

<b>ATTACHMENT A - PLAN</b>	<b>Act 14 of 2014</b>	<b>Schedule 20</b>	NAME OF CONTRACTING PARTY: Iberia Parish Government on behalf of New Iberia Museum Foundation dba Bayou Teche Museum
			NAME AND BRIEF NARRATIVE OF PROGRAM:  Design a logo, website, signage and related marketing projects for Bayou Teche Museum
<b>Program Goals, Objectives, Expected Outcomes/Results Activities and Related Performance Measures (Duplicate pages as needed for each goal identified). <u>What are the goals, objective(s), expected outcomes/results for this program:</u></b> Indicate the goals/objectives for this program. Indicate the expected outcomes/results for each goal. Explain how each goal, objective, outcome/result is measured. Identify activities that will be implemented to achieve expected outcomes, the person(s) responsible for implementing the activity, and the expected completion date.			
1. Program Goal ( <i>Goals are the intended broad, long-term results. Goals are clear statements of the general end purposes toward which efforts are directed.</i> )  To continue to educate the public about the Bayou Teche Museum and its environs, to preserve the history and culture of Iberia Parish and to emphasize the industries that have shaped the region			
2. Program Objective(s) ( <i>Objectives are intermediate outcomes--specific, measurable steps towards accomplishing the goal, that identify the expected outcomes and results. <b>The program objective must include a percentage, a specific dollar amount or a number.</b></i> ) 1. Pay \$8,200 towards professional and contract services for the Bayou Teche Museum by June 30, 2014. 2. Pay \$1,800 towards advertisement for the Bayou Teche Museum by June 30, 2014. 3. Attract approximately 5,000 visitors/tourists to the Bayou Teche Museum by June 30, 2014.			
3. Relevant Activity (Activities) ( <i>An activity is a distinct subset of functions or services within a program to meet the Program Objective.</i> ) Design and launch a comprehensive website and subsequent access to social media and marketing projects to further the promotion of the history and culture of our region. Expand signage at Museum to increase awareness and visitors, rebrand logo to more clearly reflect the mission of the Museum			
4. Performance Measure(s) ( <i>Measure the amount of products or services provided or number of customers served. Specific quantifiable measures of progress, results actually achieved and assess program impact and effectiveness. <b>A Performance Measure must be designated as a percentage, a specific dollar amount or a number.</b></i> ) 1. Amount paid toward professional contracts for the museum 2. Amount paid for advertisement 3. Number of visitors attracted to the museum			

**ATTACHMENT B**  
Page 1  
**Project Budget (2013-2014)**  
Act 14 of 2013

Schedule 20

**Iberia Parish Government on behalf of New Iberia Museum Foundation dba Bayou Teche Museum**

**Anticipated Income or Revenue**

**Sources** *(list all sources of revenue)*

**Amounts**

1. Hotel Motel Sales Tax Appropriation	\$ 10,000.00
2.	\$
3.	\$
<b>Total all sources</b>	<b>\$ 10,000.00</b>

**Anticipated Expenses**

**Expense Categories**

**Total Amount**

**Amount Line Item  
Appropriation**

*(see Footnote 1 below)*

*(see Footnote 2 below)*

Gross Salaries(See Attachment B, Page 2)	\$	\$
Related Benefits (Employer share)	\$	\$
Travel	\$	\$
<b>Operating Services:</b>		
Advertising	\$1,800.00	\$1,800.00
Printing	\$	\$
Insurance	\$	\$
Maintenance of auto, movable property	\$	\$
Maintenance of building and grounds	\$	\$
Rentals	\$	\$
Software licensing	\$	\$
Dues and Subscriptions	\$	\$
Telephones and Internet Service	\$	\$
Postage	\$	\$
Utilities	\$	\$
Other	\$	\$
Office Supplies	\$	\$
Professional & Contract Services (See Attachment B, Page 3)	\$ 8,200.00	\$8,200.00
Other Charges (See Attachment B, Page 4)	\$	\$
Acquisitions & Major Repairs	\$	\$
<b>Total Use of the Appropriation</b>	<b>\$ 10,000.00</b>	<b>\$10,000.00</b>

*(Budget categories listed above reflect a typical budget and may be adjusted by the agency and recipient to reflect actual categories necessary for each individual program. Salaries and Professional & Other Contract Services and Other Charges shall be detailed using Pages 2, 3 and 4 of Attachment B).  
All numbers must be rounded to the nearest dollar.*

Footnote (1) This column represents expenditures by category and **MUST** equal total sources listed above.

Footnote (2) This column represents the portion of expenditures by category funded by the state appropriation provided by this Cooperative Endeavor Agreement.

# ATTACHMENT B

Page 2

## Staffing Chart

Act 14 of 2013

Schedule 20

Name of Contracting Party: Iberia Parish Government on behalf of New Iberia Museum Foundation dba Bayou Teche Museum

Name of Program: Website, social media, logo and signage to promote the Bayou Museum Teche Museum

Name	Title	Total Annual Salary Amount	Total Salary Paid by Appropriation		Related Benefits	Full time or Part Time # of months
			Amount	Percentage		
N/A						

Totals \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

# ATTACHMENT B

Page 3

## Schedule of Professional and Other Contract Services

Act 14 of 2013

Schedule 20

Name of Contracting Party: Iberia Parish Government on behalf of New Iberia Museum Foundation dba Bayou Teche Museum

Name of Program: Website, logo and signage to promote the Bayou Teche Museum

Name and Address of Individual and/or Firm	Nature of Work Performed and Justification for Services	Total Contract Amount	Total Paid by Appropriation
Firefly Digital 1304 Bertrand Drive, Suite F7 Lafayette, Louisiana 70506	Design, implement and host website and social media campaign	\$6,450.00	\$6,450.00
Advertec 206A E. Main Street New Iberia, LA 70560	Logo redesign	\$250.00	\$250.00
Sir Speedy 910 S. Lewis New Iberia, LA 70560	Sign design and production	\$1,025.00	\$1,025.00
Tour Louisiana	Web listing	\$475.00	\$475.00

Totals

\$ 8,200.00

\$ 8,200.00

**ATTACHMENT B**  
**Page 4**  
**Schedule of Other Charges**  
**Act 14 of 2013**

**Schedule 20**

Name of Contracting Party: Iberia Parish Government on behalf of New Iberia Museum Foundation dba Bayou Teche Museum

Name of Program: Website, social media, logo, signage to promote the Bayou Teche Museum

<p>Provide a description of the intended use of the funds listed in Other Charges and the dollar amount.  Each use should be listed separately.  Do not budget funds in Other Charges that can be placed in another expenditure category.</p>	<p>List dollar Amount for each use</p>
<p>1. N/A</p>	
	<p>Total – Should agree with Attachment B, Page 1</p>

