

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

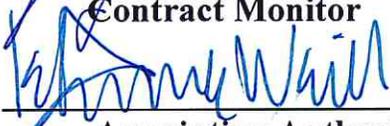
Agency/Program: Office of Tourism

Recipient: French Quarter Festival. Inc.

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program** Competitive Grant Program
 - Line Item Appropriation
 - Letter of Agreement

- | Yes | No | |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures: 
Contract Monitor


Appointing Authority

27 Apr 12
Date

27 Apr 12
Date

STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
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 French Quarter Festival, Inc., 400 N. Peters, Ste. 205 New Orleans, LA 70130 (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 2012 scheduled to be held April 12 – 15, 2012, 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:

- o 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>.
- o Grantee shall include a link from the official Louisiana Office of Tourism logo to the LOT's official tourism website www.LouisianaTravel.com.
- o 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.
- o 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 **SEVEN THOUSAND FIVE HUNDRED AND 00/100 \$7,500.00**. 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 Jun 1, 2012.

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 721046163.

4. Term of Grant Agreement

This Grant Agreement shall begin on November 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 April 12 – 15, 2012. 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 June 1, 2012.

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 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 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

French Quarter Festival, Inc.
PEI: French Quarter Festival
Grant # 527

Grant Amount: \$7,500.00

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

THUS DONE AND SIGNED AT New Orleans, Louisiana on the 7 day of May, 2012.

WITNESSES:

Heather Twicken
Angie Hill

Marcy Schramm
Marcy Schramm
Executive Director
French Quarter Festival, Inc.
Email: marci@fqfi.org

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 27 day of Apr (month), 2012.

WITNESSES:

Judy Halber

Department of Culture, Recreation, & Tourism

LeAnne Weill
LeAnne Weill, Assistant Secretary
Office of Tourism

Exhibit A1

ATTACHMENT A – PEI GRANT BUSINESS PLAN

Narrative, PEI Goals and Objectives

French Quarter Festivals, Inc (FQFI) is a non-profit 501(c)(3) corporation established in 1984 whose mission is to promote the French Quarter and the City of New Orleans through high quality special events and activities that showcase the culture and heritage of our unique city, contribute to the economic restoration and well being of the community, and instill increased pride in the people of New Orleans. In 1983, when the World's Fair street and sidewalk construction made access to the French Quarter virtually impossible, New Orleans Mayor Ernest "Dutch" Morial brought together community and business leaders. Their charge was to present a uniquely New Orleans event that would attract both visitors and locals to the Vieux Carre and subsequently stimulate a healthy business environment. This volunteer committee was responsible for creating the first French Quarter Festival in 1984 as the "New Orleans Pavilion" to the World's Fair. Twenty-eight years later, FQFI's festivals continue to bring locals and tourists alike to the French Quarter.

All of FQFI's music festivals are completely free and open to the public and include extensive educational programming. With assistance from a committed corps of more than 1,200 volunteers from all segments of the community, FQFI produces three major annual events that have a combined projected economic impact in excess of \$416 million, attracting over 550,000 persons annually to the city. These include French Quarter Festival (April), Satchmo SummerFest (August), and Christmas New Orleans Style (December). French Quarter Festival is the biggest free music festival in the South, and Satchmo SummerFest is the only festival in the United States dedicated to Louis Armstrong's life and music. In addition to its enormous economic impact on local tourism, FQFI employs over 1,000 artists and exhibits the diverse cultural landscape of New Orleans and Louisiana to visitors from all over the world. FQFI has a completely open application process for all musicians and food vendors. For more than 20 years, FQFI has contributed approximately \$150,000 toward maintenance and beautification of public areas such as Jackson Square and Woldenberg Riverfront Park. The organization generally pays approximately \$30,000 per year in city sales taxes, depending on the success of individual events.

The financial health of FQFI relies on self-generated sponsorships, event revenue, grants, and fundraising. The FQFI Board of Directors consists of twenty-seven members, including a President, Vice President, Secretary, and Treasurer. The Board of Directors meets once every two months and has very active committee involvement including committees such as marketing, sponsorship, finance, and entertainment, etc. Board members serve three year terms, with the option to renew for a second term, for a maximum of six years total. Under the supervision of the board, the seven-member staff at FQFI plans and implements all events, coordinates publicity and promotions, generates sponsorships and fundraising resources, and coordinates a committed corps of over 1,200 volunteers. The staff also interacts with the French Quarter community, state and local tourism agencies and public officials, and handles the overall administration of the nonprofit entity.

French Quarter Festivals, Inc. produces three major annual festivals: French Quarter Festival, Satchmo SummerFest, and Christmas New Orleans Style. All three of these festivals are completely free and open to the public. The biggest and most well-known of these three is French Quarter Festival. French Quarter Festival (FQF) is the biggest free music festival in the South, showcasing the music, food, heritage, and culture that make New Orleans and the French Quarter unique. FQF services a broad segment of the community by presenting an extremely diverse program of musical entertainment and cuisine to an audience made up of all socio-economic levels, races, ages, and nationalities. In its 29th year, French Quarter Festival 2012 (April 12-15) will include four days of free live music, including 20 different stages located all over the historic French Quarter neighborhood. Musical styles featured are Traditional Jazz, Dixieland, Modern Jazz, Funk, New Orleans R&B, Zydeco, Cajun, Creole, Latin, Blues, Classical, among many others, including Rock and more contemporary styles. Each year French Quarter Festival features over 200 different bands. Notable regular performers include local favorites such as, Pete Fountain, Trombone Shorty, Papa Grows Funk, Kermit Ruffins, Charmaine Neville, Rebirth Brass Band, Ellis Marsalis, and Chubby Carrier, among many others. There are hundreds of other lesser-known acts as well, for whom French Quarter Festival is one of the biggest and most important performances of the year. Also, partnering with over 65 local restaurants, FQF prides itself on being the "World's Largest Jazz Brunch," showcasing Louisiana's diverse culinary heritage, including Soul Food, Cajun, Creole, French, Latin,

Caribbean, Italian, Vietnamese, and Chinese specialties. In keeping with FQFI's philosophy that the festival should remain an affordable family event and to encourage visitors to sample the wide array of food offerings, most menu items are priced at or below five dollars. Finally, every year FQF includes creative educational programming for children at the Children's Headquarters featuring partnerships with organizations such as the Audubon Nature Institute, Louisiana Children's Museum, International High School of Louisiana, New Orleans Jazz National Historic Park, and many more. The Children's Headquarters features two stages with performances by local school bands and young brass bands. Overall annual attendance for FQF is typically very high. In 2011 over 533,000 people attended French Quarter Festival, resulting in a local economic impact of over \$400 million.

Because French Quarter Festival is completely free for audience members, FQFI relies on sponsorship, merchandise and beverage sales, membership, and grants for funding. Every year dozens of businesses and organizations pay to sponsor stages at French Quarter Festival. In exchange for sponsorship, a stage is named after the business or organization and the business' name and logo are printed in all press releases and brochures. Also, sales of merchandise and beverages to festival-goers are a large part of the revenue raised to fund the festival. Volunteers offer their services by selling beverages (beer, water, soft drinks, etc.), as well as merchandise, such as official posters and t-shirts. Membership is another form of fundraising for FQFI. Depending on the donation level, members receive benefits such as early notification of upcoming announcements, bumper stickers, t-shirts, signed festival posters, one year subscriptions to Offbeat Magazine, invitations to the official "Thank Goodness It's Festival" kickoff party, and much more. Finally, FQFI applies for a wide variety of private and government grants seeking funding to help keep the festival running. In the current fiscal year, FQFI has received grant funds from the City of New Orleans (via the Arts Council of New Orleans), the National Endowment for the Arts, and the Louisiana Office of Tourism.

PEI Timeline

French Quarter Festival has a timeline for all its important meetings and events to prepare for the festival in early April. The call to musicians always goes out in September, giving artists plenty of time to apply to perform at the

festival. All coordination with city officials begins in November to make sure all permits and licenses are in order. The festival also begins bringing in vendors in November to sell food at the festival. In January, FQFI sends out a call for all volunteers who wish to help out and begins an aggressive marketing campaign to promote the festival to insure high attendance. And finally, all operations meetings also begin in January to ensure the festival runs smoothly.

One of the main focuses of French Quarter Festival is education, including a wide range of activities and programs geared toward both children and adults. The fact that New Orleans is a poor city is well-documented. More than 25% of its citizens are below the poverty line. A large portion of these citizens live immediately outside the historic French Quarter. This makes the educational programming of each festival much more important. FQFI encourages parents to bring their children to each festival, where they are free to attend any of the concerts, workshops, or seminars. Every year French Quarter Festivals, Inc. teams up with organizations such as the Audubon Nature Institute, Crimestoppers, Greater New Orleans Writing Project, The Green Project, International School of Louisiana, Louisiana Children's Museum, New Orleans Jazz National Historic Park, and Young Audiences of Louisiana, among others, to educate children at French Quarter Festival's "Children's Headquarters" at the Aquarium of the Americas about issues such as safety, the environment, New Orleans culture and history, and much more. This area features a stage sponsored by the New Orleans National Historic Jazz Park and Tulane Hospital. Several school bands and young brass bands perform on this stage, including the New Orleans Center for Creative Arts' "Red Hot Brass Band" and the "Talented Students of New Orleans Public Schools (NOPS)," among many others. Also, free swing dancing and second-line dancing lessons for children are provided at this stage by local dance groups such as NOLA Jitterbugs and DancingMan504.

French Quarter Festival provides an almost unmatched level of support to local artists of various mediums in New Orleans. FQFI is the one of the only festival organizations in New Orleans that hires exclusively locals (musicians, staging, sound, vendors, etc.), so virtually every dollar spent to produce our events stays within the local community. Every year over 1,000 local musicians are employed by FQFI and have the chance to perform in front of big crowds and sell their music straight to their fans. Some bands have reported selling over 100 CD's at French Quarter Festival. Furthermore, musicians are

often booked for other festivals or events (both locally and abroad) because of their appearance at one of FQFI's festivals. Louisiana is a unique place in America because it has its own music. Most states in the country do not have their own indigenous style of music, yet Louisiana has several. FQFI nurtures these traditions and exhibits them to the world, thereby keeping the musical artists relevant and employed.

PEI Measures of Performance

Visitors to FQFI's festivals are across the board in terms of demographics. People of all ages, races, nationalities, and socio-economic backgrounds attend every year. The fact that all of the festivals are free creates an extremely diverse audience. New Orleans has an extremely high poverty rate, and many of these lower-income people attend the festivals, as well as tourists from around the nation and the rest of world with more expendable incomes. In 2011 French Quarter Festival attracted over 533,000 visitors to the festival, resulting in over \$400 million in economic impact. FQFI works with the New Orleans Tourism Marketing Corporation and the New Orleans Metropolitan Convention & Visitors Bureau to use its festivals as an "added-value" tool for tourism promotions. FQFI also has partnerships with several local media entities including WWL TV and Radio, WWOZ, WWNO, Offbeat Magazine, Nola.com, among many others, to promote French Quarter Festival among locals. The success of these festivals is evaluated with help from the University of New Orleans Hospitality Research Center, which conducts thorough surveys including attendance estimates, demographics, and individual expenditures of attendees. Also, press clippings and media coverage are monitored to evaluate the overall response to the festivals. The goal is for the festival to continue to thrive and attract visitors from all over the world, while also continuing to nurture the musical and culinary heritage of our community.

By supporting French Quarter Festival, the Louisiana Office of Tourism would be making a significant contribution to not only Louisiana tourism, but also to the cultural heritage of the Louisiana community. FQFI will of course comply with all acknowledgment requirements for sponsorship including the LOT logo in printed materials, verbal acknowledgment at publicity announcements, and access to LOT staff to monitor the economic development aspects of the festival. French Quarter Festival is a long-standing tradition of locals and tourists standing together to enjoy the rich and diverse musical

French Quarter Festival, Inc.
PEI: French Quarter Festival
Grant # 527

Grant Amount: \$7,500.00

heritage of New Orleans with the scenic backdrop of the historic French Quarter, and any assistance that the Louisiana Office of Tourism can offer to keep this free festival going strong will be greatly appreciated.

Exhibit A2

Print Placement (Magazine, Newspaper)

Publication ne	Audience Reach	Ad Size	Issue Date	Circulation No.	Budgeted Cost
Offbeat Magazine	100,000	Full Brochure Attached Inside	April 2012	50,000	\$3,600

Total \$ 3,600

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost
Destination Network "New Orleans Television"	Gulf Coast			\$7,400

Total
\$ 7,400

Total Qualifying Marketing Expenses \$ 11,000

***A minimum of 25% of the PEI grant award, but not more than 50%, must be used for qualifying marketing expenses.

Exhibit B

PEI BUDGET (2011- 2012)

Name of Contractor: French Quarter Festivals, Inc.

Name of PEI: French Quarter Festival 2012

Sources of Revenue	Amounts
Cash on hand	\$ 0
Admission/Ticket Sales (TGIF Kickoff Party)	\$ 72,000
Vendors	\$222,100
Other Earned Income (Itemize)	
Beverage Sales	\$613,000
Merchandise Sales	\$208,406
Tip Jars	\$ 45,000
Community/Foundation Grants	\$ 45,000
Corporate Support	\$ 650,000
Fundraising	\$ 20,000
LOT grant	\$ 12,500
Total Expected Revenue	\$1,888,006

Expense Categories	Amounts
Staff salaries	\$ 350,000
Related benefits	\$ 80,200
Travel	\$ 500
Professional & Contract services	\$ 11,400
Production and Logistics Expenses	\$ 651,463
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	\$ 44,000
Artist Fees – entertainment– over 700 local musicians	\$ 160,000
Merchandise	\$ 89,000
Food and Beverage	\$300,050
Licensing Fees (Itemize)	
BMI	\$ 775

French Quarter Festival, Inc.
PEI: French Quarter Festival
Grant # 527

Grant Amount: \$7,500.00

SESAC	\$ 300
ASCAP	\$ 545
Acquisitions & major repairs (purchase of entry point signage)	\$ 1,000
Marketing and Advertising (marketing)	\$ 56,100
Other charges (Itemize)	
Festival Special Events	\$ 32,350
Sponsorship Expense	\$ 32,600
Volunteer Expense	\$ 29,850
Total anticipated expenditures	
\$1,888,006	

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.