



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 Monroe, 400 Lea Joyner Expressway, Monroe, LA 71201, Phone: (318) 329-4947 and Email: [john.ross@ci.monroe.la.us](mailto:john.ross@ci.monroe.la.us) (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 DeltaFest ("Project" or "PEI") scheduled to be held April 15 - 16, 2011 in Monroe, 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:

- o 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>.
- o 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).
- o 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.
- o 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 **TEN THOUSAND AND NO/100 DOLLARS (\$10,000.00)**.

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 20, 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 72-6000903.

**4. Term of Grant Agreement**

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **July 20, 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 April 15-16, 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 Monroe

PEI: DeltaFest

Grant #176

Grant Amount: \$ 10,000.00

THUS DONE AND SIGNED AT Monroe, Louisiana on the 22<sup>nd</sup> day of March (month), 2011.

WITNESSES:

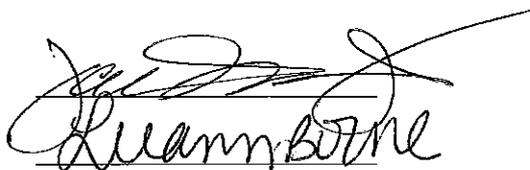
  


City of Monroe

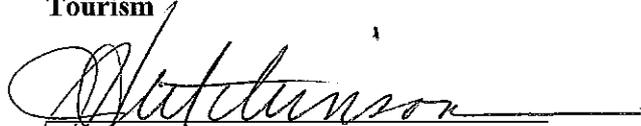
  
John Ross  
Director of Community Affairs  
Phone: (318) 329-4947  
Email: john.ross@ci.monroe.la.us

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 11<sup>th</sup> day of March (month), 2011.

WITNESSES:



Department of Culture, Recreation, & Tourism

  
James L. Hutchinson, Assistant Secretary  
Office of Tourism

## EXHIBIT A1

### BUSINESS PLAN

#### Description of festival

DeltaFest is a fun-filled and family-oriented festival that focuses on Louisiana food, music, art and entertainment. We encourage activities that positively impact tourism in the state of Louisiana and our northeast Louisiana region. The event is designed to engage families in a safe environment, and promote activities relative to the culture and lifestyle of Louisiana. Louisiana cuisine, craftsman, artisans, and music all collaborate to showcase the rich heritage of our state. With great food, local, regional and national entertainment, games, rides and artwork...this festival has something for everyone. DeltaFest will be held on April 15-16.

#### Project Purpose

Our purpose is to attract thousands of local, regional and out-of-state tourists to northeast Louisiana. We are working to re-establish Monroe as the "Funroe" it was once known to be decades ago. With all of our amenities, this is the biggest festival in our area, and provides entertainment for the entire family.

#### Goals

- To provide quality entertainment to draw people from the surrounding states and increasing attendance each year.
- Promote Louisiana culture including music, food, craftsman and artisans
- To attract national level entertainment on a consistent basis
- To market Monroe by getting maximum exposure with wise use of our available funds

#### Timeline

We began planning for DeltaFest 2011 in April 2010 (immediately after DeltaFest 2010 ended).

#### April 2010

Evaluate last festival. Review surveys

#### May 2010

Begin planning next festival and determining what we will offer at the next festival

#### June 2010

Began talks with Northeast Louisiana Food Bank and promoters to determine what type of entertainment we should offer

#### July 2010

Begin work on sponsorship benefits and forms

#### August 2010

Began working on looking at particular artists and checking prices

#### September 2010

Working on booking entertainment. Contacting prospects to see what is available

#### October 2010

Begin solicitation for sponsorships of festival, Kick Off Little Miss & Mister DeltaFest contest

#### November 2010

Solicit sponsorships

#### December 2010

Book entertainment

**City of Monroe**

Grant Amount: \$ 10,000.00

PEI: DeltaFest

Grant #176

**January 2011**

Finalize entertainment and format of event, begin solicitation of vendors

**February 2011**

Finalize all production, entertainment, begin promotion of event

**March 2011**

Finalize entire festival

**April 2011**

Festival begins

**Project Measures Of Performance**

Our desire is to increase attendance, overnight stays, gate and concession revenues while providing great activities and entertainment for those who attend. We will measure results from ticket sales, media stories, economic impact studies and from surveys taken of attendees.

**Additional Project Deliverables**

With the multiple facilities at the Monroe Civic Center, coupled with the outdoor space, there will be plenty of room for the Office of Tourism to hang promotional banners throughout the civic center complex from April 13-17. There will also be multiple opportunities to speak before OR hand out material to a large crowd. A DeltaFest "kickoff press conference" will be held several weeks in advance of the actual festival. A LOT representative would have the opportunity to speak at this event, as well. All printed materials will feature the Office of Tourism logo. The logo will also appear on our website [www.ladeltafest.com](http://www.ladeltafest.com)

**Proof of Past Performance**

**ATTENDANCE:** Our attendance has increased each year and is measured by ticket sales. This past year we surveyed some of the attendees to see from what area they came from to attend this event. 150 random surveys were conducted during DeltaFest 2010. 142 people responded. Of those from out-of town, we documented attendees from thirty-two (32) different cities and five (5) different states. Included with this packet is a summary report for the 2010 DeltaFest Survey. It will show some of the cities attendees came from, their estimated driving distance and estimated driving time.

**EXHIBIT A2**

**MEDIA PLAN**

**Broadcast Placement (Radio/Television)**

<b>Station Call Letters</b>	<b>Designated Marketing Area (DMA)</b>	<b>Spot Length / Frequency</b>	<b>Broadcast Dates</b>	<b>Budgeted Cost</b>
KXKS, KRUF	Townsquare Media in Shreveport	30 sec	3/21-4/16	1115.00
Suddenlink	Shreveport	30	3/21-4/16	1,080.00
<b>Total</b>				<b><u>\$2,195.00</u></b>

**Outdoor Placement (Billboards)**

<b>Location</b>	<b>City, State</b>	<b>Size</b>	<b>Dates</b>	<b>Budgeted Cost</b>
Youree Drive	Shreveport	11 x 23	3/21-4/16	\$1,176.50
<b>Total</b>				<b><u>\$1176.50</u></b>

City of Monroe

PEI: DeltaFest

Grant #176

Grant Amount: \$ 10,000.00

**EXHIBIT B  
BUDGET**

Name of Grantee: City of Monroe

Name of Event or PEI: DeltaFest

**Anticipated Income or  
Revenue**

12/6/2010 **LOT  
GRANT**

Cash on hand	from City of Monroe Community Affairs Dept	\$ 185,000.00
<b>All of the below is anticipated revenue/funding (not guaranteed)</b>		
Concert Ticket Sales	7,500	\$ 187,500.00
Gate Fee for carnival festival area	7,500	\$ 37,500.00
Vendors		\$ 2,520.00
Other Earned Income	Concessions	\$ 30,000.00
	Merchandise	\$ 1,000.00
	Rental	\$ 3,100.00
<b>All of the below is requested sponsorship funding</b>		
Local Grant (seeking)	CVB	\$ 5,000.00
Corporate Support (seeking)	Univ. of Louisiana at Monroe	\$ 15,000.00
	Companies	\$ 7,000.00
LOT Grant		\$ 10,000.00

**Total Income** \$ **483,620.00**

**Anticipated Expenses**

Staff Salaries		\$ 6,000.00
Related Benefits		\$ 1,000.00
Travel		\$ 200.00
Professional & Contract Services	Holiday Inn	\$ 500.00
	Marriot	\$ 1,000.00

**City of Monroe**

PEI: DeltaFest

Grant #176

Grant Amount: \$ 10,000.00

Reimbursement to City of Monroe for seed money		\$185,000	
Production and logistics expenses		\$ 15,000.00	
Printing	VIP Passes, tickets,	\$ 300.00	
Facility/Site Rentals	Facility	\$ 5,000.00	
	Port-ajohns	\$ 1,400.00	
Insurance		\$ 75.00	
Artist Fee	Country	\$ 50,000.00	<b>6,628.50</b>
	R&B	\$ 50,000.00	
	Supplies	\$ 800.00	
	Meals	\$ 1,000.00	
Security Services		\$ -	
Marketing/Advertising	<b>Printing</b>		
	DeltaFest cards	\$ 258.27	
	Posters	118.00	
	<b>TV Ads</b>		
	KNOE	1845.00	<b>1,080</b>
	Comcast	1279.50	
	KARD/KTVE	1000.00	
	Suddenlink Shreveport	1080.00	
	<b>Outdoor</b>		
	Monroe	\$ 3934.07	<b>1,176.50</b>
	Mall Advertising	1350.00	
	Facebook	260.00	
	Arcadia	889.43	
	Shreveport	1176.50	
	<b>Radio</b>		
	Fox 92.7	0	<b>1,115</b>
	Radio People	3105.96	
	Opus 98.3	990.61	
	Star 101.9	1500.00	
	Timesquare radio (KXKS, KRUF)	1115.00	
	<b>Newspaper</b>		
	Delta Style	\$ 634.72	
	Free Press	\$ 364.72	
	Monroe Dispatch	\$ 588.25	
	Ouachita Citizen	\$ 176.48	

**City of Monroe**

PEI: DeltaFest

Grant #176

Grant Amount: \$ 10,000.00

	SB Magazine	\$ 832.50
	Web development, social media, prod, placement	14,700.00
	Concession - Product/Labor	\$ 14,000.00
	Photography	\$ 500.00
	Mascot	\$ 120.00
<b>Total Expenses</b>		<b>\$ 369,094.01</b>

City of Monroe  
 PEI: DeltaFest  
 Grant #176  
**EXHIBIT C**

Grant Amount: \$ 10,000.00

**GRANT PAYMENT REQUEST FORM**

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

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

APPROVED BUDGET CATEGORIES	TOTAL BUDGETED	1 <sup>st</sup> Payment	2 <sup>nd</sup> Payment	BALANCE REMAINING
Total PEI Expenses (Funded through the LOT Grant) – Entertainment	\$6,628.50			
Total Qualifying Marketing Expenses (Funded through the LOT Grant)	\$3,371.50			
<b>TOTAL GRANT AWARD</b>	<b>\$10,000.00</b>	<b>\$5,000.00</b>		<b>\$5,000.00</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)



**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**