

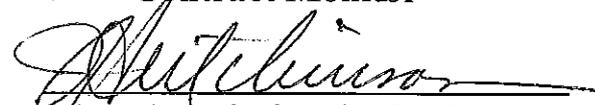
**Office of Lt. Governor/
Department of Culture, Recreation & Tourism
Funding Agreement Checklist**

Agency/Program: Louisiana Office of Tourism/Marketing

Recipient: City of Alexandria

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program** BP-Funds-LOT Marketing Grant
 - Line Item Appropriation
 - Letter of Agreement
- Revised 04/07/11

- | 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:		04/01/11 _____
	Contract Monitor	Date
		04/04/11 _____
	Appointing Authority	Date

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: **City of Alexandria**

CONTRACTOR'S ADDRESS: **915 Third Street
(P. O. Box 71)
Alexandria, LA 71309**

CONTRACTOR'S FEDERAL ID#: **72-6000014**

SOCIAL SECURITY #: _____

CONTRACTOR'S CONTACT PERSON: **Lisa Harris, Chief of Policy and
Planning/Director of Community Services**

CONTRACTOR'S TELEPHONE: **(318) 449-5056**

EMAIL ADDRESS: **lisa.harris@cityofalex.com**

CONTRACT AMOUNT: **\$12,750.00**

CONTRACT PERIOD: **From: 11/01/2010 to: 07/13/2011**

FUNDING AGENCY: **Office of Tourism**

SOURCE OF FUNDS: State: _____ Percent
Federal _____ Percent
Self-generated 100 _____ Percent

Organ. 6786 Object 3000 Sub Object 59 Reporting Cat. 7113
Organ. _____ Object _____ Sub Object _____ Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

Contractor shall use these funds to market "Que-in on the Red" (event) scheduled to be held March 18-19, 2011 in Alexandria. These funds are provided to cover 50% of the qualifying marketing expenses actually incurred by the Grantee up to \$12,750.00, the maximum amount of the grant award to produce and market and promote this event. The goals of the LOT Grant Program are to fund activities that significantly increase the economic impact of tourism and increase visitation to Louisiana.

CHECK OFF IF APPLICABLE TO THE CONTRACTOR AND **PROVIDE THE NECESSARY DOCUMENTATION:**

CORPORATIONS:

_____ **Nonprofit Corporation**
(Requires Board Resolution of Authority)

_____ **Profit Corporation**
(Requires Board Resolution of Authority and Disclosure of Ownership)

_____ **Limited Liability Corporation**

_____ **Out of State Corporation**
(Requires Certificate of Authority to do business in Louisiana and requires agency justification)

 X **Municipality, State (City Convention and Visitors Bureau)**

_____ **Sole Proprietor**
(Requires statement written on company letterhead/stationary stating that the person is indeed the sole owner and as such has the authority to sign on behalf of the company)

_____ **Out of State Contractor**
(Requires agency justification)

_____ **Contractor is a Consultant**
(Requires resume if contracting with individual or sole proprietor of a company)

_____ **Advance Payment**
(Requires justification from contractor and agency approval)

_____ **Multiyear Contract**
(Requires agency justification)

_____ **RFP Contract**

STAFF PERSON TO MONITOR CONTRACT: Janis LeBourgeois

Cc: Josh McDaniels, Budget Manager

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

Marketing 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 the City of Alexandria, 915 Third Street (P.O. Box 71) Alexandria, LA 71309, Phone: 318-449-5002, and E-mail: Jacques.roy@cityofalex.com (hereafter sometimes referred to as "Grantee") do hereby enter into this agreement ("Agreement") under the following terms and conditions.

1. Scope of Work

Grantee hereby agrees to market Que-in on the Red ("Event") scheduled to be held March 18-19, 2011 in Alexandria, LA as set forth in its **LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B)**.

The goal of this LOT Grant Program is to fund activities 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. Qualifying Marketing Expenses. After the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred by the Grantee for qualifying marketing expenses to implement the LOT-approved Marketing and Media Plans for the Event. Reimbursement will only be allowed for qualifying marketing expenses, as that term is 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. Reimbursement will not exceed grant award. State funds from any source may not be used for the mandatory cash match.

b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been

acknowledged as an official sponsor of the Event, as set forth herein and in the LOT Grant Application and Guidelines. Grantee must provide the State access to the Event for monitoring and economic development purposes. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the Event, 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 Event. 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. Event 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 amend 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, Marketing 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, Marketing 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 SEVEN HUNDRED FIFTY AND 00/100 DOLLARS (\$12,750.00)**.

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. The grant amount shall be paid in accordance with the following requirements:

a. One Payment. There will be a single payment made under this Grant Agreement. No payment will be made until after the Event is complete. The payment is made on a reimbursement basis after the conclusion of the Event. Grantee shall submit 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 were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, **due by May 23, 2011**.

b. Original Invoice. The original invoice to the State shall be in an amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee up to the maximum amount of the Grant award. The invoice must contain the word "invoice," must be submitted on Grantee's letterhead, and must include documentation that supports the qualifying marketing expenses incurred as detailed in the Final Report. The original invoice may be mailed or delivered to the Contract Monitor.

c. Final Report. The Grantee shall submit its typed **Final Report** on the form included as **Exhibit C**. The Final Report 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 under the appropriate category
- Reimbursement Documentation for Proof of Media Purchase – Vendor invoices and acceptable proof of implementation

- Final Report Summary

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 media or media not placed by the Grantee for any other reason. Only actual qualifying marketing expenses incurred by the Grantee are eligible for the 50% reimbursement.

d. Payment. The Contract Monitor shall review and verify the invoice, Final Report, 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.

The State will reconcile the invoice to the supporting documentation. The State will adjust payment downward in the event the invoice includes a request for payment of expenses that are not qualifying marketing 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 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.

e. 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 72-6000014.

4. Term of Grant Agreement

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **June 30, 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 Event must be held in Louisiana between January 1, 2011 and June 30, 2011. The Event is scheduled to be held March 18-19, 2011. All approved qualifying marketing expenses must be incurred by June 30, 2011.

Grantee must submit to the Contractor Monitor an original invoice, a **Final Report (Exhibit C)**, and all supporting documentation **due by May 23, 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 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

City of Alexandria

Grant Amount: \$ 12,750.00

Event: Que-in on the Red

Grant #152

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.

City of Alexandria
Event: Que-in on the Red
Grant #152

Grant Amount: \$ 12,750.00

THUS DONE AND SIGNED AT Alexandria, Louisiana on the 21st day of March, 2011.

WITNESSES:

City of Alexandria

Anita Boddie
Linda C. Thompson

Jacques M. Roy
Mayor
Phone: 318-449-5056
Email: Jacques.roy@cityofalex.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 17th day of March, 2011.

WITNESSES:

Department of Culture, Recreation, & Tourism

James L. Hutchinson
Marlene Curcio

James L. Hutchinson
James L. Hutchinson, Assistant Secretary
Office of Tourism

EXHIBIT A1

MARKETING PLAN

EVENT DESCRIPTION

In 2006, the City of Alexandria held its first-ever barbecue festival, "*Que-in on the Red*," on the beautiful banks of the Red River. As stated in Resolution 7842-2005 passed by the Alexandria City Council, the festival's origination was the result of both the citizenry and community leaders whose goal was to continue to develop and promote the city's attributes. Held annually on the third weekend of March, "*Que-in on the Red*" grills up some of the most tantalizing culinary creations in the area. With six categories in which to compete; whole hog, ribs, shoulder, beef, poultry and sauce, the competition attracts teams from all over the United States. For the past five years, teams from Illinois, Mississippi, Texas, Tennessee, Arkansas, Georgia and Louisiana have gathered to prepare entries to be judged on taste, presentation and flavor by trained and certified judges. Sanctioned by the Memphis Barbecue Network, the competition brings a unique experience to the festival. Good food, great music, family-fun, friendly competition and great prizes are just some of the many attractions.

GOALS AND OBJECTIVES FOR 2011

- *Become an Economic Driver for Alexandria*
- *Attract visitors to the State from the region*
- *Increase revenue generated by merchandise sales and gate attendance by 20%. This, with the attempt to begin moving towards self-sufficiency.*
- *Offer diverse local and national musical entertainment*
- *Showcase the festival through the following:*
 - *Competition*
 - *Merchandise*
 - *Vendors*

TARGET MARKET

Demographics	
60%	Male
40%	Female

Age	
30%	11-24
35%	25-34
26%	35-49
9%	50+

MARKETING AND PROMOTIONAL STRATEGIES

Media Plan -Exhibit A2

COMMUNICATIONS

BILLBOARDS: Placement of digital billboards in Lakes Charles, Shreveport and Baton Rouge. These sites were used to promote the 2007, 2008 and 2009 and 2010 festival.

RADIO: A local partnership with Cenla Broadcasting and Opus Broadcasting has developed giving "*Que-in on the Red*" mentions on numerous stations. Those formats include, contemporary hits radio, urban contemporary, classic rock, country, and talk radio broadcasting 100,000 watts. Live remotes, mentions, and web site links are additional options. Placement with multi-format stations in Lafayette, Shreveport-Bossier City and Baton Rouge, LA will be made as well.

TELEVISION: Placement for 2011 will include local stations reaching most of Central Louisiana. Average frequency of 6.92. The City's Government Access Channel as well as those throughout the State will be used as well.

PRINT: Posters, newspaper ads and mailers will be used again to promote festival. The City of Alexandria has a mailing list of 9,000, which includes local and state address. Postcards are mailed to those homes advertising festival musical line-up and other events. The local Gannett paper prints ads and stories promoting the festival. Local teams competing in the contest are featured. *Barbecue News*, a national barbecue publication is another printing source used for advertising. We are also purchasing ads in all appropriate trade publications.

WEBSITE: *Que-in on the Red* has its own website. The site includes applications, accommodations, and photo gallery and sponsorship information. This year, we would like to link the site to musical performers' sites. The address for the site is www.queinonthered.com.

VIRAL MARKETING: In Central Louisiana we feel that word or mouth is one of the best ways to "get the word out." For 2011 we are attempting to spread the word through email and social networks (Face Book).

PUBLIC RELATIONS

TV APPEARANCES: Alexandria/Pineville Convention and Visitors Bureau and city employees will make appearances on various morning shows statewide to promote the festival.

PARTNERSHIPS V/S SPONSORSHIPS: We will begin to partner with local organizations that may not have financial means to sponsor the festival. This includes areas for local businesses to host their employees or taking advantage of a trade they may have to offer.

City of Alexandria
Event: Que-in on the Red
Grant #152

Grant Amount: \$ 12,750.00

ADDITIONAL DELIVERABLES

Office of Tourism logo on entertainment stage and gate signage. Opportunity to hang banner along festival gateway

TRACKING AND EVALUATION MEASURES

Evaluation: Following the 2011 festival, a meeting will be held with the planning committee to evaluate the success of the festival and note any changes that may need to take place for the following year.

Measures of Success/failures: During the festival evaluation cards will be given to the public for completion. Incentives will be given to those completing the cards. A mechanism will be put into place on the festival site to gather input, positive or negative, on the year's event.

Tracking data: An extension of a current partnership with Louisiana College and the City will allow for the tracking of data as festival-goers enter the gate. Student interns will be used to gather the data.

**EXHIBIT A2
 MEDIA PLAN**

Print Placement (Magazine, Newspaper)

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost	50% request of LOT	
The Times*	Shreveport, LA	4x10 b/w	3/13/11	66,573	\$6,392.00	\$3,196.00	
Daily World*	Opelousas, LA	4x10 b/w	3/13/11	9,000			
The News-Star*	Monroe, LA	4x10 b/w	3/13/11	46,000			
The Daily Advertiser*	Lafayette, LA	4x10 b/w	3/13/11	58,952			
The Town Talk*	Alexandria	4/10 b/w	3/13/11	35,368			
National Barbecue News	United States & International	½ page	1/11/11 and 2/11/11	7,995	\$1,460.00	\$730.00	
*Statewide Package					Totals	\$7,852.00	\$3,926.00

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	50% request of LOT
Citadel-KSMB, KXKC, KNEK	Lafayette, LA	60 seconds	3/10 – 19/11	\$ 3,679.00	\$1,714.00
Cumulus-KRMD, KMJJ, KRMD, KVMA, KQHN	Shreveport-Bossier	60 seconds	3/7 – 19/11	\$ 3,500.00	\$1,750.00
Citadel-KQXL, WCDV	Baton Rouge	60 seconds	3/7 -19/11	\$ 4,620.00	\$2,310.00
Totals				\$11,799.00	\$5,774.00

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Budgeted Cost	50% request of LOT
Digital board at highest traffic location	Lake Charles, LA	14 x 48 to 14 x 25	3/4-19/11	\$ 800.00	\$ 400.00
Digital boards at highest traffic locations	Shreveport, LA	14 x 48 to 14 x 25	3/4-19/11	\$1,600.00	\$ 800.00
Digital boards at highest traffic locations	Baton Rouge, LA	14 x 48 to 14 x 25	3/4-19/11	\$1,600.00	\$ 800.00
Digital board at highest traffic location	Lafayette, LA	14 x 48 to 14 x 25	3/4-19/11	\$ 800.00	\$ 400.00
Digital board at highest traffic location	Jackson, MS	14 x 48 to 14 x 25	3/4-19/11	\$ 800.00	\$ 400.00
Totals				\$5,600.00	\$2,800.00

Online Placement (Website)

Web Site Name	Web Site Address	Dates	Budgeted Cost	50% request of LOT
QUE'IN ON THE RED	www.queinonthered.com	Year-long	\$500.00	\$250.00
Totals			\$500.00	\$250.00
Totals			\$25,751.00	\$12,750.00

City of Alexandria
Event: Que-in on the Red
Grant #152

Grant Amount: \$ 12,750.00

**EXHIBIT B
BUDGET**

Name of Grantee: City of Alexandria

Name of Event: Que-in on the Red

QUE-IN ON THE RED PROPOSED 2011 INCOME AND EXPENSES

INCOME:

Proposed 2011 Community Partners

Alexandria Festival Association	\$11,000
Louisiana Office of Tourism	\$12,750
Sponsorships	\$40,000
TOTAL	\$63,750.00

Gate	\$50,000
Soft Drink/Beer Sales	\$5,000
Team Entry	\$6,000
Aprons, t-shirts, caps	\$2,000
Vendors	\$5,000
TOTAL	\$68,000.00

INCOME GRAND TOTAL \$131,750.00

EXPENSES:

Promotional Items:

Aprons, Bags	\$2,000
TOTAL	\$2,000.00

Printing:

Team Applications	\$150
Judges Applications	\$150
Vendor Applications	\$130
Postcards, Posters, Passes	\$300
Banners	\$5,000
TOTAL	\$5,730.00

Advertising:

Web Design	\$500
Cenla Broadcasting	\$5,040
Urban Broadcasting	\$4,000
KALB	\$2,000
WNTZ	\$1,000
Sudden Link	\$1,100
KSMB/KNEK-Lafayette	\$4,180

City of Alexandria
Event: Que-in on the Red
Grant #152

Grant Amount: \$ 12,750.00

WDGL/KNXX/KQXL-Baton Rouge	\$3,950
CIMULUS/GAP BROADCASTING-Shreveport	\$3,500
Gannett(Shreveport, Opelousas, Monroe, Lafayette, Alex.)	\$6,392.00
Cenla Focus	\$1,800
Lamar Advertising	\$7,200
BBQ News	\$1,460
The Newsweekly	\$756
TOTAL	\$42,878.00

Entertainment:

Live Entertainment	\$22,500
Sound, Lights, Stage	\$20,000
Backline	\$2,500
Motor Homes	\$1,000
Announcer	\$550
Lodging	\$500
TOTAL	\$47,050.00

Judging:

MIM Reps lodging and travel	\$500
Trophies	\$1,500
Cash prizes	\$10,000
2011 MBN Entry Fee	\$450
TOTAL	\$12,450.00

Festival Logistics

Tents	\$5,000
Porta-jons	\$3,000
Golf Carts	\$1,000
TOTAL	\$9,000.00

Expense Grand Total **\$119,108.00**

Net Income/Loss \$12,642.00

City of Alexandria
 Event: Que-in on the Red
 Grant #152

Grant Amount: \$ 12,750.00

Exhibit C

Grant Cycle January 1, 2011 – June 30, 2012
Louisiana Office of Tourism Marketing Grant Final Report Form
 Note: Final reports should be typed.

SECTION I: Grantee Information

Name of Event Que-in on the Red
 Event Date March 18-19, 2011
 Organization City of Alexandria
 Grant Award Amount \$12,750.00
 Primary Contact for Event Lisa Harris, Chief of Policy and Planning/Director of Community Services
 Phone Number (318) 449-5056
 Email lisa.harris@cityofalex.com

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 event. At least 66% or 2/3 of the designated marketing area/ media audience must be outside a 50-mile radius of the event for the media to be eligible for reimbursement. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

***If awarded a grant, 50% of the grand total spent on qualifying marketing expenses will be reimbursed up to the total amount of the award.

***List only qualifying marketing expenses eligible for reimbursement through the LOT Marketing Grant Program.

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost	50% request of LOT
Totals					\$ _____	\$ _____

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost	50% request of LOT

LOT STAFF USE ONLY

LOT Approved Reimbursement Amount \$ _____

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: Final Report Summary Format

- A 1–2 page typed detailed summary on the outcome of the Event taking into consideration the goals, objectives and measurable outcome regarding the impact that the Event 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 Event
 - 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 and programs.
 - 6) **Profitability of the Event**