, Inc.
 PEI: Dewey Balfa Cajun and Creole Heritage Week
 Grant #179

Grant Amount: **\$7,500.00**

Tent Rental	\$6,000	
Portalet Rental	\$1,300	
Tables and chairs Rental	\$1,000	
Vehicle Rental	\$700	
Supplies & Materials	\$2,590	
<i>(Construction supplies for dance floor, name badges, wristbands, tickets, first aid supplies, inset repellent, paper, pens, folders, etc.)</i>		
Insurance	\$1,500	
Postage and Shipping	\$600	
Advertising/Marketing		
Magazine Promotion		
<i>Louisiana Life (1 ad @ \$1,275 each)</i>	\$1,275	\$1,275
<i>OffBeat (4 ads @ \$525 each)</i>	\$2,100	\$1,050
<i>Louisiana Road Trips (1 ad @ \$300 each)</i>	\$300	\$150
<i>Gambit Fairs & Festivals Guide (1 ad @ \$456)</i>	\$456	\$250
<i>Sing Out! (1 ad @ \$540 each)</i>	\$540	\$540
<i>Fiddler Magazine (2 ads @ \$110 each)</i>	\$220	\$110
Printing & Design	\$2,500	
Radio Promotion	\$1,500	
Internet Promotion		
www.lafolkroots.org updates	\$1,000	
Travel/Mileage		
Staff	\$400	
Volunteers	\$200	
Catering staff	\$150	
Administrative Overhead		
<i>(Rent, utilities, telephone, website fees, office supplies and materials. All expenses are pro-rated for this program at 60% of total or a six-month period of planning and implementation)</i>		
Total Expenses	\$133,631	\$7,500

Professional Services

Geno Delafose & French Rockin' Boogie, 337-789-9198
 1055 Delafose Road, Eunice, LA 70535

Louisiana Folk Roots, Inc.
 PEI: Dewey Balfa Cajun and Creole Heritage Week
 Grant #179
EXHIBIT C

Grant Amount: \$7,500.00

GRANT PAYMENT REQUEST FORM

GRANT PERIOD: January 1, 2011 – June 30, 2011

PAYMENT REQUEST: First or Second Payment (Circle one)

APPROVED BUDGET CATEGORIES	TOTAL BUDGETED	1st Payment	2nd Payment	BALANCE REMAINING
Total PEI Expenses (Funded through the LOT Grant)	\$4,125.00			
Bands for Heritage Day and nightly dances	\$1,000.00			
Site Rental	\$3,125.00			
Total Qualifying Marketing Expenses (Funded through the LOT Grant)	\$3,375.00			
TOTAL GRANT AWARD	\$7,500.00	\$3,750.00		\$3,750.00

I certify that this document represents actual costs associated with this referenced PEI. All expenses represented here are directly associated with the PEI and are within the PEI period and terms of the agreement. Farther documentation for cost and/or services is available and will be provided upon the State's request. Our organization is fully aware that we must comply with the terms of the agreement and we agree to maintain records in regards for a minimum of three years for Louisiana State auditing purposes.

 Signature of PEI Representative (Date)

 Signature of Fiscal Representative (Date)

Postage for Direct Mail

Direct Mail Piece	Target Audience/Mailing List Group	Quantity	Dates	Actual Cost
Total				\$ _____

Grand total spent on qualifying marketing expenses
 \$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

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

- **Vendor invoice:** Submit itemized media invoice reflecting date, description and dollar amount
- **Proof of implementation:** Submit proof that activity was performed.
 Documentation can include any of the following:
 - Original ad placement tear sheets for print advertisements (verifying name and date of publication)
 - Broadcast log reports indicating actual broadcast times and dates
 - Screenshots for online advertisements
 - Billboard photographs showing content
 - Mailing lists, addresses, postage receipts and a copy of the marketing piece are required for direct mail
 - Other _____ (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Reimbursement Documentation for PEI Expenses

Grantee shall submit project vendor invoices reflecting date, description of project expenses and dollar amount

Section V: Final Report Summary

- A 1–2 page typed detailed summary on the outcome of the PEI taking into consideration the goals, objectives and measurable outcome regarding the impact that the PEI 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) **Estimated Attendance-** Provide an estimate of the attendance for the PEI.
- 3) **Measurements of Performance-** include but are not limited to the following: 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.
- 4) **Local/State/Regional Economic Impact**
- 5) **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, programs, etc.
- 6) **Profitability of the PEI**