

Grantee: City of Minden
Event: Minden Fasching Fifth Season Festival
Grant #609

Grant Amount: \$4,870.07

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

**Competitive Grant Program
FY 2012-2013**

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 Minden, 520 Broadway, Minden, LA 71055, phone: 318-371-4258, email: mainstreet@mindenusa.com (hereafter sometimes referred to as "Grantee") do hereby enter into this agreement ("Agreement") under the following terms and conditions.

1. Scope of Work

The goal of the LOT Competitive Grant Program is to fund activities that significantly increase tourism travel to 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; (2) to strengthen Louisiana's tourism partnerships and alliances to support Louisiana's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

a. Event Marketing. In accordance with the LOT's stated goals, the Grantee hereby agrees to market the Minden Fasching Fifth Season Festival ("Event") scheduled to be held November 10 / 11, 2012, in Minden, LA as set forth in its LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

b. Qualifying Marketing Expenses. Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred for qualifying marketing expenses (as defined in the LOT Grant Application Guidelines) associated with implementing the LOT-approved Marketing and Media Plans for the Event. Qualifying marketing expenses include the actual placement costs of media; however, does not include the costs associated with ad creation or media production. Reimbursement shall not exceed the total grant award. State funds from any other source may not be applied towards the mandatory cash match to be provided by the Grantee.

c. Event Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts to ensure the eligibility of marketing and advertising materials and expenses that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism

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logo and/or verbiage, as applicable and as described above. Unapproved marketing and advertising materials and expenses may not be eligible for reimbursement.

d. 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 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.
- 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."*

e. Changes to Agreement. If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Marketing Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), in advance, 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 expense that is submitted to the State for reimbursement, and is not listed in the Scope of Work, Marketing Plan, Media Plan, or Budget, that has not been preapproved by the Contract Monitor may not be considered an eligible expense. Only eligible expenses will be approved for reimbursement. Any substantial change to this Agreement will require a written amendment, executed by all parties, as set forth herein.

f. 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 the 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 lapse without contact, the State may initiate the process of revoking this Grant.

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2. Payment Terms

In consideration of the work described above, the State hereby agrees to pay Grantee a maximum sum of FOUR THOUSAND EIGHT HUNDRED SEVENTY DOLLARS AND 07/00 CENTS (\$4,870.07). Travel and other expenses not specified in the terms of this Agreement are not reimbursable.

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 request reflects payment for non-qualifying expenses associated with marketing activities, 2) the State has not been acknowledged as a sponsor in accordance with the terms of this Agreement, 3) inadequate supporting documentation for expenses, or 4) noncompliance with the terms of this Agreement. The State will notify the Grantee of any inadequacies or deficiencies and will provide the Grantee 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. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. 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 set by 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.

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. It is anticipated that there will be a single payment made under this Grant Agreement. No payment shall be made until after the Event. Payment will be made on a reimbursement basis for qualifying marketing expenses actually incurred by the Grantee as specified within this Agreement and in accordance with the Grant program guidelines.

b. Original Invoice. Grantee shall deliver to the State's Contract Monitor an original invoice, a Final Report (**Exhibit C**) by January 10, 2013, 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 Agreement. 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 document submitted as invoice for reimbursement must contain 1) the word "invoice," 2) must not exceed the total grant award 3) must be submitted on Grantee's letterhead, 4) must reference the Event, and 4) must be accompanied by supporting documentation for qualifying marketing expenses for actual incurred cost as detailed

in the Final Report (Exhibit C).

c. Final Report. Upon completion of the Event, 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 form can also 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 (Exhibit C) of qualifying marketing expenses-actually incurred by the Grantee. List all media types under the appropriate category.
- Support documentation for Media Buys/Proof of Media Purchases – Media invoices and acceptable proof of implementation
- Final Report Summary

LOT reserves the right to require additional information, documentation and/or added deliverables in order to adequately 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 qualifying marketing expenses actually incurred by the Grantee are eligible for the 50% reimbursement.

d. Act 13 Clause. Grantee is informed that no funds appropriated under Act 13 of the 2012 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 Grantee executes this Agreement and submits to the 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 LOT shall submit this 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 72-6000902.

4. Term of Grant Agreement

This Grant Agreement shall begin on July 12, 2012, and shall terminate on January 25, 2013.

The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.

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.

5. Amendments in Writing

Except as provided in Section 1 (e), 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.

6. 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.

7. 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 payment 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.

8. 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.

9. 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.

10. 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 and/or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Grantee that are related to this grant.

Any quasi public agency or body as defined in La. R.S. 24:513 A (1)(b) shall designate an individual who shall be responsible for filing annual financial reports with the Legislative Auditor and shall notify the Legislative Auditor of the name and address of the person so designated (La. R.S. 24:513 H (2)(a)).

11. 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.

12. Non-assignability

The Grantee shall not assign any interest in this Agreement 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.

13. 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

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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.

THUS DONE AND SIGNED AT Minden, Louisiana on the 16 day of July, 2012.

WITNESSES:

Wanda Pittman

Jettie O'Olson

Bill Robertson

Bill Robertson, Mayor
City of Minden

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 12 day of July, 2012.

WITNESSES:

Judy K. Halloran
Valerie Lewis

Department of Culture, Recreation, & Tourism

Kyle Edmiston 7/12/12
Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1

**MINDEN FASCHING FIFTH SEASON FESTIVAL
NOVEMBER 10 & 11, 2012
MINDEN, LOUISIANA**

EVENT DESCRIPTION

Unique in Louisiana is a city of German heritage, **Minden**, a community founded in 1835 by German-American Charles Hans Veeder and named for the home of his ancestors, Minden Germany. A year before, a group of German immigrants seeking religious freedom settled in a commune just north of Minden at the Germantown Colony. The colony became a part of the Louisiana State Museum system in 2008.

“Fasching” or the “Fifth Season” is the German equivalent of Mardi Gras. The Fifth Season officially begins each year in the 11th month, on the 11th day, at 11:11 AM, at a ceremony where the Mayor hands over the keys to the city to the King and Queen of Karneval who preside over the festivities for the fifth season which ends on Ash Wednesday at the beginning of Lent.

In 2010, a search to find a project that would celebrate Minden’s German heritage was launched. It made sense to build a festival upon an already established event, but “which event?” was the question. Research revealed that Germany celebrates during Epiphany with Fasching the same way we celebrate Mardi Gras in Louisiana. Centering a German festival on the already successful annual Minden Main Street Mardi Gras Parade made perfect sense.

A committee to organize the festival was formed with volunteers from Minden Main Street, Minden Mardi Gras Krewe des Ambassadeurs, The Minden South Webster Chamber of Commerce and the Webster Parish Convention & Visitors Bureau. Museum and The Minden Cemetery Association. Volunteers from each organization make up the Germantown Commission and provide a wide range of financial and volunteer support. The City of Minden Main Street Program takes the lead in organizing and financing the project.

The commission organized a ceremonial photo opportunity and press event for the beginning of Fasching in Minden on November 11, 2010, at 11:11 AM. The mayor of Minden declared “The Fifth Season” in Minden by proclamation and presented the Keys to the City to the King and Queen. The commission, with financial assistance from the Webster Parish Convention & Visitors Bureau and Minden Main Street, produced “The Minden Fasching Karneval and Parade” on February 18, 2011. The festivities included a carnival, entertainment and a grand parade. A crowd of approximately 6,000 attended the event from throughout Louisiana and the Ark La Tex region. Again for Mardi Gras 2012, on January 28th, the Fasching Karneval and Parade was held in downtown Minden. Record crowds from throughout the Ark-la-tex region attended our 2012 parade. Advertising for our family friendly “Mardi Gras German Style” was focused on East Texas, North Louisiana and Southern Arkansas.

While the “Minden Fasching Karneval and Parade” is the grand finale’ for The Fifth Season, the beginning of the season on November 11th is the venue chosen to promote and celebrate our German heritage, food, music and customs. The festival commission held the first annual “Fasching Fifth Season Celebration” on November 11 & 12, 2011. The “Fasching Fifth Season Celebration” included a kick-off brunch with local and state dignitaries on hand including Lt.

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Governor Jay Dardenne. After the official proclamation at 11:11 AM. The two-day event, held in historic downtown Minden, featured German food, beer, music, custom, costumes and arts and crafts vendors. Tours were organized to Minden Historic landmarks, museums, galleries and the Germantown Colony Museum. The City of Minden “flipped the switch” to turn on the holiday lights and displays which featured the addition of German Nutcrackers in every shape and size. Minden is a part of the Holiday Tour of Lights for North Louisiana. Weihnachts Mann, Santa Klaus, visited the children of Minden during the festival. The Fasching Festival concluded with fireworks in downtown Minden on Saturday evening, a grand finale’ to a great event! Festival goers came from throughout Louisiana, East Texas and Southern Arkansas. The crowds for Fasching Fifth Season Festival I exceeded our expectations. The food vendors (German food only) completely ran out of food. The funnel cake vendor sold 25 gallons of fried pickle chips! Fasching definitely brought a different “taste of Louisiana” to our visitors. Fasching was “branded” in 2011.

Plans for the “Fasching Fifth Season Festival II” began immediately after Festival I. The festival is planned for Saturday, November 10 and Sunday, November 11, 2012. The streets downtown will once again welcome visitors to Minden with vendors offering authentic German Food, a beer exhibition and beer garden, arts, crafts and German bands and entertainment for children & adults alike. Transportation and historical tours will be provided to the Germantown Colony Museum and the Minden Cemetery Ghost Walk. The highlight of Saturday’s festivities will be a grand fireworks display at dusk. The official ceremony and brunch to begin the “fifth season” will be held on Sunday the 11th at 11:11 am. The festival, food and entertainment will continue until dusk on Sunday. The German “Christmas Pickle” tradition will be celebrated with a homemade pickle contest. Santa Klaus will visit throughout the weekend, and the holiday lights throughout the city of Minden will be illuminated to begin the holiday season. Fasching will be promoted as a Louisiana Bicentennial event.

Production of this event takes cooperation from many community partners including Minden Main Street, The Minden-South Webster Chamber of Commerce, The Krewe des Ambassadeurs Mardi Gras Krewe, The Downtown Business Association, The Webster Parish Convention & Visitors Bureau, The Friends of Germantown, The Shreveport-Bossier Beer Club, The Dorcheat Museum and The Minden Cemetery Association. Volunteers from the Camp Minden Youth Challenge Program, The Minden Civitans, the First United Methodist Church, and the Dorcheat Historic Society also give many volunteer hours toward the success of the project. The Louisiana Tourism PEI Grant enabled the commission to produce a first-class cultural event in 2011, **we are asking for support to continue the growth of this important North Louisiana cultural event with a marketing grant from LOT for 2012.**

The purpose of “Minden Fasching Fifth Season Celebration” is to bring the distinctive **experience** of celebrating German tradition to visitors to Minden and Webster Parish, Louisiana; to celebrate the heritage of Minden, German customs and culture.

GOALS AND OBJECTIVES

- a. To bring 8,000 visitors to the city of Minden.
- b. To target visitors from South Arkansas, East Texas, Central and South Louisiana, Western Mississippi and Southern Oklahoma and all regional drive markets.
- c. To utilize social media, website and facebook.
- d. To utilize “free” media on television, radio, newspapers and magazines.

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- e. To provide traditional German entertainment and showcase German traditions in food, drink, customs and costume. To celebrate the German heritage and history of Minden and raise awareness of German culture in our area of the state.
- f. To bring awareness of the Germantown Colony Museum
- g. To promote Fasching as a Louisiana Bicentennial Event

TARGET AUDIENCE

The target audience for Fasching is families in East Texas, Southern Arkansas, South and Central Louisiana, Western Mississippi and Southern Oklahoma. Minden is located on the 1-20 corridor and is only 35 miles from the Texas border, 35 miles from the Arkansas border and is less than 150 miles from the Mississippi border at Vicksburg. Our local TV viewing area includes the region known as the Ark La Tex which also includes Southeastern Oklahoma. The Fasching Festival is a family event. Activities are planned for the entire family, from the toddler to the senior citizen.

Audience will be reached through:

- a. Print ad placement in local newspapers in Ark La Tex Region
- b. Articles and ads in regional tabloid magazines to cover regional drive markets and out of state visitors to the Shreveport hotels and casinos
- c. Use of social media: website, facebook, e-newsletters, web banner advertising
- d. Bill boards on 1-20 corridor
- e. Regional radio – Ark La Tex region
- f. Interviews on Shreveport television (Ark La Tex audience)
- g. Press releases throughout the planning stage featuring special events at Fasching.
- h. Brochure and cards in area hotels and tourist information centers
- i. In kind advertising from local radio and newspaper
- j. In kind advertising from the Webster Parish Convention & Visitors Bureau in publications like Louisiana Life and regional radio. WPC&VB has also produced a media package for Fasching which was distributed at a trade show in Germany

ADDITIONAL DELIVERABLES

Louisiana Pick Your Passion and Louisiana Travel.com as well as the Louisiana Bicentennial logo will be used on **all** printed material, signage, in press releases and mentioned in all interviews, whether funded or not. Our website (mindenfasching.com) links the visitor to louisianatravel.com. *It is important to our event that we be recognized as a significant Louisiana festival and cultural event.*

PERFORMANCE MEASURES

Our event is free to the public with no gate admission. Attendance will be tracked by registrations, counting and “gate keeping” at the various events such as the beer garden, children’s activities and the entertainment tent. Registration books will be placed at the coordinating events to track numbers, how they heard about us and how far our visitors have traveled. We will also track activity and “hits” on social networks, facebook and the Minden Fasching Website.

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Exhibit A2

**MEDIA PLAN
 MINDEN FASCHING FIFTH SEASON FESTIVAL**

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Actual Cost	LOT 50% Match
Eldorado News Times	3 counties, S. Central Ark	¼ pg color	10//28,11/4 Sundays	13,718	720.00	360.00
Marshall/Longview East Texas Community Newspaper	11 Counties / E. TX	¼ pg color	11/4 Sundays	35,755	1,576.18	788.09
Country Roads	Natchez MS / LA Northshore	Advertorial Full Page	Oct	29,000	2,300.00	1,150.00
VIP Jackson	5 Counties MS	1/3 pg color	Oct	20,000	1,085.00	542.50
Louisiana Road Trips	LA Statewide	½ pg + Article	Sep/Oct	56,000	1,000.00	500.00
The Minute Magazine	LA Statewide	Advertorial	Sep/ Oct	20,000	933.96	466.98
Travel Host Magazine	9,000 Hotel Rm NW LA	Full Page	Oct	18,000	1,800.00	900.00
Totals:					\$9,415.14	\$4,709.57

Online Placement (Website)

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target / Reach	Dates	Actual Cost	LOT 50% Match
Country Roads this Week countryroads.com	upscale weekend travelers	10/25,11/1	325.00	162.50
Totals:			\$325.00	\$162.50

Grantees Grand Total

\$9,740.14

LOT 50% Match Grant Total

\$4,870.07

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Exhibit B
MINDEN FASCHING FIFTH SEASON FESTIVAL

Name of Organization: Minden Main Street/City of Minden
Name of Event: Minden Fasching Fifth Season Festival

INCOME:	
Cash on Hand	\$11,000.00
Webster Parish Tourism Grant	\$ 2,500.00
Corporate Sponsorships	\$24,600.00
LOT Marketing Grant	\$ 4,870.07
In Kind Donations (Advertising, Facilities)	\$ 3,000.00
Vendor Fees	<u>\$ 1,000.00</u>
Total Expected Revenue	\$46,970.07
EXPENSES:	
Entertainment:	
Bands, Clowns	\$ 5,000.00
Fireworks	\$ 5,000.00
Fun Slide	\$10,000.00
Facilities/Rental:	
Building Rental	\$ 1,500.00
Tents/Chairs	\$ 1,500.00
Porta Toilets	\$ 600.00
Event Signage	\$ 1,800.00
Postage/Supplies	\$ 200.00
Advertising Design/Web Site Maintenance	\$ 1,500.00
Pickle Contest	\$ 500.00
Marketing & Advertising	
*Newspaper/Print	\$ 9,415.14
*Interactive	\$ 325.00
In Kind Advertising WP C&VB, KASO, Minden Press	\$ 3,000.00
Minden, Shreveport Local Advertising	\$ 1,000.00
Rack Cards	<u>\$ 630.00</u>
Total Expected Expenses	\$41,970.14
Income Over Expenses	\$ 4,999.93
TOTAL	\$46,970.14

*Qualifying Marketing Expenses

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Exhibit C

**Louisiana Office of Tourism Marketing Grant
 Final Report Form FY 12-13**

SECTION I: Grantee Information

Name of Event	
Event Date	
Organization	
Grant Amount	
Primary Contact (POC)	
POC - Phone Number	
POC - 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 Event. 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 LOT Marketing Grant Program**.**

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Actual Cost	LOT 50% Match
Totals:					\$	\$

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

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Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

Online Placement (Website)

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target / Reach	Dates	Actual Cost	LOT 50% Match
Totals:			\$	\$

Grantees Grand Total	\$
LOT 50% Match Grant Total	\$

<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$
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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: 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) **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) **Economic Impact** - Provide information and/or statistics regarding the Economic Impact on the region (local and state.)
 - 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 and programs.
 - 5) **Profitability of the Event**

The final report summary should include all five (5) headings mentioned above.

