



SCOTT ANGELLE
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF TOURISM

PAM BREAUX
SECRETARY
JIM HUTCHINSON
ASSISTANT SECRETARY

August 10, 2010

Ms. Beth Hefner
Louisiana Art & Folk Festival Inc.
P.O. Box 1808
Columbia, LA 71418

Dear Ms. Hefner:

This document is considered a Letter of Agreement (LOA) between the Louisiana Office of Tourism (State or LOT) and Louisiana Art & Folk Festival Inc. to support the **Louisiana Art & Folk Festival** taking place on October 10, 2010 in Columbia, LA.

This letter serves three purposes: (1) to establish mutual agreement upon the level of support to be provided by the Office of Tourism; (2) to clarify functional support for specific activities to be held in conjunction; and (3) to provide for leveraging the State's investment by ensuring support of a function or project that parallels with Louisiana tourism goals and objectives.

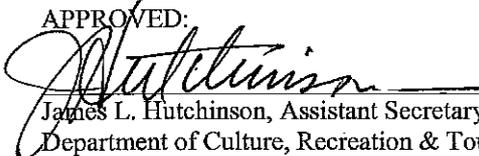
The Louisiana Office of Tourism will provide event marketing assistance with funding not to exceed **Seven Hundred Fifty Five Dollars and Seventy Five Cents (\$755.75)**, to be applied towards the costs of approved eligible advertising media directed outside a 50-mile radius of the event. At least 66% or two-thirds (2/3) of the designated media audience must be outside a 50-mile radius of the event for the media to be eligible. All advertising, broadcast and marketing materials for the event must visibly display the official LouisianaTravel.com logo or mention the website as a source for more information (broadcast) and must be submitted to the LOT Sponsorship Manager for approval at least 7 business days prior to placing the ads. The logo must also be prominently displayed on the event/organization's website homepage and include a hyperlink to LouisianaTravel.com. As part of the deliverables, LOT/OLG staff must be granted access to monitor the event should this request be made by the State. The event must support the mission of the Office of Tourism, which is to promote Louisiana as a unique and desirable premier business and vacation destination.

At the conclusion of the event, your organization shall submit an original invoice to the State for not more than the agreed upon amount along with the LOT final report form within 45 working days after the event or by July 8, 2011, whichever comes first, in order to qualify for reimbursement. Your organization shall also provide documentation of advertising by submitting proof of media purchase (vendor invoice and acceptable proof of implementation) that validates the use of the LouisianaTravel.com logo. Reimbursement will not exceed 50% of the cost of approved eligible media purchases, but not more than the awarded sponsorship amount. Trades or in-kind services for marketing and advertising expenses are not eligible for reimbursement. Requests to change the event's media/marketing plan must be sent in writing to the Sponsorship Manager and approved prior to media placement. Upon verification of activities in compliance with the requirements of the sponsorship application and this agreement, payment will be authorized for processing and released by the Louisiana Office of Tourism, Sponsorship Manager.

The official LouisianaTravel.com logo and final report form are available for download at <http://www.crt.state.la.us/tourism/industrypartners.aspx#Sponsorship>.

To indicate your review and approval of the terms of the application and this Letter of Agreement, please sign and return this document to the Louisiana Office of Tourism, Attn: Leeann Borne using the address provided below. Please note that no payments will be authorized for release without a signed agreement by both parties (State and Contractor) and all revisions to this LOA must be approved in writing by both parties.

APPROVED:


James L. Hutchinson, Assistant Secretary
Department of Culture, Recreation & Tourism
Office of Tourism

Date

8/16/10

APPROVED:


Beth Hefner
Louisiana Art & Folk Festival Inc.
Organization Tax ID#: 72085116801

Date 8-20-10

UPCOMING EVENT BUDGET (FY10-11)

Name of Contractor: Louisiana Art & Folk Festival Board

Name of Event or PEI: Louisiana Art & Folk Festival

Anticipated Income or Revenue

Please include anticipated funding including cash, participant fees, and all sponsorships, grants and funding support including the Louisiana Office of Tourism (LOT) grant request, in order to establish the need for funding.

<u>Sources of Revenue</u>	<u>Amounts</u>
Cash on hand	\$
Admission/Ticket Sales	\$
Participant and Entry Fees	\$4,752.98
Vendors	\$
Other Earned Income (Itemize)	\$
Federal Grants (List Sources)	\$
State Grants (List Sources)	\$
Community/Local Grants (List Sources)	\$
Foundation Grants (List Sources)	\$
Corporate Support (List Sources)	\$
Fundraising Sponsorships	\$4,190.00
LOT grant	\$ 755.75
In-kind donations (Itemize)	\$ _____
Total Expected Revenue	\$9,698.73 ✓

Anticipated Expenses

Please provide a comprehensive budget for the entire project. **Note: this is a sample format,** therefore budget line item categories may be modified based on actual expectations.

<u>Expense Categories</u>	<u>Total amount</u>	<u>LOT Grant</u>
Staff salaries	\$-0-	
Related benefits	\$-0-	
Travel	\$-0-	
Professional & Contract services (Disclose subcontractors on a separate sheet – name, address, contact information, amount paid and services provided.)	\$-0-	
Production and Logistics Expenses -Shipping, Transportation	\$-0-	
Printing, etc. (Itemize) Paper, Ink Cartridges, Envelopes Postage	\$517.23	(Postage)\$156.50
Facility/Site Rentals - Rental of a hall, fairgrounds, etc.		
Port a Johns	\$200.00	
Insurance	\$-0-	
Artist Fees – i.e. entertainment 6 Entertainers, Sound Equipment	\$6,000.00	

Licensing Fees (Itemize)	\$-0-	
Security Services	\$-0-	
Acquisitions & major repairs	\$-0-	
Marketing and Advertising	\$	

List each advertisement and cost

The Piney Woods Journal	\$ 100.00	
The Caldwell Watchman	200.00	
Louisiana Road Trips		150.00
KJLO FM Radio		200.00
KJNA FM Radio	200.00	
KFNV FM Radio	200.00	
KLIP FM Radio	170.00	
KNOE-TV		405.00
KLAX – TV		300.00
KTVE – TV		300.00
Billboard located in Columbia	600.00	
Other charges (Itemize)	\$	

Total anticipated expenditures
\$8,187.23

\$8,187.23+ \$1,511.50=\$9,698.73 ✓

(Budget categories listed above reflect a typical budget and may be adjusted by the State and/or recipient to reflect actual categories necessary for each individual project or program.)

The Louisiana Art and Folk Festival

P. O. Box 1808
Columbia, LA 71418

August 27, 2010

Louisiana Office of Tourism:

The Louisiana Art and Folk Festival will be held on October 9, 2010 in historic downtown. I did not fill in the correct date on the first page of the grant application. It was correct in the application just not on the first page. I appologize for my mistake and the inconvenience it has caused. The Louisiana Art and Folk Festival is grateful for the grant support you give us.

Sincerely,



Beth Hefner, Secretary

Louisiana Art and Folk Festival Board