

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

Project Enhancement Initiative (PEI) Grant  
FY 2011-2012

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 West Monroe, 2305 North 7<sup>th</sup> Street, West Monroe, Louisiana 71291, Phone: (318) 396-2600 and Email: [davennorris@hotmail.com](mailto:davennorris@hotmail.com) (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 the Southern Fried Festival ("Project" or "PEP") scheduled to be held May 25-26, 2012 in West 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 visibility and vitality 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 creation or media production expenses. Reimbursement will not exceed the total grant award. If a Grantee's PEI marketing

**City of West Monroe**  
**PEI: Southern Fried Festival**  
**Grant #533**

**Grant Amount: \$6,250.00**

efforts fall below the minimum requirement of 25% of the grant award, the Grantee may lose the PEI grant award in its entirety.

**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 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. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the PEI, as follows:

- 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>.
- 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).
- 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."*

**c. PEI Advertisements.** Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts to ensure the qualifying of marketing and advertising materials that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and as described above. Unapproved ads may not be eligible for reimbursement.

**d. Changes to Agreement.** If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Business Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), 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 item submitted for reimbursement that is not listed in the Scope of Work, Business Plan, Media Plan, or Budget that has not been preapproved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any substantial change to this agreement will require 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 is a benefit to both the Grantee and 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 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 **SIX THOUSAND TWO HUNDRED FIFTY AND 00/100 DOLLARS (\$6,250.00)**. Travel and other expenses not specified in the terms of this agreement are not reimbursable. The Contract Monitor will ensure that all terms and conditions are met prior to authorizing any release of payment.

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.** Only one payment will be made under this Grant Agreement upon satisfactory completion of the PEI. The payment will be made on a reimbursement basis after the conclusion of the specified PEI activities. Grantee shall mail or hand deliver to the Contract Monitor an original invoice to the State, a Final Report (**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 30, 2012.**

b. **Original Invoice.** Grantee shall submit to the State an original invoice in the amount that reflects qualifying project and marketing expenses actually incurred by the Grantee. Grantee shall not be reimbursed for more than 50% of the total PEI's budget, and must submit documentation that a minimum of 25% of the grant award, but not more than 50%, was used for qualifying marketing expenses to implement the LOT approved Media Plan for the PEI. The document submitted for payment must 1) contain the word "invoice", 2) must not exceed the maximum grant award amount, 3) must be submitted on Grantee's letterhead, 4) must reference the PEI, and 5) must be accompanied by supporting documentation for the qualifying project and marketing expenses as detailed in the Final Report (Exhibit C) . The original invoice may be mailed or delivered to the Contract Monitor.

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c. **Final Report.** Upon completion of the PEI, 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 (**Exhibit C**) form can 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 of qualifying marketing expenses actually incurred by the Grantee, along with media 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 Approved Project Expenses – Project vendor invoices or other supporting documentation that reflects qualifying project expenses actually incurred by the Grantee in compliance with the terms of the Grant Agreement.
- Final Report Summary

LOT reserves the right to require additional information, documentation, and/or added deliverables in order 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.

**d. Payment.** The Contract Monitor shall review and verify the original invoice, Final Report (Exhibit C) and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks for full processing.

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 submission of non-qualifying marketing or project expenses; 2) circumstances where the State was not adequately acknowledged as a sponsor in accordance with the guidelines, 3) the documentation to support the expense is missing or inadequate, or 4) noncompliance with the terms of this agreement. The State will notify the Grantee of any inadequacies, deficiencies, and will provide 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 in accordance with the terms of 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 12 Clause.** No funds appropriated under Act 12 of the 2011 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 72-6001497.

**4. Term of Grant Agreement**

This Grant Agreement shall begin on July 1, 2011 and shall terminate on July 30, 2012.

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 between July 1, 2011 and June 30, 2012. The PEI is scheduled to be executed May 25-26, 2012. All approved qualifying project and marketing expenses must be incurred by June 30, 2012.

Grantee must submit to the Contractor Monitor an original invoice, a Final Report (**Exhibit C**), and all supporting documentation **due by June 30, 2012**.

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 (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.

Except as provided in Section 1 (d), 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 payment will be issued to the Grantee.

**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, the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration auditors 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 West Monroe  
PEI: Southern Fried Festival  
Grant #533

Grant Amount: \$6,250.00

THUS DONE AND SIGNED AT West Monroe, Louisiana on the 26<sup>th</sup> day of August, 2011.

WITNESSES:

James C. Norris  
hcn

City of West Monroe

Dave Norris

Dave Norris

Mayor

Phone: (318) 396-2600

Email: [davennorris@hotmail.com](mailto:davennorris@hotmail.com)

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

WITNESSES:

Seann Borne  
1/5/11

Department of Culture, Recreation, & Tourism

James L. Hutchinson

James L. Hutchinson, Assistant Secretary  
Office of Tourism

**Exhibit A1**

Business Plan

**NARRATIVE**

As a direct result of LOT's grant the 2011 festival was greatly expanded. The grant was used as a springboard for other fundraising and allowed us to triple the initial first year's budget for the festival into something more realistic. The PRCA Rodeo also helped bring in three national sponsors and has the potential to bring in many more in 2012.

We achieved all of our 2011 goals which included developing partnerships with area businesses, lowering admission prices, providing higher quality entertainment, and increasing our attendance. Our goals for 2012 include fine tuning our marketing and ticket sales so that we may continue to make strides towards establishing a destination event that reflects the diversified interests of Northeast Louisiana.

**BACKGROUND HISTORY**

The Southern Fried Festival was developed when the Mayor of West Monroe decided a fair that would draw tourists and promote community involvement would be an economically sound investment for our community. He asked the City employees with event planning experience to develop an idea that would better reflect the interests of Ouachita Parish. The criteria set for the festival was as follows:

- i) The festival was to be engineered and coordinated by City employees
- ii) It was to be a family friendly event involving as many community partners as feasible.
- iii) It was to be held at The Ike Hamilton Expo Center and capitalize on the site's already strong base of western equine and livestock events.
  - (1) a 40 acre equestrian site
  - (2) over 8 acres under one roof
  - (3) climate controlled arena (a must in LA in May!)
  - (4) RV area suitable for 150 rv's w/water, electric, and sewer

On Memorial Day weekend 2011 the second annual Louisiana Southern Fried Festival was held. The festival mixed a PRCA rodeo, music, children's activities, and cooking competitions into a family friendly weekend. An economic survey was conducted and responses indicated a large increase in out of town attendance. The third annual Southern Fried Festival will be held on Memorial Day weekend 2012.

**PEI GOALS AND OBJECTIVES**

**Long Term Goals and Objectives**

- To create a destination event that reflects the diversified interests of Northeast Louisiana.
- To educate the community of West Monroe on the importance of tourism to our area.

**City of West Monroe**  
**PEI: Southern Fried Festival**  
**Grant #533**

**Grant Amount: \$6,250.00**

- To maintain and refine the family friendly event each year and add to attendance at a slow but steady pace.
- To utilize The Ike Hamilton Expo Center to its fullest potential.
- Continue to develop our partnerships with the 8 hotels, numerous restaurants, 2 television stations and the CVB all within a 2 mile radius of The Ike Hamilton Expo Center to stretch the parameters of the event even further.

**Short Term Goals and Objectives-To be refined by our community committee following this year's event**

- In addition to standard marketing, continue to develop creative “non-traditional” ~~marketing opportunities through the website, social networking, interactive apps and maps, geo caching and other cross promotional opportunities.~~
- Continue to strive to provide quality entertainment while keeping a lower admission price
- Continue to develop community partnerships with area businesses and networking with citizens
- Build on the Ike Hamilton Expo Center's equestrian and sporting bases to target out of area competitors/visitors
- Develop a smoother traffic flow for guests

**Target Audience(s)**

- Sports competitors interested in rodeo/western events, archery, volleyball, dog competitions and hunting. Activities will be specifically geared to attract visitors from areas other than Tier 1.
- Ouachita Parish residents with an emphasis on the West Monroe community.
- Country music enthusiasts

**PEI TIMELINE (all meetings on or around the 15<sup>th</sup> of each month)**

March 18, 2011	LOT grant application due
May 27-28	2011 Southern Fried Festival
June	Committee and Mayor to meet to review of 2011 festival/thank-you luncheon
July	Meet with PRCA committee, review numbers and begin negotiations for 2012
August	Committee to meet to further discuss improvements and changes
September	Committee member assignments
October	Budget Committee to meet to discuss initial budgeting and sponsorship guidelines
November	Contact to be made with previous sponsors
December	CVB grant application due
January 2012	Review entertainment options, finalize ticket/admission pricing (mayor to attend)
February	Core Committee to attend LAFF conference
March	Webpage and Facebook update, billboards go up
April	Begin meeting <i>weekly</i>

Media begins, order tickets, admission bands, etc.  
Begin finalizing all details  
May Core Committee meets *daily*  
Media continues, interviews, local media blitz 10 days out

**PEI MEASURES OF PERFORMANCE-Tracking and Evaluation Measures**

**Success will be measured by paid attendance, volunteer and comp ticket count**

- Paid attendance will be tracked by an outside firm for auditing purposes.
- Discount coupons will track participation for Wrangler consumers
- Several drawings will be held at various stages of the festival (i.e. rodeo, music stage) for a yet to be determined prize package. This will help build an address and email list.
- A sampling of visitors will be surveyed for an economic impact study.
- Partner hotels may offer discounted prices for festival attendees-another measure of guests attending from outside a comfortable driving radius.

Desired outcome: a 5-8% increase in attendance (weighted for out of area visitors).

**Furthermore, success will be measured by tangible and intangible community participation**

- Growth of community business partnerships will be measured by donations (both monetary and in-kind). Did businesses add the festival to newsletters, signage, bank envelopes, webpage news, and water bills? Were employees given festival shirts to wear?
- Did the festival website have increased hits/views? Did the face book page gain "friends"?
- Did community committee actively participate and were their ideas incorporated in a meaningful way?

Desired outcome: Increased community support

**ADDITIONAL DELIVERABLES**

- LOT can have signage on or around the main music stage and in the main climate controlled arena. Logos can be dropped in newspaper ads and any other promotional material where it is practical and logo can be sized to be recognizable. Hotel rooms can be provided if LOT representatives wish to attend festival.

**PROOF OF PAST PERFORMANCE**

- Attendance for the second year of the festival was 7456 almost double number from the prior year and far about our goal of an anticipated 4% increase.

- Economist Dr. Eric Hale supplied the following economic summary for the festival:  
“To gage the economic impact of the 2<sup>nd</sup> Annual Southern Fried Festival, the City of West Monroe survey festival attendees. 303 surveys were completed, giving the results a strong confidence interval of +/-5.5%. The survey’s results found that 37% of attendees live outside of Ouachita Parish, with 73% attendees living in Ouachita Parish. 15% of attendees stayed overnight in Ouachita Parish as part of attending the Festival. Attendees spent a total of \$1,282,493 during the Festival. They spent \$170,971 on hotels, \$386,383 on food/drink, \$396,383 on transportation, \$232,883 on entertainment, and \$196,858 on shopping. Visitors to Ouachita Parish that spent at least 1 night in a local hotel accounted for over 30% of the total spending (they spent \$416,565 during the Festival).”
- We also received positive feedback from our sponsors, the PRCA, and guests.

Exhibit A2

Media Plan

**Print Placement (Magazine, Newspaper)**

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost
Road Trips Mag	LA, TX, AR, MS	Cover +1/2 pg	May	56,000	1,500.00
Minute Mag	state	Double truck	May	20,000	62.50
				<b>Total</b>	<b>\$ 1,562.50</b>

**City of West Monroe**  
**PEI: Southern Fried Festival**  
**Grant #533**

**Grant Amount: \$6,250.00**

**Exhibit B**

**Budget**

**Name of Grantee: City Of West Monroe**  
**Name of PEI: Louisiana Southern Fried Festival**

**Anticipated Revenue**

Cash On Hand	50000.00	50,000.00
<b>Ticket Sales</b>		
Adult Guests 4675 @ \$10 ea.	46,750.00	
Kids 600 @ free.	0.00	
subtotal admission		46,750.00
<b>Grants and Sponsorships</b>		
LOT	6,250.00	
Monroe-West Monroe CVB	15,000.00	
Wrangler	3,000.00	
Atmos Energy	750.00	
National Sponsorships	3,000.00	
Sponsorships/Local	5,000.00	
subtotal admission		33,000.00
<b>Other Income</b>		
Vendor spaces	4,000.00	
Beauty Pageant entries	900.00	
Kingsland Ranch Steak Cook-Off	750.00	
Fried Food cookoff entries/free	100.00	
T-shirts and Merchandise	1,000.00	
subtotal other revenue		6,750.00
<b>In kind donations</b>		
Hilton hotel rooms for bands	7,740.00	
subtotal in kind donations		7,740.00
<b>Total Anticipated Revenue</b>		<b>144,240.00</b>

**Budgeted Expenses**

**Musical Entertainment**

Headliner/Fri.	7,500.00	
Headliner/Sat.	10,000.00	
Secondary/Fri	3,500.00	
Secondary/Sat.	3,500.00	
6-8 local bands	2,800.00	
sound and lighting	16,100.00	
food/bands	500.00	
subtotal music		43,900.00

Requested  
from LOT

**City of West Monroe**  
**PEI: Southern Fried Festival**  
**Grant #533**

**Grant Amount: \$6,250.00**

In Kind Expenses

Hotel rooms 30 room/2nights/\$129 pn	7,740.00	
<b>subtotal in-kind</b>		<b>7,740.00</b>

Additional Entertainment

PRCA Rodeo Fri/Sat.	43,600.00	4,687.50
Dock Dogs	3,500.00	
Gator 911	750.00	
Fried Cookoff	100.00	
College Student Movie Competition	100.00	
Kids area (petting zoo, game booths)	3,000.00	
Wood Carver	700.00	
Beauty Pagant	525.00	
<b>subtotal other entertainment</b>	<b>52,275.00</b>	

Administration/labor

Staffing and Security	3,800.00	
Ticket/Money Handler	2,800.00	
<b>subtotal admin.</b>	<b>6,600.00</b>	

Advertising

media plan attached		
<b>subtotal advertising</b>	<b>25,000.00</b>	<b>1,562.50</b>

Other

Wristband/tickets	800.00	
Travel/Festival Prep	1,500.00	
Porta Johns/Mister Fans	3,060.00	
Decorations/Misc Supplies	4,000.00	
T-shirts	2,500.00	
merchandise	400.00	
insurance	3,000.00	
<b>subtotal other</b>	<b>15,260.00</b>	

<b>Estimated Total Expenses</b>	<b>150,775.00</b>	<b>6,250.00</b>
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Requesting  
from LOT

**Exhibit C**  
**Louisiana Office of Tourism PEI Grant Final Report FY 11-12**

**SECTION I: Grantee Information**

PEI Name \_\_\_\_\_  
 PEI Date (s) \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Grant Award Amount \_\_\_\_\_  
 Primary Contact for PEI \_\_\_\_\_  
     Phone Number \_\_\_\_\_  
     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 PEI**. A minimum of 25% of the PEI grant award, but not more than 50%, must be used for qualifying marketing expenses as listed in the LOT Grant Guidelines. 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 Grant Guidelines.

**Print Placement (Magazine, Newspaper)**

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost
<b>Total</b>					\$ _____

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost

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**Total**      \$ \_\_\_\_\_

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Actual Cost

**Total**      \$ \_\_\_\_\_

**Online Placement (Website)**

Web Site Name	Web Site Address	Target Description	Dates	Actual Cost

**Total**      \$ \_\_\_\_\_

**Grand total spent on qualifying marketing expenses**  
 \$ \_\_\_\_\_

**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

- o Other \_\_\_\_\_ (LOT Contract Monitor will determine if the proof is acceptable.)

**Section IV: Reimbursement Documentation for Project Expenses**

Grantee shall submit project vendor invoices or other supporting documentation reflecting date, description of project expenses and dollar amount.

**Section V: Final Report Summary Format**

- 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) **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) **Local/State/Regional Economic Impact**
  - 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, programs, etc.
  - 5) **Profitability of the PEI**

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