

EXHIBIT A

Agency Name: Office of Tourism
Contractor's Name: Louisiana Association of Convention and Visitors Bureaus
Contract Monitor: Jack Warner, Deputy Assistant Secretary

Goal: The State's goal is the promotion of tourism to increase travel, spending and tax revenue for Louisiana.

Objectives: The objective is to plan and implement the LACVB Marketing and Public Relations Initiative in collaboration with the 34 Louisiana Convention and Visitors Bureaus and Tourist Commissions of the state as specified herein and to participate in the following consumer travel and trade show events:

Consumer Travel/Trade Show Events	Date	Level of Participation
Connect Marketplace (Orlando, FL)	Aug 21-23, 2014	Exhibitor (10x10 booth) and sponsor of reception
Rhythm and Roots (Charleston, RI)	Aug 29-31, 2014	Exhibitor (10x10 booth) and sponsor of the R & R Dance Stage
S.P.O.R.T.S. (Annapolis, MD)	Sept 8-11, 2014	Exhibitor (10x10 booth) and sponsor of an Evening of Fun & Games activity
USSSA - United States Specialty Sports Association (Orlando, FL)	Nov 16-22, 2014	Exhibitor (10x10 booth) and sponsor of activity (TBA)
LA Times Travel Show (Los Angeles, CA)	Jan 16-18, 2015	Exhibitor and will participate in event activities.
NY Times Travel Show (New York, NY)	Jan 23-25, 2015	Exhibitor (10x10 booth) and participate in event activities.
DC Travel & Adventure Show (Washington DC)	Mar 7-8, 2015	Exhibitor (10x10 booth) and participate in activities.
Family Motor Coach (Pomona, CA)	Mar 26-29, 2015	Exhibitor (10x10 booth) and participate in event activities.
NASC, National Association of Sports Commissions (Milwaukee, WI)	Apr 27-30, 2015	Information Booth and sponsor the General Meeting Breakfast – Will also participate in the marketplace and tradeshow to schedule appointments with event holders.

Deliverables: Deliverables shall include 1) documentation showing the State was recognized for its support as specified in the Scope of Services, 2) the Summary of Outcomes (Exhibit C) from participation in consumer travel and trade shows listed above, and documented proof of participation, and 3) at least quarterly Progress Reports summarizing LACVB activities.

Performance Measures: Contractor's performance will be measured by results, such as: 1) number of leads generated from participation in activities, 2) reported estimated attendance at events, 3) follow-up calls and inquiries, 4) number of meetings and other publicity events hosted and/or attended to stimulate Louisiana tourism growth, 5) reported collaborations initiated that can potentially develop Louisiana tourism such as conventions, conferences, tours, vacations, etc., and 6) sufficient documentation showing prominent placement of the State's official tourism logo on printed promotional materials, and photos showing the prominent display of State's official logo signage at events that were supported by the State.

Monitoring Plan: Jack Warner will serve as the State's Contract Monitor, and will ensure compliance with the terms of this Agreement in the following manner:

Contract Monitor will:

- Maintain regular contract with the Contractor to ensure that goals and objectives are being achieved.
- Review Progress Reports and supporting documentation for activities to ensure that promotional benefits are being delivered in accordance with the terms of this Agreement.
- Review the invoice(s) to ensure compliance with the Payment Terms and Budget, prior to authorizing the release of payment to Contractor.
- Review the Final Report to measure performance and to determine if the stated goals and objectives were achieved.
- Complete a performance evaluation at the termination of the Agreement and submit it to the Office of Management and Finance within 45 days of the termination date of this Agreement.

Utility of Final Product: This cooperative endeavor will assist the State in promoting Louisiana tourism opportunities and create public/private partnerships designed to increase awareness and promote a positive image of Louisiana as a unique and desirable business and tourism travel destination to groups that may not be familiar with Louisiana's tourism resources. This Agreement complies with the LOT objectives to increase awareness of Louisiana as a destination for tourism, and to promote opportunities for hosting meetings/conventions, sports activities, and recreational and leisure travel to increase event bookings in Louisiana.

EXHIBIT B

Louisiana Association of Convention and Visitors Bureaus Marketing and Public Relations Initiative FY 2014 - 2015

<i>Revenue Sources</i>	<i>Amount</i>
DCRT, Louisiana Office of Tourism	\$75,000.00
LACVB Contribution	\$75,000.00
Total Project Revenue	\$150,000.00

Anticipated Expenses

Event	Date	Location	LACVB Contribution	LOT Contribution	Total Project
Connect Marketplace	Aug 21-23, 2014	Orlando, FL	\$ 10,000.00	\$12,000.00	\$22,000.00
Rhythm and Roots	Aug 29-31, 2014	Charleston, RI	\$10,000.00	\$ 8,000.00	\$18,000.00
S.P.O.R.T.S.	Sept 8-11, 2014	Annapolis, MD	\$ 6,000.00	\$ 5,000.00	\$11,000.00
USSSA - United States Specialty Sports Association	Nov 16-22, 2014	Orlando, FL	\$ 6,000.00	\$ 7,000.00	\$13,000.00
LA Times Travel Show	Jan 16-18, 2015	Los Angeles, CA	\$ 9,000.00	\$ 7,500.00	\$16,500.00
NY Times Travel Show	Jan 23-25, 2015	New York, NY	\$ 9,000.00	\$ 7,500.00	\$16,500.00
DC Travel & Adventure Show	Mar 7-8, 2015	Washington DC	\$ 9,000.00	\$ 6,500.00	\$15,500.00
Family Motor Coach	Mar 26-29, 2015	Pomona, CA	\$ 6,000.00	\$ 3,000.00	\$9,000.00
NASC, National Association of Sports Commissions	Apr 27-30, 2015	Milwaukee, WI	\$ 10,000.00	\$ 18,500.00	\$28,500.00
		Totals:	\$75,000.00	\$75,000.00	\$150,000.00

Any adjustments to the budget must be approved by the State prior to implementation. **The State will not increase the maximum amount payable.**

EXHIBIT C

Consumer Travel/Trade Show Summary of Outcomes

LACVB Summary of Outcomes

Name of Event (*Consumer Travel/Trade Show, etc.*):

Event Location (*city, state*):

Date of Event:

Was the Event done in conjunction with CVBs or other Community Partners?

If yes, please list Community Partners and CVBs and note their involvement:

Nature of Event (*trade/consumer show*):

Estimated Overall Attendance:

Number of Scheduled Meetings:

Number of Leads Generated:

Event Itinerary (*Please attach event program and/or itineraries*):

List *panels/discussions attended and/or participated in*:

Was the booth location adequate?

Was LOT signage hung at the event?

Was LOT acknowledged for its support verbally at the event/activity and on publicity materials?

Please Explain:

Were publicity materials distributed? If so, what?

Were the logistics involved in setting up the booth good/adequate/poor?

Did attendees sign up to receive follow – up information?

Were Goals achieved? Please explain:

Were Objectives met? Please explain:

Summary of Actions/Outcomes: *Please address whether the event met the expectations and objectives.*

Print Name

Signature

Date

Supplemental information to be submitted:

1. Copy of the LACVB's or Representatives booth registration(s) and confirmations
2. Photos of the booth display (inclusive of LOT signage)
3. Supporting documentation such as list of leads, sign-in sheets, programs from events, and copies of promotional materials, etc.