

**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 the City of Eunice, 300 South 2<sup>nd</sup> Street (P.O. Box 1106) Eunice, LA 70535, Phone: 337-457-7389 and Email: eunicelamayor@hotmail.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 execute and market the Country Music at the Liberty ("Project" or "PEI") scheduled to be held January 8, April 9 and May 14, 2011 in Eunice, 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 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](http://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 **FIVE THOUSAND AND 00/100 DOLLARS (\$5,000.00)**.

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.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 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 30, 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 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](mailto: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 72-6000383.

### **4. Term of Grant Agreement**

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **July 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 PEI must be held in Louisiana. The PEI is scheduled to be executed January 8, April 9, and May 14, 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 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 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 Eunice  
PEI: Country Music at the Liberty  
Grant #162

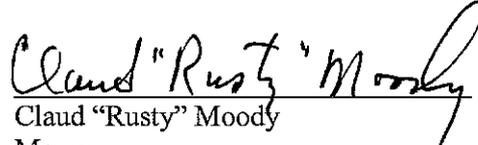
Grant Amount: \$ 5,000.00

THUS DONE AND SIGNED AT Eunice, Louisiana on the 5<sup>th</sup> day of  
April, 2011.

WITNESSES:

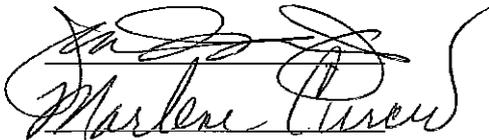
  
Joan McManus  
April

City of Eunice

  
Claud "Rusty" Moody  
Mayor  
Phone: 337-457-7389  
Email: eunicelamayor@hotmail.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 17<sup>th</sup> day of March  
(month), 2011.

WITNESSES:

  
Marlene Curran

Department of Culture, Recreation, &  
Tourism

  
James L. Hutchinson, Assistant Secretary  
Office of Tourism

## EXHIBIT A1

### BUSINESS PLAN

#### NARRATIVE

It is widely known that American Folk Music such as Bluegrass and Blues have acted as the base for the development of the more widely known and popular genres of music such as Rock & Roll and Rhythm & Blues.

Louisiana is widely known for two of its unique forms of American Folk Music: Cajun and Jazz. What is not as known outside of Louisiana is that 20<sup>th</sup> century Cajun Music was greatly influenced by another form of Folk Music, Country and Western music which, in turn, was influenced by Cajun music.

During the 1930's, 40's and 50's, Country Music was very popular in rural areas of South Louisiana and Cajun musicians, in addition to playing the most popular of the Country songs also borrowed melodies and lyrics, adapting them to their own Cajun music. In the 1940's Cajun bands began to incorporate the steel guitar into their original music, giving Cajun music a "swing" tempo reminiscent of Country and Western music.

The Liberty Theater, for twenty-three (23) years the home of "Rendez-vous des Cajuns" Cajun Music Radio and TV Show, has become the "Grand Ole Opry" of Cajun music.

The City of Eunice and the Liberty Theater pay homage to the American Folk Music which was instrumental in the continued evolution of Cajun music through a series of three (3) special, unique and original programs developed for the Liberty Theater:

January 8, 2011: A Tribute to Hank Williams, Sr.  
April 9 2011: Salute to Classic Country Music  
May 14, 2011: Lovesick Blues: An Evening with Hank Williams, Sr.

On the whole, the musicians and performers are all from Louisiana and the majority are best known as Cajun music musicians and singers.

The Tribute to Hank Williams, Sr., features a variety of vocalists performing Hank Williams, Sr.'s original songs, each interpreting the song in their own unique style.

The Salute to Classic Country Music features Country and Western songs that are commonly described as "classic" from the 1930's, 40's and 50's, when Country music had its' greatest influence on Louisiana music. This program features music of that era of both male and female vocalists, giving an opportunity to showcase Louisiana's female talent.

Dr. Barry Ancelet, professor of French and Folklore at the University of Louisiana at Lafayette hosts these two programs, highlighting the deep connection between these two forms of American Folk Music, Cajun and Country.

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Grant Amount: \$ 5,000.00

The last program in the series, Lovesick Blues: An Evening with Hank Williams, Sr. is a musical about the life of Hank Williams, Sr. with special emphasis on his connection to Louisiana, its people and music. It was written, and is performed by, Hugh Harris of Livingston Parish.

### **Project Purpose:**

Approximately one half of the audience in attendance reside within a ninety (90) mile radius of Eunice, LA and the remainder are from out of the immediate area and out-of-state. Each year we attract audience members who are visitors staying in the Lafayette and Baton Rouge area who discover the programs through local media outlets.

The first two (2) programs in the series (A Tribute to Hank Williams, Sr. and Salute to Classic Country Music) are broadcast live on two (2) radio stations and the internet, giving these programs immeasurable exposure to a worldwide audience.

This ability to broadcast the program on the internet allows us to focus national and international attention to a small rural town in South Louisiana.

The City of Eunice and the Liberty Theater have hosted these programs since 2000 and as a result have compiled a mailing list of almost five hundred (500) households who have requested to be notified in advance of the dates of the shows and information on purchasing advance tickets.

### **Overall Goals and Objectives**

One of the objectives of these performances is to educate the audience (through entertainment) of the unique relationship between these distinct forms of American Folk music, Cajun and Country. Another goal is to showcase the diverse musical history of Louisiana's Cajun music and its artists while bringing positive attention to Eunice, Louisiana and Acadiana.

Another benefit of these programs have been to the artists themselves. The artists have been booked to appear and perform at other venues as a result of their appearances at the Liberty Theater shows, such as at the NSU Folklife Festival, Manship Theater, Alabama's Pecan Festival, the Jazz Festival and other events which have contracted performances by the artists based on their performance at the Liberty's "country" shows.

Since the Liberty Theater seats only five hundred and twenty-eight people (528), the radio and broadcast capable programs are programmed to entertain while encouraging listeners to travel to the South Louisiana area and experience the culture of this State first hand. During the shows, other Louisiana venues and festivals are discussed, giving listeners information to travel to Louisiana or enough information to encourage additional research on our State.

### **Project Timeline**

#### **Show Dates**

January 8, 2011:	A Tribute to Hank Williams, Sr.
April 9 2011:	Salute to Classic Country Music
May 14, 2011:	Lovesick Blues: An Evening with Hank Williams, Sr.

#### **Media**

Approximately eight (8) weeks before the show, notices are sent out to the mailing list members, giving them the date of the upcoming programs and information on how to obtain tickets.

Approximately six (6) weeks before the show, advertising in the local media begins and Ads for

statewide advertising are developed and space is booked. Notices are also sent out to radio media for PSA announcements and the shows are discussed on the radio and the internet during weekly broadcasts of the Liberty's "Rendez-vous des Cajuns" show.

Four (4) weeks before the event, flyers are sent out to Welcome Centers, campgrounds and hotels within a ninety (90) mile radius of Eunice, LA.

All tickets are reserved seating and are sold through the Eunice Mayor's Office.

#### Sponsors and Program timeline

Approximately eight (8) weeks before the show, majority of performers have been booked. Once the main artists have committed to performing, local area businesses are solicited to be monetary or in-kind sponsors for the shows. In-kind sponsorship can include hotel accommodations for artists from outside the Acadiana area.

Three (3) weeks before the show the musical "line-up" is complete and all charts and CDs have been forwarded to performers. The show's program is created for printing to include all sponsors, logos and performing artists.

One (1) week before the show, the Theater stage is set up for the performance and the morning of the show, all musicians, vocalists and sound engineers arrive for last rehearsal and sound checks. 4:30 PM on the day of the performance, "Will Call" ticket window opens at the Liberty and the doors open to admit audience members. The show begins at 6:00 PM.

#### Project Measures of Performances

On the back of each ticket stub, audience members can fill out information to be placed on the mailing list. After each show, the number of new requests to be added to the mailing list is determined. Announcements are made during the show, to the radio and internet audiences, what steps a listener can take to be placed on the mailing list. These "after the event" inquiries are also documented. A marketing survey is conducted before each show, randomly questioning each new audience member as to how they learned about the Liberty Theater and/or these special shows. All seats are numbered and reserved so at the time of curtain opening there is an exact count of in-house audience.

The Tribute to Hank Williams, Sr. and the Salute to Classic Country Music are both broadcast live on KRVS 88.7 FM Radio Station based in Lafayette, Louisiana and on KEUN 1490 AM Radio Station in Eunice, LA and on [www.krvs.org](http://www.krvs.org).

#### Additional Project Deliverables:

Flyers, posters and programs of all three (3) of the shows lists sponsors and their logo's.

The Tribute to Hank Williams, Sr. and the Salute to Classic Country Music are both hosted by an emcee (Dr. Barry Ancelet) who discusses the origins of each song, its' history and influence on Louisiana and its' music. Both of these shows offer ample opportunities for appearance by officials of the State Office of Tourism to appear on stage with Dr. Ancelet and discuss the State's role in preserving our unique culture and music. Both of these shows are broadcast live on the radio and internet.

As a more "scripted" program, Lovesick Blues: An Evening with Hank Williams, Sr., is more restrictive however, the show is opened with a welcome from representatives of the Liberty Theater and acknowledgment of our sponsors which is repeated at the end of the program. There is opportunity during the opening of the program to feature representative(s) of the State.

City of Eunice  
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Grant #162\_

Grant Amount: \$ 5,000.00

DVD's of all these programs are available for sale to the public and the credits include acknowledgments of all the entities responsible for supporting the programs.

**Proof of Past Performances:**

These programs have been very beneficial to the Liberty Theater, the surrounding area and to the performers themselves. The shows physical audience largely consists of people from outside the immediate area and who are out-of-state who have requested inclusion on the mailing lists and have returned to the area to attend additional performances.

In past years we have held our shows during the winter season, November and the first weeks of January. These upcoming shows will be held in January and, for the first time, during the spring. We hope that by changing the dates of the programs we will be able to reach a larger number of out-of-state visitors who travel to Louisiana during the late winter and spring time of the year.

**EXHIBIT A2**

**MEDIA PLAN**

<b>Publication Name</b>	<b>Audience Reach</b>	<b>Ad Size/ Color</b>	<b>Issue Date</b>	<b>Circulation No.</b>	<b>Budgeted Cost</b>
American Press	45,000	3x7	Week of March 14	45,000	\$518.76
Alexandria Town Talk	30,000	3x7	Week of March 14	30,000	\$518.76
The Advocate Baton Rouge, LA Friday's Fun Section	98,354	2x5	March 18, 2011	98,354	\$659.20
LA Newspaper Program (LTPA)	1,332,766	2x2	Week of March 21	1,332,766	\$810.00
<b>Total</b>					<b>\$ 2,506.72</b>

**Online Placement (Website)**

<b>Web Site Name</b>	<b>Web Site Address</b>	<b>Dates</b>	<b>Budgeted Cost</b>
City of Eunice, LA	<a href="http://www.eunice-la.com">www.eunice-la.com</a>	March-May	In Kind
<b>Total</b>			<b>\$ _____</b>

**Postage for Direct Mail**

<b>Direct Mail Piece</b>	<b>Target Audience/Mailing List Group</b>	<b>Quantity</b>	<b>Dates</b>	<b>Budgeted Cost</b>
.44	Liberty Event Mailing List	498	January 1	219.12
			February	219.12
			March 1	219.12
			April 1	219.12
<b>Total</b>				<b>\$ 876.48</b>

City of Eunice  
PEI: Country Music at the Liberty  
Grant #162\_

Grant Amount: \$ 5,000.00

**EXHIBIT B  
BUDGET**

**Name of Grantee: CITY OF EUNICE, LA**

**Name of PEI: COUNTRY MUSIC AT THE LIBERTY**

**Anticipated Income or Revenue**

<b><u>Sources of Revenue</u></b>	<b><u>Amounts</u></b>
Admission/Ticket Sales	\$10,000.00
Vendors – Concession Sales (night of the shows)	\$2,200.00
Community/Local Grants (List Sources)	\$1,000.00
LOT grant	\$5,000.00
	<hr/>
<b>Total Expected Revenue</b>	<b>\$18,200.00</b>

**Anticipated Expenses**

<b><u>Expense Categories</u></b>	<b><u>Total amount</u></b>	<b><u>LOT Grant</u></b>
Staff salaries	\$535.00	
Postage	\$876.48	
Professional & Contract services (Disclose subcontractors on a separate sheet– name, address, contact information, amount paid and services provided.)	\$2,400.00	
Printing, etc. (Itemize)	\$700.00 (tickets \$225, posters \$300, programs \$175)	
Supplies for Concession	\$1,070.00	
Artist Fees – i.e. entertainment (Itemize)	\$9,000.00	\$3,750.00
Security Services	\$900.00	
Marketing and Advertising	\$2,506.72	1,250.00
	<hr/>	
<b>Total anticipated expenditures</b>	<b>\$17,988.20</b>	<b>\$5,000.00</b>

City of Eunice  
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**EXHIBIT C**

Grant Amount: \$ 5,000.00

**GRANT PAYMENT REQUEST FORM**

**GRANT PERIOD:** January 1, 2011 –June 30, 2011

**PAYMENT REQUEST:** First or Second Payment (Circle one)

<b>APPROVED BUDGET CATEGORIES</b>	<b>TOTAL BUDGETED</b>	<b>1<sup>st</sup> Payment</b>	<b>2<sup>nd</sup> Payment</b>	<b>BALANCE REMAINING</b>
<b>Total PEI Expenses (Funded through the LOT Grant)</b>				
Artist Fees	\$3,750.00			
<b>Total Qualifying Marketing Expenses (Funded through the LOT Grant)</b>	<b>\$1,250.00</b>			
<b>TOTAL GRANT AWARD</b>	<b>\$5,000.00</b>	<b>\$2,500.00</b>		<b>\$2,500.00</b>

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
<b>Total</b>					<b>\$</b> _____

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost
<b>Total</b>				\$ _____

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Actual Cost
<b>Total</b>				\$ _____

**Online Placement (Website)**

Web Site Name	Web Site Address	Target Audience	Dates	Actual Cost
<b>Total</b>				\$ _____

**Postage for Direct Mail**

Direct Mail Piece	Target Audience/Mailing List Group	Quantity	Dates	Actual Cost
<b>Total</b>				<b>\$ _____</b>

**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**