

CONTRACT FISCAL INFORMATION SHEET

PLEASE COMPLETE THIS FORM AND ATTACH TO CONTRACT WHEN IT IS TIME TO ROUTE CONTRACT FOR APPROVALS AND SIGNATURES.

CONTRACTOR'S NAME: NOLA Motorsports Host Committee, Inc.

CONTRACTOR'S ADDRESS: 11075 Nicolle Boulevard, Avondale, LA 70097

CONTRACTOR'S FEDERAL ID# or

SOCIAL SECURITY # _____

CONTRACTOR'S CONTACT PERSON: Kristen Engeron, President

CONTRACTOR'S TELEPHONE: 504-302-4875

EMAIL ADDRESS: Kristen@nolamotor.com

TOTAL CONTRACT AMOUNT: \$4,500,000.00 Amendment Amount: N/A

CONTRACT PERIOD: 7/01/14-6/30/15

FUNDING AGENCY: DCRT, Office of Tourism

SOURCE OF FUNDS: Agency Appropriation (N/A)
State: _____ Percent
Federal _____ Percent
Self-generated 100% Percent

Organ. 6786	Object 4160	Sub object _____	Reporting Cat. 7513
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

The Louisiana Legislature appropriated funding within the Office of Tourism's budget to produce three annual Indy Grand Prix of Louisiana races at the NOLA Motorsports Park in Avondale, Louisiana. The State has received promotional benefits in conjunction with the event and will continue to receive promotional benefits the remainder of the State's Fiscal Year 2013-14.

Contract Monitor: Jack Warner

Organization Type: Not-for-Profit Corporation

<p>CONTRACTING PARTY:</p> <p>Nola Motorsports Host Committee, Inc.</p>
<p>NAME AND BRIEF NARRATIVE OF PROGRAM:</p> <p>Indy Grand Prix of Louisiana.</p> <p>The Nola Motorsports Host Committee, Inc. has been awarded a nationally-televised INDYCAR race. This race will be part of the 2015 Verizon INDYCAR Series.</p>
<p>Program Goals, Objectives, Expected Outcomes/Results Activities and Related Performance Measures (Duplicate pages as needed for each goal identified). What are the goals, objective(s), expected outcomes/results for this program: Indicate the goals/objectives for this program. Indicate the expected outcomes/results for each goal. Explain how each goal, objective, outcome/result is measured. Identify activities that will be implemented to achieve expected outcomes, the person(s) responsible for implementing the activity, and the expected completion date.</p>
<p>1. Program Goal (<i>Goals are the intended broad, long-term results. Goals are clear statements of the general end purposes toward which efforts are directed.</i>)</p> <p>To provide supplemental funding to the Contracting Party to host the inaugural Indy Grand Prix of Louisiana ("Event") to:</p> <ol style="list-style-type: none"> 1) support the expansion and promotion of tourism by producing an event that is projected to stimulate substantial growth in the Louisiana tourism industry, resulting in job creation and other increased economic activity, including the generation of tax revenue for state and local governments 2) attract visitors to Louisiana and to maintain awareness and a positive image of Louisiana as a unique and desirable travel destination
<p>2. Program Objective(s) (<i>Objectives are intermediate outcomes--specific, measurable steps towards accomplishing the goal. They identify the expected outcomes and results.</i>)</p> <p>Use appropriated funds to:</p> <ol style="list-style-type: none"> 1. support planning, operations, and production of the Indy Grand Prix of Louisiana and to 2. build the required track improvements and safety upgrades to the NOLA Motorsports Park required by INDYCAR in order to host the Event 3. lease the Park during the term of the Event 4. provide administrative, financial, marketing, and all other support that is necessary to successfully meet and exceed the requirements for producing the Indy Grand Prix of Louisiana

3. Relevant Activity (Activities) *(An activity is a distinct subset of functions or services within a program.)*

- 1) Construction to incorporate required safety and track modifications per specifications provided by INDYCAR into the existing 2.75 mile track at NOLA Motorsports Park. Includes changes in corners and lanes, perfecting surface material, adding proper guardrails, adding safety fencing, adding tire barriers, adjusting curbs for this type of racing, and other improvements.
- 2) Prominently insert the State's official tourism logo "Louisiana Pick Your Passion": 1) on the Welcome Banner at the Event, 2) on information pieces in Public Relations Kit and other advertising, and 3) other information pieces distributed to attendees at the Event and at other Park activities.
- 3) Provide opportunity for the Lieutenant Governor or his designated tourism representative(s) to speak on behalf of Louisiana's tourism industry.
- 4) Provide the State's tourism representative(s) with access to all Event activities and other major Park activities to represent the Louisiana tourism industry throughout the duration of this agreement. Provide advance notices (at least fourteen (14) days in advance of activities) so that tourism representative(s) will have adequate time to plan participation in activities.
- 5) Provide the State and other Louisiana tourism representatives at the Event with access to the concierge tent designated for drivers and manufacturers.
- 6) Ensure that the State is acknowledged for its support of the Indy Grand Prix of Louisiana through ensuring placement of the State's tourism logo on the NOLA Motorsports rotating banner ads on Event-related web sites.
- 7) Ensure that the State's official tourism logo "Louisiana Pick Your Passion" is prominently positioned and maintained on the NOLA Motorsports Park website with links to LouisianaTravel.com throughout the duration of this agreement.
- 8) Submit an initial Progress Report to the State by August 31, 2014 and Cost Reports with supporting documentation for expenses in compliance with the Budget when requesting reimbursement for expenses.
- 10) Submit a Final Report (Attachment C) at the conclusion of this Agreement and the Economic Impact Study.

4. Performance Measure(s) *(Measure the amount of products or services provided or number of customers served. Specific quantifiable measures of progress, results actually achieved and assess program impact and effectiveness.)*

- 1) Total number of visitors that attended the Event.
- 2) Economic impact of the Event on the Greater New Orleans Metropolitan Area and Louisiana (measured by increases in hotel occupancy percentages, consumer spending, and tax revenue generated)
- 3) Number and percentage of out-of-state visitors (national and international) that attended the Event
- 4) Amount and quality of media coverage that the Event received
- 5) Amount of tourism publicity the State received in conjunction with promotion of the Event.
- 6) Contracting Party's cooperation in completing and submitting the Progress Reports, the Final Report, and the Economic Impact Study.
- 7) Submission of complete Cost Reports (Attachment D) in compliance with the Budget, and adequate supporting documentation for expenses as budgeted.
- 8) Whether the Contracting Party's documentation is timely, accurate, and complete. .

Project Budget (2014-2015)

Contracting Party: *Nola Motorsports Host Committee, Inc.*

Anticipated Income or Revenue: \$7,285,599.00

Sources (list all sources of revenue)

	<u>Amounts</u>
<u>Ticket Sales</u>	\$1,500,000.00
<u>Sponsorships</u>	\$1,100,000.00
<u>Misc. Revenue</u>	\$185,599.00
<u>State Funding</u>	\$4,500,000.00

Anticipated Expenses

Annual Event Expenses	Cost	State Support
INDYCAR Sanction Fee	\$ 1,800,000	\$1,000,000
FIA Track Sanction	\$ 7,800	n/a
Office		n/a
Space	\$ -	n/a
Supplies	\$ 2,000	n/a
Phone & Internet	\$ 1,500	n/a
Office Furniture Rental	\$ -	n/a
Computer/Printer Costs	\$ 10,000	n/a
Economic Impact & ROI Study	\$ 15,000	n/a
Travel	\$ 150,000	n/a
Sales/Marketing/Advertising		n/a
Web Site	\$ 25,000	n/a
Sales Materials (Posters & Flyers)	\$ 3,000	n/a
Advertising & Marketing	\$ 200,000	\$200,000
PR Costs		n/a
Local Agency	\$ 35,000	n/a
PR Event Costs	\$ 5,000	n/a
Media Center Items - Printers, ETC	\$ 5,000	n/a
Legal Fees	\$ 25,000	n/a
Accounting Fees	\$ 25,000	n/a
Race Services (Operations, Logistics, Sales, Marketing, Transportation, Signage, Public Relations, Ticketing, Photography)	\$ 872,050	\$700,000
Insurance	\$ 60,000	n/a
Spectator Fence	\$ 30,000	n/a
Portable toilets rent & service	\$ 30,000	n/a
Bridge Rental	\$ -	n/a
Equipment Hire		n/a
Video Boards (Screen Works)	\$ 45,000	n/a
Generators	\$ 25,000	n/a
Staff Radios (Hopefully in kind)	\$ 5,000	n/a
Cable TV & Sound	\$ 7,000	n/a
Golf Cart Rentals	\$ 6,000	n/a

Chalet AV Equipment	\$ 10,000	n/a
Temp Suite Rental Cost (6x\$15K)	\$ 90,000	n/a
Chalet Build Cost	\$ 20,000	n/a
Grandstand Build (17Kx\$22)	\$ 374,000	n/a
Support Services		n/a
Phone Lines	\$ 5,000	n/a
Electrical	\$ 7,000	n/a
Maintenance Crew includes Clean up	\$ 10,000	n/a
Police Services	\$ 15,000	n/a
Install / Remove Scrim	\$ 12,500	n/a
Security	\$ 30,000	n/a
Emergency Operations - Andy Mahnke (1@\$750, 4@\$600)	\$ 3,150	n/a
Signage - Traffic/Install/Directional/Track/Start Finish (remove/replace)	\$ 25,000	n/a
Track Medical	\$ 10,000	n/a
Fire Department/Ambulance/Pit Lane Fire/Spectator	\$ 17,500	n/a
Dumpsters & Waste Removal	\$ 10,000	n/a
Towing service race weekend	\$ 5,000	n/a
Souvenir Program Production	\$ -	n/a
Barrier Repair Team	\$ 8,000	n/a
Trophies	\$ 15,000	n/a
Event Entertainment		n/a
Volunteer Box Lunches & Water	\$ 3,000	n/a
Midway & Family Fun Zone	\$ 45,000	n/a
Airshow	\$ 3,000	n/a
Ceremony Costs	\$ 5,000	n/a
Volunteer training/dinners/reception	\$ 7,500	n/a
Ticketing Costs		n/a
CC Fees (2.5%)	\$ 54,000	n/a
License Set Up	\$ 2,500	n/a
License Fee	\$ 5,000	n/a
Temp License	\$ 399	n/a
Scanners	\$ 1,200	n/a
Ticket Stock	\$ 5,000	n/a
Lanyards & Credential Holders	\$ 2,500	n/a
Volunteer Uniforms	\$ 5,000	n/a
Team Uniforms	\$ 5,000	n/a
Step & Repeat	\$ 2,500	n/a
Loli Pop Pit Signage	\$ 7,500	n/a
Viewing Decks (6 Decks)	\$ 12,000	n/a
Entrance Structures - (5)	\$ 10,000	n/a
Landscaping (Hopefully in Kind)	\$ -	n/a
Red Carpet Costs	\$ 3,000	n/a
Management Fee	\$ 450,000	n/a
Total Annual Expenses	\$ 4,685,599	

Safety and Track Upgrades (One-Time)

Cost

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INDYCAR Safety/Track Requirements \$ 2,600,000 \$ 2,600,000

Note: Completed Capital Investment Presently Exceeds \$50 Million in Private Investment

TOTAL EXPENSES \$ 7,285,599 \$ 4,500,000

(Budget categories listed above reflect a typical budget and may be adjusted by the Agency and Contracting

Party to reflect actual categories necessary for each individual program. Expenses without a cost yet listed will likely be acquired, even though an estimate has not yet been acquired. Salaries and Professional & Other Contract Services shall be detailed using pages 2 and 3 of Attachment B).