Louisiane-Acadie, Inc. **Grant Amount: $10,000.00**
PEI: Grand Reveil Acadien/ The Great Acadian Awakening
Grant # 519

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

Project Enhancement Initiative (PEI) Grant
FY 2011-2012

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 Louisiane-Acadie, Inc., 735 Rue Jefferson, Lafayette, LA 70501, Phone: 337-298-3711 and Email: ray@louisiane-acadie.com (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 Grand Reveil Acadien/ The Great Acadian Awakening ("Project" or "PEI") scheduled to be held October 13-16, 2011 in Lafayette, LA 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 visibility and vitality 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 creation or media production expenses. Reimbursement will not exceed the total grant award. If a Grantee's PEI marketing

efforts fall below the minimum requirement of 25% of the grant award, the Grantee may lose the PEI grant award in its entirety.

b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been acknowledged as an official sponsor of the PEI, 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. 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 to ensure the qualifying of marketing and advertising materials that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and as described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Business Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), 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 item submitted for reimbursement that is not listed in the Scope of Work, Business Plan, Media Plan, or Budget that has not been preapproved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any substantial change to this agreement will require a written amendment, executed by all parties, as set forth herein.

e. 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 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 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 **TEN THOUSAND AND 00/100 DOLLARS ($10,000.00)**. Travel and other expenses not specified in the terms of this agreement are not reimbursable. The Contract Monitor will ensure that all terms and conditions are met prior to authorizing any release of payment.

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. Only one payment will be made under this Grant Agreement upon satisfactory completion of the PEI. The payment will be made on a reimbursement basis after the conclusion of the specified PEI activities. Grantee shall mail or hand deliver to the Contract Monitor an original invoice to the State, a Final Report **(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 December 16, 2011**.

b. **Original Invoice.** Grantee shall submit to the State an original invoice in the amount that reflects qualifying project and marketing expenses actually incurred by the Grantee. Grantee

shall not be reimbursed for more than 50% of the total PEI's budget, and must submit documentation that a minimum of 25% of the grant award, but not more than 50%, was used for qualifying marketing expenses to implement the LOT approved Media Plan for the PEI. The document submitted for payment must 1) contain the word "invoice", 2) must not exceed the maximum grant award amount, 3) must be submitted on Grantee's letterhead, 4) must reference the PEI, and 5) must be accompanied by supporting documentation for the qualifying project and marketing expenses as detailed in the Final Report (Exhibit C) . The original invoice may be mailed or delivered to the Contract Monitor.

c. Final Report. Upon completion of the PEI, 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 **(Exhibit C)** form can 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 of qualifying marketing expenses actually incurred by the Grantee, along with media 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 Approved Project Expenses – Project vendor invoices or other supporting documentation that reflects qualifying project expenses actually incurred by the Grantee in compliance with the terms of the Grant Agreement.
- Final Report Summary

LOT reserves the right to require additional information, documentation, and/or added deliverables in order 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.

d. Payment. The Contract Monitor shall review and verify the original invoice, Final Report (Exhibit C) and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks for full processing.

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 submission of non-qualifying marketing or project expenses; 2) circumstances where the State was not adequately acknowledged as a sponsor in accordance with the guidelines, 3) the documentation to support the expense is missing or inadequate, or 4) noncompliance with the terms of this agreement. The State will notify the Grantee of any inadequacies, deficiencies, and will provide 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 in accordance with the terms of 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 12 Clause. No funds appropriated under Act 12 of the 2011 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 26-3623213.

4. Term of Grant Agreement

This Grant Agreement shall begin on **July 1, 2011** and shall terminate on **June 30, 2012**.

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 between July 1, 2011 and June 30, 2012. The PEI is scheduled to be executed **October 13-16, 2011**. All approved qualifying project and marketing expenses must be incurred by June 30, 2012.

Grantee must submit to the Contractor Monitor an original invoice, a Final Report **(Exhibit C)**, and all supporting documentation **due by December 16, 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 (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.

Except as provided in Section 1 (d), 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 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.

7. 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.

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, the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration auditors 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 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.

Louisiane-Acadie, Inc. **Grant Amount: $10,000.00**
PEI: Grand Reveil Acadien/ The Great Acadian Awakening
Grant # 519
THUS DONE AND SIGNED AT Lafayette, Louisiana on the 29 day of August, 2011.

WITNESSES:

Louisiane-Acadie, Inc.

Ray Trahan
President
Phone: (337) 298-3711
Email: ray@louisiane-acadie.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 22nd day of August (month), 2011.

WITNESSES:

Department of Culture, Recreation, & Tourism

James L. Hutchinson, Assistant Secretary
Office of Tourism

Exhibit A1

Business Plan

Narrative

Louisiane-Acadie, Inc. presents Grand Réveil Acadien / The Great Acadian Awakening (GRA) in Lafayette on October 13th and 14th, 2011. The mission of the Great Acadian Awakening is to awaken the population of Louisiana and the world, primarily those of Acadian descent, and in particular our youth, to the realization that, while we have made positive strides, the people of Louisiana are losing their French language, culture, and coastal land, and to seek support, partnerships, solutions and concerted plans of action through these large gatherings

This event will provide Louisiana's Acadian culture with a chance to transform its future and change its destiny for the better. The event will prepare the ground for future progress and give Acadians of the world an opportunity to lend support to our communities in distress and to aid in changing the lives of thousands of Acadians. Through the hosting of GRA, the goal is to change the future of the upcoming generations by keeping our culture alive. Cajun culture has proven to have a tremendous impact on the visitation to our state. By keeping the culture alive and growing, we enhance the tourism impact to Louisiana.

While the mission of GRA is to awaken the population of Acadians worldwide, the event is open to all those interested in Acadian culture and heritage. This event will enhance and increase tourism to Louisiana through the strong programming of music, food, art, language, environmental and industry concerns. GRA programming strongly focuses on youth programming that include activities for French speaking and non-French speaking young people.

PEI Goals and Objectives

- **Promote tourism and increase awareness of the culture heritage of the region through GRA programming October 13-16, 2011**
- **Create a general awareness of Acadian life in Louisiana and increase Acadian and Francophone pride through GRA events.**
- **Awaken the population of Louisiana Acadians and Acadians of the world, primarily those of Acadian descent and in particular our youth, to the realization that the people of Louisiana are losing their French language, culture, and coastal land. This is a means of seeking support, partnerships, solutions and concerted plans of action through GRA.**

GRA anticipates many participants from other U.S. states, Canada and France and thereby enhancing the visitation to Louisiana during the event. Organizers have received confirmation of numerous tour buses and groups planning to attend GRA 2011.

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PEI Timeline

Dates : 2011		Task
December	30	Define sponsor benefits by level
		Send out friends letter to communities
January	4	Meet with ULL/PRSSA re marketing/PR campaign-Facebook/Twitter/Blogs
	5	Call lead person in other venues to determine progress on programming
	7	Committee Meeting Reminder
	10	Complete benefit packets for fundraising chair/committee
	13	Follow-up with Cheryl Perret / Maurice re event request there
	22	GRA Board Meeting / Committee Meeting - Assess fundraising progress, revise budget and status of programming
	26	Follow-up w/ ULL PRSSA
	24-31	Follow-up calls to each potential sponsor; set up meetings to discuss further or confirm sponsorship lever
February	7	Reminder to committee chairs to submit progress report prior to GRA meeting
		Follow-up w/other venues re status of programming
	14	Meeting w/PRSSA Student contacts
		Discuss w/Alliance Francaise, games to play/teach - petanque, bourre', etc.
	16	Reminder to committee chairs and communities to report on status of events
	23	GRA Board meeting
	23	Meet with Terri Odie re program guide publication
March	2	Press release - Coastal erosion, focus of GRA fall forum
	10	Ad placement - National (selected states) - Canada - France
	14	GRA Committee meeting - Programming detail due from all committee chairs & communities
	22	Review of final program submissions and prepare French program translation
		Assess program shortfalls
April	7	Press release - GRA announces partnership with Canadian Festivals for tourism promotion
		Committee Meeting Reminder
	13	GRA Committee meeting
	15	Review Program for event updates
	29	Complete program guide with English and French translation
May	6	Reminder to committee chairs re status event
	8	Press release - Call for families; procession; CAFA involvement
	10	Ad placement - Regional for August, September, and first week of October, 2011)
	13	GRA Committee meeting
	27	Deadline - all programming material - final review

Louisiane-Acadie, Inc. **Grant Amount: $10,000.00**
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June	1	Final proof of program guide / Guide to Printer
	10	Meeting reminder to committees
	14	Schedule TV 10 / TV 3 cooking segment and interview re GRA - focus LA Seafood and Industry Impact
	16	Broadcast request to all Chambers, CVBs, communities to send out press releases on local events
	17	Press Release - Acadian history scholars to address GRA conference
	17	GRA Committee meeting
July	1	Distribute program guides to Canada, tour grops and statewide
	10	Meeting reminder to committees
	17	GRA Committee meeting
	21	Press Release GRA announces monument dedication site
August	3	Reminder to committee chairs for GRA meeting
	10	GRA Committee meeting
	18	TV 10 interview re GRA -Brenda & ?
	26	TV 10 interview GRA - cooking cajun with Ray & Bourque
	27	Internal deadline for program for Board review
	29	Press Release Canadian groups to visit on occasion of GRA, boosts area tourism
		Committee Meeting Reminder
	31	Send final program to Peggy/Odie for Program Guide printing layout
September	2	GRA Committee meeting
	6	Press Release - GRA kick-off to highlight Louisiana seafood
	7	Committee Meeting Reminder
	6	Schedule TV 10 / TV 3 interview re GRA - focus marsh grass planting
	13	GRA Committee Meeting
	14	Press Release - Music in our DNA? GRA to compare musical notes with Canada
	15	Program Guide Distribution / Peggy & Odie
	16	Committee Meeting Reminder
	20	Schedule TV 10 / TV 3 interview re GRA - focus Monument Dedication and tour buses from Canada / France
	21	Press Release - French in Acadiana, keep it alive - GRA builds lesson plans for focus on youth & language
	23	GRA Committee meeting
	27	Committee Meeting Reminder
	28	Press Release - A Cultural Vision for the future
	30	GRA Committee Meeting
October	3	GRA Committee meeting
	4	Schedule TV 10 / TV 3 interview re GRA - Focus music program
	5	Press Release - GRA - It's here - print program guide, best of

	13	Press Release - submit event photos / Recap - impact / Where we go from here
	29	GRA Committee Meeting - Debriefing
	29	Press Release - Utilizing information learned to shape our future
November	19	Final report re event attendance / solutions / assessment

PEI Measures of Performance

GRA will track attendance and participation at art exhibitions, educational events and music performances. Hotel and lodging registrations will be analyzed to assess the increase over the same time period from the prior year.

Additional PEI Deliverables

- **Event signage with the official LOT logo recognizing LOT for the grant award at speaker presentations, art exhibitions, and music venues**
- **LOT logo on website and recognition of LOT as official sponsor**
- **LOT logo on all advertisements placed**
- **LOT booth during the event in Lafayette on October 13, 2011**
- **Lt. Governor speaking opportunity during October 13, 2011 events**

Proof of Past Performance – Not applicable. This is a first time event.

Exhibit A2

Media Plan

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circ No.	Cost
The Advertiser	S.W. Louisiana	1/8 page	08-10/2011		3000.00
Beaumont Enterprise	S.E. Texas	1/8 page	09-10/2011	38000	2250.00
The Port Arthur News	S.E. Texas	1/8 page	08-10/2011	12,000	2820.18
The Orange Leader	S.E. Texas	1/8 page	08-10/2011	5300	Included
(The rates for Wednesday/Sunday ads are a special only offered for both papers)					
Country Roads Magazine	Southwest U.S.	1/8 page	09/2011	30,000	1000.00
Bangor Daily News	Maine	1/8 page	07/2011	30,000	2740.00
Budgeted Cost				Total	$11,810.18

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Exhibit B

PEI Budget

Name of Contractor: Louisiane-Acadie, Inc.
Name of PEI: Grand Réveil Acadien / The Great Acadian Awakening

Anticipated Income or Revenue

Sources of Revenue	**Amounts**
Cash on hand	$ 2,000.00
Other Earned Income (Booths)	$ 1,500.00
State Grants (LOT-PEI)	$ 10,000.00
BP Funds from Lt. Gov. Office	$ 150,000.00
Community/Local Grants (List Sources)	
LA CVB Sponsorship Grant	$ 12,000.00
Corporate Support (List Sources)	
Frank's Casing	$ 1,000.00
Acadian Ambulance Service	$ 2,000.00
In-kind donations (Itemize)	
City of Lafayette (Printing, copies, staff)	$ 20,000.00
LCVC – Site rental	$ 5,000.00
Total Expected Revenue	**$ 203,500.00**

Anticipated Expenses

		Total LOT Award
Expense Categories Amount (included in Total Amount)		
Lanyards and Nametage	$ 2,000.00	
Insurance	$ 2,000.00	
Program Coordination	$ 12,000.00	
Lake Charles Venue	$ 1,500.00	
Programming / Presenters	$ 27,400.00	7,500.00
Artist Fees – i.e. entertainment (Itemize)	$ 1,200.00	
Musicians	$ 2,400.00	
Canadian Chef, Seafood Demos	$ 1,450.00	
Film Producers	$ 1,000.00	
Security Services	$ 1,780.00	
Sound System	$ 2,000.00	
Table Tops	$ 1,500.00	
Van Rental	$ 1,000.00	
Canadian Promotion	$ 3,000.00	
Acadian Festival Sponsorships	$ 32,000.00	
Local Marketing / Advertising	$ 3,000.00	
Regional Marketing / Advertising (Country Roads Magazine)	$ 2,500.00	2,500.00
Media Advertisement	$ 78,885.00	
Program Ads (New Orleans)	$ 4,000.00	
Miscellaneous	$ 15,215.00	
List each qualifying LOT marketing expense		**$ 10,000.00**
Total anticipated expenditures	**$ 195,830.00**	

Louisiane-Acadie, Inc. **Grant Amount: $10,000.00**
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Exhibit C
Louisiana Office of Tourism PEI Grant Final Report FY 11-12

SECTION I: Grantee Information

PEI Name _____
PEI Date (s) _____
Organization _____
Grant Award Amount _____
Primary Contact for PEI _____
Phone Number _____
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 PEI**. A minimum of 25% of the PEI grant award, but not more than 50%, must be used for qualifying marketing expenses as listed in the LOT Grant Guidelines. 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 Grant Guidelines.

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost
				Total	$_____

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Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost
			Total	**$**_____

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost
			Total	**$**_____

Online Placement (Website)

Web Site Name	Web Site Address	Target Description	Dates	Actual Cost
			Total	**$**_____

Grand total spent on qualifying marketing expenses
$_____

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: Reimbursement Documentation for Project Expenses
Grantee shall submit project vendor invoices or other supporting documentation reflecting date, description of project expenses and dollar amount.

Section V: Final Report Summary Format

- 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) **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) **Local/State/Regional Economic Impact**

  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, programs, etc.

  5) **Profitability of the PEI**

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