

Exhibit A 1

EVENT DESCRIPTION

Unique in Louisiana is a city of German Heritage, Minden, a community founded in 1836 by German-American Charles Hans Veeder and named for the home of his ancestors, Minden, Germany. A year before, in 1835, 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.

Research on German festivals revealed that Germany has a celebration which is similar to Mardi Gras, "Fasching" or the "Fifth Season Celebration." "Fasching", however, 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 evaluation, the committee determined that while the "Minden Fasching Karneval and Parade" (held during Mardi Gras Season) should remain the 'grand finale' for the Fifth Season, the BEGINNING of the season in November is the best time to promote and celebrate our German heritage with food and music. The November cultural event was named "The Minden Fasching Fifth Season Festival." 2014 will mark our fourth year to host the festival.

GOALS AND OBJECTIVES

The goal of the festival is to attract visitors to Minden by offering authentic German food, a beer exhibition and beer garden, arts, crafts, German music and entertainment for children and adults alike. Each year the committee strives to improve on the German experience provided to our visitors. We actually had a visitor for the festival in 2013 who was from Minden, Germany.

Objectives:

- a. To bring 10, 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 utilized "free" media on television, radio, newspapers, and magazines
- e. To provide traditional German entertainment and showcase German traditions in food, drink, music and costume.
- f. To celebrate the German heritage and history of Minden and raise awareness of German culture in our area of Louisiana.
- g. To promote the Louisiana Brew Trail.
- h. To promote Fasching as a Louisiana Cultural 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 in Northwest Louisiana, 35 miles from the Texas border, 35 miles from the Arkansas border and less than 150 miles from the Mississippi border at Vicksburg. Our local TV Viewing area includes a region known as the Ark La Tex with 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 Ads in publications which will reach the Ark La Tex region.
- b. Print ads in publications which reach Western Louisiana and Eastern Mississippi
- c. Articles and ads in regional tabloid magazines to cover regional drive markets and out of state visitors to Shreveport-Bossier hotel and casinos.
- d. Use of social media; websites, facebook, enewsletters, & web banner ads
- e. Regional Radio
- f. Interviews on Shreveport Television (Ark La Tex Audience)
- g. Television Advertising (Ark La Tex Audience)
- h. Brochures and rack cards to area hotels and visitors centers
- i. In kind advertising from Webster Parish CVB in publications like Louisiana Life and in regional radio and print ads

ADDITIONAL DELIVERABLES

Louisiana Pick your Passion! Logo and louisianatravel.com will be used on ALL print advertising as well as the office of Tourism and the Lt. Governor's office will be mentioned in all press releases, articles and radio and television interviews on Fasching. All broadcast messages will include the pick your passion logo and include visit latravel.com. Our website, mindenfaching.com, will include a link 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 an gate keeping at the various events such as the beer gardens, number of folks taking the tours and karnival ticket sales. Our downtown merchants also track the number of visitors to their shops and how far they have traveled to our event. We also will track our facebook interaction and visitors to our website.

**Exhibit A2
 Marketing Plan Fasching Season**

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost	Lot Match
Travel Host Magazine	8,500 Hotel Rooms, Airport, Welcome Center, NW LA	Full Page	Fall 2014	18,000	2,000.00	1,000.00
Louisiana Road Trips	LA Statewide SW Arkansas W Mississippi	Full Page +Article	November 2014	61,000	1,300.00	650.00
IN Magazine	East Texas	Full Page	Sept/Oct 2014	30,000	2,241.00	1,120.50
Country Roads Magazine	SW Mississippi, LA Northshore, Capital Region	Full Page +Advertiser Profile	October 2014	30,000	2,300.00	1,150.00
				Totals	\$7,841.00	\$3,920.50

Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	Lot Match
KSLA TV 12	Ark LA Tex 300,000 E Texas, SE OK, S Arkansas, N Louisiana	:30 55X	Nov 1-21, 2014	3,500.00	1,688.63
KTBS TV	Ark LA Tex 519,000	:30 35X	Nov 1-21, 2014	2,500.00	1,250.00
			Totals	\$6,000.00	\$2,938.63

Total Budgeted Cost of Marketing \$ 13,841.00
Total Grant Request of LOT \$ 6,859.13

Grantee: City of Minden
 Event: Minden Fasching Fifth Season

Grant Amount: \$6,859.13
 Grant: #918

**Exhibit B
 Event Budget**

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

Anticipated Income or Revenue

Sources of Revenue	Amounts
Cash on Hand	\$10,000.00
Webster Parish Tourism Grant	\$ 2,500.00
Corporate Sponsorships	\$15,000.00
LOT Marketing Grant	\$ 6,859.13
% Carnival Ticket Sales	\$ 2,300.00
Vendor Fees	\$ 3,000.00
Brunch Ticket Sales	\$ 3,000.00
In Kind Donations – (Advertising, Facilities, Buses, Labor)	\$ 6,000.00
Total Expected Revenue	\$48,659.12

Anticipated Expenses

Expense Categories	Total Amount
Reception Opening	\$ 1,000.00
Entertainment	
Banks, Clowns	\$10,000.00
Fireworks	\$ 4,000.00
Facilities Rental	\$ 1,500.00
Tents/Chairs	\$ 2,500.00
Event Signage	\$ 1,200.00
Postage/Supplies	\$ 200.00
Advertising Design/Web Site Maintenance	\$ 1,500.00
Marketing & Advertising *Qualifying Marketing Expenses LOT	
*Television	\$ 6,000.00
*Newspaper/Print	\$ 7,841.00
In Kind Advertising: WP CV&B, KASO, Minden Press Herald	\$ 4,000.00
Interactive	\$ 1,500.00
Minden, Shreveport Local Ads	\$ 2,000.00
Miscellaneous	\$ 1,418.13
Insurance	\$ 2,000.00
In-Kind Labor (Youth Challenge, Volunteers)	\$ 2,000.00
Total Expense:	\$48,659.12