

2011 Spice & Music Festival Anticipated Budget

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SOURCES OF REVENUE						
Cash on hand					7000	
Participant & Entry Fees					45000	
Sponsorships					15000	
Merchandise					1,000	
Vendors					4,000	
Beverage Sales					10,000	
LOT Sponsorship					3,167	
In-Kind Donations					6,000	
TOTAL REVENUE					91,167	
ANTICIPATED EXPENSES						
						LOT
Staff Salaries						
200 hrs @ \$17 (Project Director)					3,400	
200 hrs @ \$11 (Project Assistant)					2,200	
Travel						
300 miles @ .42					126	
Operating Services						
Advertising/Marketing						
Lamar Ad - Bill Board					1,450	725
Z105.9 (Radio spots)					800	
104.7 KNEK Radio					800	
KRRQ Q95.5 (Radio Spots)					250	
KBON Radio					700	350
KRVS Radio (Lafayette)					300	
The Advocate-Sunday Magazine					600	300
LA Cookin					960	480
Acadiana Travel Host					900	450
Offbeat Magazine					500	250
LA Ganette 2x2					625	312
The Advocate-Sunday Magazine					600	300
LA Travel Banner Ad					750	
Festival website					600	
Zydeco Online	In-Kind	1,500			1,500	
Quik Quarter publication	In-Kind	2,500			2,500	
KSLO-KOGM Radio (St. Landry)	In-Kind	2,000			2,000	

			Total Ad	15,835	
			Total LOT		3167
Printing					
10,000 rack cards				750	
festival signs 18x24				250	
Festival Posters (200)				200	
Entertainment					
20 bands @ \$1000 each				20,000	
Sound				4,000	
Entertainment Manager				500	
FOOD & BEV.					
Beverages				12,000	
Ice				1,000	
OPERATING EXPENSES					
Fencing				2,000	
Security -OPD				6,000	
Park Rangers Fee				2,500	
Electrical Set Up				1,000	
Insurance				4,000	
Radio Rental				100	
OFFICE SUPLIES					
Wrist Bands				500	
Tickets (roll)				300	
Lanyards				300	
MERCHANDISE					
T-Shirts				1,500	
Tank Tops				200	
Koozies				250	
OTHER					
Festival Passes				100	
badge holders/paper				100	
Liquor Permits				100	
Paint				350	
Trash-cans				300	
Office supplies				500	
Pageant					
Banners (6 total)	Special Occassions			300	
Crowns				200	
Janitorial clean-up				200	
rental of building				500	

Total Expenses					81,561	
Net Income					\$9,439.00	



SCOTT ANGELLE
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF TOURISM

FAM BREAU
SECRETARY

JIM HUTCHINSON
ASSISTANT SECRETARY

August 10, 2010

Mayor Donald Cravins
City of Opelousas
828 E. Landry
Opelousas, LA 70570

Dear Mayor Cravins:

This document is considered a Letter of Agreement (LOA) between the Louisiana Office of Tourism (State or LOT) and City of Opelousas to support the **Opelousas Spice & Music Festival** taking place on June 3 - 5, 2011 in Opelousas, LA.

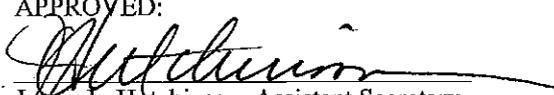
This letter serves three purposes: (1) to establish mutual agreement upon the level of support to be provided by the Office of Tourism; (2) to clarify functional support for specific activities to be held in conjunction; and (3) to provide for leveraging the State's investment by ensuring support of a function or project that parallels with Louisiana tourism goals and objectives.

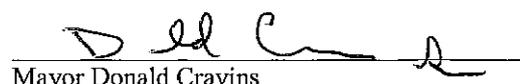
The Louisiana Office of Tourism will provide event marketing assistance with funding not to exceed **Three Thousand One Hundred Sixty Seven Dollars (\$3,167)**, to be applied towards the costs of approved eligible advertising media directed outside a 50-mile radius of the event. At least 66% or two-thirds (2/3) of the designated media audience must be outside a 50-mile radius of the event for the media to be eligible. All advertising, broadcast and marketing materials for the event must visibly display the official LouisianaTravel.com logo or mention the website as a source for more information (broadcast) and must be submitted to the LOT Sponsorship Manager for approval at least 7 business days prior to placing the ads. The logo must also be prominently displayed on the event/organization's website homepage and include a hyperlink to LouisianaTravel.com. As part of the deliverables, LOT/OLG staff must be granted access to monitor the event should this request be made by the State. The event must support the mission of the Office of Tourism, which is to promote Louisiana as a unique and desirable premier business and vacation destination.

At the conclusion of the event, your organization shall submit an original invoice to the State for not more than the agreed upon amount along with the LOT final report form within 45 working days after the event or by July 8, 2011, whichever comes first, in order to qualify for reimbursement. Your organization shall also provide documentation of advertising by submitting proof of media purchase (vendor invoice and acceptable proof of implementation) that validates the use of the LouisianaTravel.com logo. Reimbursement will not exceed 50% of the cost of approved eligible media purchases, but not more than the awarded sponsorship amount. Trades or in-kind services for marketing and advertising expenses are not eligible for reimbursement. Requests to change the event's media/marketing plan must be sent in writing to the Sponsorship Manager and approved prior to media placement. Upon verification of activities in compliance with the requirements of the sponsorship application and this agreement, payment will be authorized for processing and released by the Louisiana Office of Tourism, Sponsorship Manager.

The official LouisianaTravel.com logo and final report form are available for download at <http://www.crt.state.la.us/tourism/industrypartners.aspx#Sponsorship>.

To indicate your review and approval of the terms of the application and this Letter of Agreement, please sign and return this document to the Louisiana Office of Tourism, Attn: Leeann Borne using the address provided below. Please note that no payments will be authorized for release without a signed agreement by both parties (State and Contractor) and all revisions to this LOA must be approved in writing by both parties.

APPROVED:

James L. Hutchinson, Assistant Secretary
Department of Culture, Recreation & Tourism
Office of Tourism
Date 8/16/10

APPROVED:

Mayor Donald Cravins
City of Opelousas
Organization Tax ID#: 72-6001035
Date 8/20/10