

Exhibit A-1

Event Description

Every year since its inception, the festival has featured major national and regional bands of all genres of music, promising that musically, Harvest Festival on False River offers something for everyone.

In 2011, the goal of the 1st Annual New Roads Harvest Festival was to bring families together to celebrate the rich cultural tradition of the people of New Roads. The response to the festival has been overwhelming and plans are now underway for 4th Annual Harvest Festival on New Roads.

Once again we will offer a fun filled weekend of reliving the area's heritage with plenty of delicious southern food, local and national entertainment, arts and crafts, music and children's activities October 17 through October 19, 2014.

The city offered an experience to locals and visitors from across the state and country that left them with a great impression about the state of Louisiana as a whole. The Harvest Festival on False River has become a signature event and we will continue to promote and exhibit the many products that are home grown in the town.

Goals and Objectives

- To strengthen the community and citizens of New Roads
- To recognize and salute the rich past of the town
- To encourage tourists all over Louisiana and beyond to visit
- To brand New Roads as an inviting cultural canvas
- To foster annual traditions in the community
- To honor and showcase the creativity, hard work, and pride of our citizens
- To display the many products originated from the great town of New Roads
- To allow families to experience the rich tradition of Creole Louisiana culture through music, fun and food.

Target Audience(s)

The target audience will consist of families of all demographics.

Additional Deliverables

Any element of visibility or opportunity for LOT to leverage its support of this project.

If awarded, all print media associated with this event will include the LouisianaTravel.com logo.

Performance Measures

Specific, quantifiable tracking and evaluation measures for event. Describe plan to measure achievement of objectives.

In 2011, attendance at the festival was 25,000.00. In just two years, that figure doubled as the attendance at last year's event was estimated at 50,000. We will again measure event attendance and the achievement of our objectives by using manual counters at all entrances as well as perform a voluntary online survey to evaluate the overall experience of our guests.

Grantee: City of New Roads
 Event: Harvest Festival on False River

Grant Amount: \$2,500
 Grant: #920

**Exhibit A-2
 MARKETING PLAN**

Print Placement (Magazine, Newspaper)

Publication ne	Market (s)	Ad Size	Issue Date	Circulat ion No.	Budgeted Cost	LOT Match
The Advocate Fun Section – Friday Edition	Baton Rouge, Acadiana, Ascension, Tangipahoa, Livingston	2 x 8 5 x 5.5	September 26 October 3 October 10 October 17	93,185	2,800.00	1,400.00
The Advocate Sunday Edition	Baton Rouge, Acadiana, Ascension, Tangipahoa, Livingston	5 x 5.5	October 12	93,185	2,200.00	1,100.00
				Totals	5,000.00	2,500.00

Total Budgeted Cost of Marketing \$5,000.00
Total Grant Request of LOT \$2,500.00

**Exhibit B
 Budget**

Sources of Revenue	Amounts
Cash on Hand	\$ 18,000.00
Admission/Ticket Sales	\$

Grantee: City of New Roads
 Event: Harvest Festival on False River

Grant Amount: \$2,500
 Grant: #920

Participant and Entry Fees	\$
Vendors	\$
Food Booth Rental	\$ 8,000.00
Snack Booth Rental	\$ 1,625.00
Arts and Crafts Booth Rental	\$ 12,375.00
Other earned income	\$ 67,375.00
Federal Grants	\$
Listed source	\$
State Grant	\$
Listed source	\$
Community/Foundation Grants	\$
Listed source	\$
Corporate Support	\$ 124,625.00
Fundraising	\$
LOT Grant	\$ 2,500.00
Total Expected Revenue	\$ 234,500.00

Anticipated Expenses

Please provide a comprehensive budget for the entire project. **Note: This is a sample format**, therefore budget line item categories may be modified based on actual expectations.

Expense Categories	Total Amount
Printing and Postage (flyers, brochures, poster etc.)	\$ 7,500.00
Entertainment – Artist Fees	\$ 115,000.00
Professional & Contract services Sound, Lights	\$
Logistics Expense – Shipping, Transpiration, etc.	\$
Insurance	\$ 12,000.00
Facility/Equipment Rental	\$ 65,000.00
Security Services	\$ 15,000.00
Marketing and Advertising	\$ 20,000.00
Promotional Items	\$
Office Supplies	\$
Hospitality and Culinary Services (Staff)	\$
Food and Beverage	\$
Total Expense:	\$ 234,500.00