



AMENDMENT TO THE CONTRACT BETWEEN  
STATE OF LOUISIANA  
OFFICE OF THE LIEUTENANT GOVERNOR  
DEPARTMENT OF CULTURE, RECREATION AND TOURISM  
AND  
PETER A. MAYER ADVERTISING, INC.  
324 CAMP STREET, NEW ORLEANS, LA 70130  
Phone # 504-581-7191 Tax ID # 72-0643322

**Amendment Provisions**

This amendment to Contract CFMS #670904 between the State of Louisiana, Office of Lieutenant Governor, Department of Culture, Recreation and Tourism and Peter A. Mayer Advertising, Inc., increases the amount payable under the contract.

**Change #1**

**Delete from page 8 under the Payment Terms, Paragraph 1 the following language:**

"In consideration of the services described above, the State hereby agrees to pay the Contractor a maximum amount of FOURTEEN MILLION THIRTY NINE THOUSAND, NINE HUNDRED AND FIFTY TWO DOLLARS (\$14,039,952.00).

**Add to page 8 under the Payment Terms, Paragraph 1 the following language:**

"In consideration of the services described above, the State hereby agrees to pay the Contractor a maximum amount of FIFTEEN MILLION SIX HUNDRED TWO THOUSAND, ONE HUNDRED AND FIFTY FIVE DOLLARS (\$15,602,155.00).

**Change 2**

**Delete from page 8, under the Payment Terms, Item 6 (a), the following language:**

"In consideration of the services described above, the State hereby agrees to pay the Contractor a maximum amount of FOURTEEN MILLION THIRTY NINE THOUSAND, NINE HUNDRED AND FIFTY TWO DOLLARS (\$14,039,952.00) subject to full funding by the Legislature, budget reductions and approval of the Louisiana Tourism Promotion District.

**Add to page 8, under the Payment Terms, Item 6 (a), the following language:**

"In consideration of the services described above, the State hereby agrees to pay the Contractor a maximum amount of FIFTEEN MILLION SIX HUNDRED TWO THOUSAND, ONE HUNDRED AND FIFTY FIVE DOLLARS (\$15,602,155.00) subject to full funding by the Legislature, budget reductions and approval of the Louisiana Tourism Promotion District.

**Justification for the Amendment:**

This contract is one of five awarded pursuant to a 2008 RFP process to identify one or more contractors to provide marketing and advertising services for the Louisiana Office of the Lieutenant Governor, Department of Culture, Recreation and Tourism. The original contract provided for a twelve-month term, with the possibility of amending the contract to extend the term up to a maximum of three years.

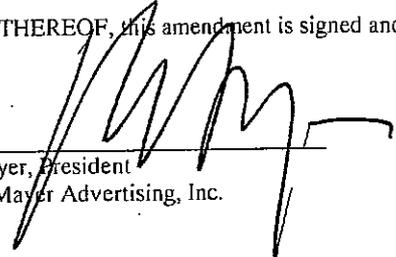
With amendment DCRT-OT-09-15D, the maximum payable under the contract was increased by \$2,100,000.00 to cover approved projects/media purchases for Fiscal Year 2010/2011. The advertising budget for the remainder of FY 10/11 has since been finalized and this amendment DCRT-OT-19-15E provides the additional funding for the Department of Culture, Recreation and Tourism's Creative/Marketing/Brand Identity efforts, increasing the maximum amount payable under the contract by \$1,562,203.00 from \$14,039,952.00 to \$15,602,155.00.

The Contractor has been performing all services in a professional manner and in accordance with the terms of the contract. It is in the State's best interest to amend the contract to increase the total amount payable under the contract which will allow the Contractor to continue providing services in accordance with the State's marketing plan and budget.

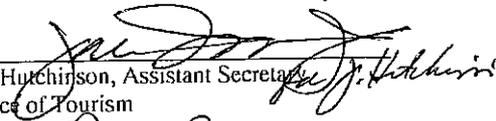
**Amendment becomes effective: June 1, 2010**

This amendment contains or has attached hereto all revised terms and conditions agreed upon by contracting parties.

IN WITNESS THEREOF, this amendment is signed and entered into on the dates indicated below:

  
\_\_\_\_\_  
Mark Mayer, President  
Peter A. Mayer Advertising, Inc.

11/10/10  
Date

  
\_\_\_\_\_  
Jim Hutchinson, Assistant Secretary  
Office of Tourism

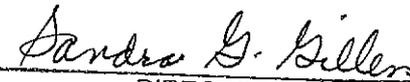
10-23-10  
Date

  
\_\_\_\_\_  
Pam Breaux, Secretary  
Department of Culture, Recreation and Tourism

11-4-10  
Date

**APPROVED**  
Office of the Governor  
Office of Contractual Review

DEC 07 2010

  
\_\_\_\_\_  
DIRECTOR