



**Exhibit A 1**  
**Marketing plan**

**ATTACHMENT A**

**Marketing Plan**

**Event Description**

The Downtown RiverMarket encompasses an aura of community-spirited cohesiveness. It presents an outdoor public venue of culture, education, commerce and entertainment. As a south Louisiana-flavored, French-patterned, tourist event, people throughout the area take advantage of its weekly variety of activities. This multiplicity of activities includes vendor showcases of original crafts and Louisiana cuisine of delectable and inviting appetites. Small businesses and aspiring business owners who do not have a storefront participate to market products at affordable costs to visitors from all demographic components.

All RiverMarket Saturdays are enhanced with educational workshops, demonstrations and live entertainment. Family entertainment includes magicians, musicians, youth groups and other creative artists to make the RiverMarket exciting.

**Goals and Objectives**

The RiverMarket Days has its overall goal to broaden the exposure of the entire community through various aspects of the Arts, educational projects and workshops, vendor products, small businesses and increase family and citizen relationships as well as economic development. Specific objectives underlying this goal of The RiverMarket Days are numerous. A primary objective is to develop the downtown for potential broad-based growth; one objective is to bring attention to aesthetic values in the community through the Arts; another objective is to provide positive family-oriented activities which stimulate learning and growth for everyone; additionally, another objective is to extend access to the free Wi-Fi public internet access which is a focal hot spot at all times.

Area realtors have pointed out that downtown Monroe is a historic area which is past due for development. The inclusion of an Artists Row Pavilion is a definite tax incentive.

**Target Audience**

Based on the demographics of the city of Monroe, Ouachita parish and surrounding areas, the target audience is predominantly females, ages 22-50. However, as activities expand and become more varied, males in the same age group are attracted to the event. Publicity has also attracted area tourists who desire wholesome enjoyment. Many stay overnight in hotels and enjoy the cuisine of restaurants in Monroe and Ouachita Parish.

**Additional Deliveries**

The Downtown RiverMarket Days event continues to expand. With this expansion, LOT is encouraged to engage in any or all of these deliveries.

- Weekly news releases via radio, television and print media (LOT is invited to co-host television appearances, as desired)
- Phenomenal website deliveries (surpassing one million hits since the launching)
- Facebook and twitter communication
- Visible attractive market LOGO per guidelines

- Visible banners, rack cards, tote bags, flyers, and printed literature  
LOT is encouraged to have placement on any publicity medium as desired by simple notification.

### **Performance Measures**

The RiverMarket Days event maintains a continuously growing roster of vendors and their market attendance along with booth spaces documenting each market Saturday. Statistic classes at the University of Louisiana at Monroe (ULM) are involved in assisting with counting attendees as an integral part of their class projects.

At the end of the 2013 market season, a RiverMarket Advisory Board was created to be accessible as a liaison for vendors, attendees and RiverMarket staff. This body consists of vendors, community persons and RiverMarket staff and serves to communicate concerns that impacts continuous improvement at the Downtown RiverMarket.

Going forward, surveys for vendors and attendees will be used to monitor and improve the overall event. This survey is in the developmental stage with the ULM Small Business Development representatives.

Grantee: City of Monroe  
Event: Downtown River Market Days

Grant Amount: \$2,500  
Grant: #919

**Exhibit A2  
Media Plan**

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Market Area (DMA)	Spot length/Frequency	Broadcast Dates	Actual Cost	Match Amount
KTVE / KARD TV	North LA, S AK and E TX	Combination of :15/::30 x144	Oct - Nov	\$6,350.00	\$3,175.00
<b>Totals:</b>				\$6,350.00	\$3,175.00

**Exhibit B  
 Budget**

<u><b>Income</b></u>	Description	Amount
	Vendor Application Fees	\$ 1,800.00
	Merchandise	\$ 200.00
	Vendor Commissions ATM Fees	\$ 1,000.00
	Booth Rentals	\$ 60,000.00
	Park Rentals	-----
	Sponsorships	\$ 12,000.00
	LOT Grant	\$ 2,500.00
	Transfer in	\$ 144,083.00
	In-Kind (non-monetary)	-----
	<b>Total Income:</b>	<b>\$ 221,583.00</b>

<u><b>Expense</b></u>		Amount
	Sal & Wages (3 Full-Time Staff)	\$ 104,447.00
	Event Personnel-Operating	\$ 7,000.00
	Group Insurance	\$ 7,854.60
	Group Term Life	\$ 131.82
	Payroll Tax	\$ 1,484.79
	Pension	\$ 19,114.52
	Education/Training	\$ 650.00
	Entertainment Expense	\$ 3,000.00
	Pre-Employment Cost	
	Security	\$ 12,000.00
	Repairs & Maintenance	\$ 3,000.00
	Leases & Rentals	\$ 4,000.00
	Telephone	\$ 2,000.00
	Advertising	\$ 38,000.00
	Travel	\$ 2,000.00
	Dues/Subscriptions	\$ 400.00
	Supplies	\$ 13,000.00
	Utilities	\$ 1,000.00
	<b>Total Expense:</b>	<b>\$ 221,082.73</b>

**Net Income:** \$500.27