

**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 French Quarter Festivals Inc., 400 N. Peters St., Suite 205, New Orleans, Louisiana, 70130, Phone: (504) 522-5730, and Email: marci@fqfi.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 French Quarter Festival ("Project" or "PEI") scheduled to be held April 7-10, 2011 in New Orleans, 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 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

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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.

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 **TWELVE THOUSAND FIVE HUNDRED AND 00/100 DOLLARS (\$12,500.00)**.

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.ort.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 13, 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. 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

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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 72-1046163.

4. **Term of Grant Agreement**

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **July 13, 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 7-10, 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

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

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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 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

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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.

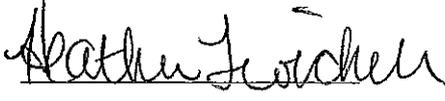
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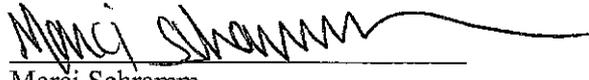
Grant Amount: \$12,500.00

THUS DONE AND SIGNED AT NEW ORLEANS, Louisiana on the 9th day of May, 2011.

WITNESSES:

French Quarter Festival, Inc.

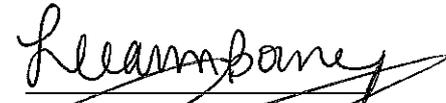
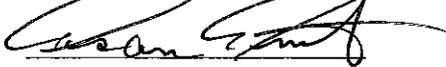




Marci Schramm
Executive Director
Phone: (504) 522-5730
Email: marci@fqfi.org

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 27th day of April (month), 2011.

WITNESSES:

Department of Culture, Recreation, & Tourism

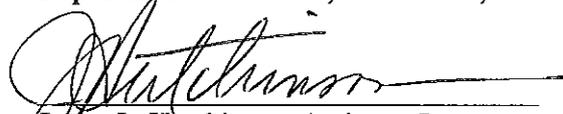

James L. Hutchinson, Assistant Secretary
Office of Tourism

EXHIBIT A1

BUSINESS PLAN

Narrative

French Quarter Festival is the largest free music festival in the South. It is free and open to the public. It is a high profile, high quality cultural event that generates an immediate economic impact to the city and state. In 2010, over 512,000 attended the four-day festival with UNO research showing that more than half of the attendees traveled from out of town for the sole purpose of attending the festival. Now in its 28th season, it is a beloved New Orleans institution that is highly anticipated each year by locals and visitors alike. The event services a broad segment of the community by presenting an extremely diverse program of musical entertainment and regional cuisine. All money spent on the festival stays within the state of Louisiana because only local vendors/suppliers are hired and only local musicians and restaurants are accepted for participation each year.

In 2010, the UNO Hospitality Research Study shows that French Quarter Festival attracted 512,000 fans and generated a total economic impact of more than **\$316 million** including \$158.6 million in direct spending and \$157.4 million in secondary spending. Additionally, the event generated **over \$14.5 million** in state and **\$10.8 million** in local tax revenue. Based on its economic impact, FQF was named by *City Business* news weekly as one of New Orleans' Top 10 events.

French Quarter Festivals, Inc. is committed to showcasing local talent exclusively (all musicians are from Louisiana) with educational programs such as the 'New Orleans International Music Colloquium, featuring academic presentations on the history of New Orleans music', which take place each day of the festival –and are free and open to the public. In addition, the festival markets its food vendors as 'The World's Largest Jazz Brunch', in which only New Orleans restaurants are showcased – many of which are the finest and most historic dining establishments in the region. Visitors are encouraged to partake in a wide variety of the very reasonably priced offerings to get a true taste of regional cuisine. The long-term impact for the city and state is that tourists and locals alike visit the French Quarter and support local businesses while enjoying the festival. Each year local, national, and international media outlets come to the festival – many of which broadcast live – and spread the word that New Orleans is a unique and historic city, and a wonderful place to visit. French Quarter Festival (along with the organization's other two events: Satchmo SummerFest and Christmas New Orleans Style) have lasting impacts by serving as positive and large scale publicity and promotional campaigns for the city. The impact reached far and has long-term positive effects on tourism and repeat visits by travelers and tourists. Many conventions now schedule their dates during French Quarter Festival, so that attendees can get a quality taste of the music, culture and cuisine at this free festival.

Project Purpose

French Quarter Festival was created in response to the need for economic awareness and to attract people to the French Quarter after the extensive sidewalk improvements of 1984 negatively impacted the economy of the Quarter. Government officials recognized that locals were not longer coming to the French Quarter and that tourists were gaining negative impressions of the neighborhood. French Quarter Festival was designed and created to boost the economy, attract visitors, stimulate awareness, civic pride, and celebrate the local culture, music and food of New Orleans – while helping local merchants and filling hotel rooms.

Overall Goals and Objectives

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The basic goals and objectives have not changed since the organization's founding in 1984. New goals include finding creative ways of keeping the festival free and open to the public, in light of the growth of the event, tremendous expense increases (city services including sanitation, police, fire, etc.), the cost of festival expansion to accommodate the ever-growing crowds, and the expense of marketing and publicizing to attract visitors.

Project Timeline

French Quarter Festival publicity begins immediately following Mardi Gras and is ongoing through the end of April. The festival itself takes place April 7, 8, 9, and 10, 2011 with an annual kickoff party on Wednesday, April 6th. Many visitors arrive early to attend both the party and the festival – adding hotel room nights to what normally might be just a weekend stay.

Project Measures of Performance

Tourism Impact

Success is gauged by how many visitors attended the event, how full the hotels were during festival week, local/national and international media response to the event, economic impact, and tax revenue generated for the city and state.

- In 2010, hotels in greater New Orleans area enjoyed **99% and 100% occupancy** during French Quarter Festival.
- Local, national and international media produced advance stories, came to and covered the festival, and published positive post-festival reports about New Orleans and French Quarter Festival.
- The 2010 Economic Impact was a staggering **\$316 million**, according to the UNO Hospitality Research Study.
- French Quarter Festival generated **over \$14.5 million** in state and **\$10.8 million** in local tax revenue, according to the UNO Hospitality Research Study.

Merit (Quality and Value of the Event)

When asked to compare FQF to other festivals, 90.5% of those surveyed indicate that FQF is better than other festivals they have attended. When asked to indicate their favorite aspect of the festival, the event's music and food are the most common answers. When asked if changes are needed to the festival, 85 percent respond that no changes are needed.

French Quarter Festival is consistently rated as one of the top two favorite local festivals by the readers of the *Times Picayune*, *Gambit Weekly*, *OffBeat Magazine*, *New Orleans Magazine* and *Where Y'at Magazine*. *New Orleans CityBusiness* also names French Quarter Festival as a 'Top 10 Tourist Event'. Furthermore, FQF is consistently recognized as one of the "Top Twenty Events in the Southeast" by the Southeast Tourism Society and a 'Top 100 event' nationally by the American Bus Association.

French Quarter Festivals, Inc. recognizes these awards and positive survey responses to be a clear indication that FQF is perceived as a high quality event by its attendees, sponsors, the media, and government officials.

Need and Impact

53% of those surveyed reported that French Quarter Festival was the primary purpose for their visit to New Orleans and spend an average of two days attending the festival. Over one-third (37.3%) attended all three days of the event. These figures indicate that French Quarter Festival is directly responsible for bringing hundreds of thousands of visitors to Louisiana, who represent thousands of room nights for area

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hotels; impact local restaurants and retailers with increased traffic and very strong sales; and contribute mightily to city and state tax revenues.

Financial Success

French Quarter Festivals, Inc. is a nonprofit 501(c)3 organization that produces FREE community events. Each year the organization strives to generate enough revenue through sponsorships, beverage, and merchandise sales to keep the festival free and open to the public, providing a quality event that showcases the city and culture while helping businesses and hotels in the historic neighborhood.

Project Media Plan -Attachment B

Additional Project Deliverables

- Banners and/or signage at the event
- Inclusion in sponsor 'thank you' recorded announcements, which are played between musical sets on stages throughout the festival.
- Inclusion on information kiosks at festival, which are located throughout entire festival site (7 total)
- Inclusion on festival website, with click through to LOT website
- Inclusion on festival's iPhone Application
- Inclusion on festival promotional poster, which has statewide distribution
- Inclusion on festival's iPhone Application
- Inclusion on festival promotional poster, which has statewide distribution

Proof of Past Performance

- Since its founding in 1984, attendance has grown steadily at French Quarter Festival. In just the past three years, tremendous growth has occurred:
 - o 2007 attendance was 425,279
 - o 2008 attendance was 435,000
 - o 2009 attendance was 441,000
 - o 2010 attendance was 512,000
- According to the 2010 UNO Hospitality Research study, the 2010 economic impact of French Quarter Festival was \$316 million – higher than the last time New Orleans hosted a Superbowl (2002 with an economic impact estimated by UNO Hospitality Research to be \$292 million).
- The New Orleans Metropolitan Convention and Visitors Bureau consistently reports that hotel rooms are at 99-100% occupancy during French Quarter Festival week.
 - o In 2010 New Orleans hotels were sold out as early as January (4 months prior to festival).
-
- In 2009 and 2010, French Quarter Festival won more awards than at any time in its history. Awards were given in the categories of: 'best festival', 'best event open to the public', 'best food at festival', 'best festival merchandise' and 'top national event'. The awards were from local, statewide and national organizations.

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EXHIBIT A2

MEDIA PLAN

Print Placement (Magazine, Newspaper)

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost
Offbeat Magazine	40,000	Attached full brochure inside	April 2011	50,000	\$3,600
Total					<u>\$3,600</u>

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**EXHIBIT B
BUDGET**

Name of Contractor: French Quarter Festivals, Inc.

Name of Event or PEI: French Quarter Festival

Sources of Revenue	Amounts
Cash on Hand	\$ 10,000
Admission/Ticket Sales (<i>TGIF Kickoff Party</i>)	\$ 72,000
Vendors	\$257,100
Other Earned Income (Itemize)	
Beverage Sales	\$588,000
Merchandise Sales	\$208,450
Tip Jars	\$ 22,500
Community/Local Grants (List Sources) (<i>Arts Council of New Orleans</i>)	\$ 13,730
Foundation Grants (List Sources) (Harrah's Foundation)	\$ 60,000
Corporate Support (List Sources)	
Capital One Bank	\$150,000
Abita Brewing Company	\$ 52,500
Republic Beverages	\$40,000
Greater New Orleans Buick GMC Dealership	\$ 30,000
Rouses	\$ 25,000
Coca-Cola	\$ 30,000
French Market	\$ 10,000
Chevron	\$15,000
Hotel Monteleone	\$ 10,000
BMI	\$ 4,500
House of Blues	\$ 10,000
New Orleans Convention Company	\$ 5,000
Cox Communications	\$ 8,000
Louisiana Lottery	\$10,000
Fundraising	\$ 20,000
LOT grant	\$ 12,500
In-kind donations (Itemize)	
WWL-TV (major media sponsor)	\$ 40,000
Nola.com (web sponsor)	\$ 15,000
Tulane Hospital (on site first aid)	\$ 5,000
Windsor Court Hotel (sponsor hotel rooms)	\$ 5,000
Hard Rock Café (media hospitality)	\$ 5,000
Pat O's on the River (sponsor hospitality)	\$ 10,000
Old U.S. Mint (Louisiana State Museum)	\$ 10,000

Total Expected Revenue

\$1,754,280

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Anticipated Expenses

<u>Expense Categories</u>	<u>Total amount</u>	<u>LOT Grant</u>
Staff salaries	\$ 283,000	
Related benefits	\$ 81,500	
Travel	\$ 500	
Professional & Contract services (Disclose subcontractors on a separate sheet – name, address, contact information, amount paid and services provided.)	\$ 11,400	
Production and Logistics Expenses -Shipping, Transportation	\$541,291	
Printing, etc. (Itemize)		
Promotional Posters	\$ 3,000	
Festival Brochure	\$ 19,873	
Facility/Site Rentals - Rental of a hall, fairgrounds, etc. (Itemize)		
Jackson Square	\$ 4,000	
Audubon Institute (Riverfront)	\$ 21,000	
Insurance	\$ 43,000	
Artist Fees – entertainment– <i>over 700 local musicians</i>	\$77,540	\$ 8,900
Merchandise	\$89,000	
Food and Beverage	\$248,500	
Licensing Fees (Itemize)		
BMI	\$ 775	
SESAC	\$ 300	
ASCAP	\$ 545	
Security Services – NOPD and Fess, Inc.	\$ 89,806	
Acquisitions & major repairs (purchase of entry point signage)	\$ 1,000	
Marketing and Advertising (marketing)	\$ 56,100	\$ 3,600
In-kind donations (Itemize)		
WWL-TV (major media sponsor)	\$ 40,000	
Nola.com (web sponsor)	\$ 15,000	
Tulane Hospital (on site first aid)	\$ 5,000	
Windsor Court Hotel (sponsor hotel rooms)	\$ 5,000	
Hard Rock Café (media hospitality)	\$ 5,000	
Pat O's on the River (sponsor hospitality)	\$ 10,000	
Old U.S. Mint (Louisiana State Museum)	\$ 10,000	
Other charges (Itemize)		
Festival Special Events	\$32,350	
Sponsorship Expense	\$32,600	
Volunteer Expense	\$27,200	
Total anticipated expenditures	\$1,754,280	\$12,500

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EXHIBIT C 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)				
Artist Fees	\$8,900.00			
Total Qualifying Marketing Expenses (Funded through the LOT Grant)	\$3,600.00			
TOTAL GRANT AWARD	\$12,500.00	\$6,250.00	\$6,250.00	

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)

Exhibit D

**Louisiana Office of Tourism PEI Grant Final Report
 Grant Cycle - January 1, 2011- June 30, 2011**

Note: This form should be typed.

SECTION I: Grantee Information

PEI Name _____
 PEI Date _____
 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. At least 66% or 2/3 of the designated marketing area/ media audience must be outside a 50-mile radius of the PEI for the media to be eligible for reimbursement. 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 Louisiana Office of Tourism Grant Guidelines.

Print Placement (Magazine, Newspaper)

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

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 Audience	Dates	Actual Cost
Total				\$ _____

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**