

**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 St. Landry Parish Tourist Commission, P.O. Box 1415, Opelousas, LA 70571, Phone: (337) 948-8004 and Email: stlandry@cajuntravel.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 Interactive Exhibit at the St. Landry Parish Visitor Info Center (“Project” or “PEI”) scheduled to be held July 1, 2011 – June 30, 2012 in Opelousas, 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

PEI: Interactive Exhibit at the St. Landry Parish Visitor Info Center

Grant #506

expenses. Reimbursement will not exceed the total grant award. If a Grantee's PEI marketing 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.
- 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

Grant #506

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.

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.

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 72-0980723.

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 July 1, 2011 – June 30, 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.

St. Landry Parish Tourist Commission

Grant Amount: \$6,250.00

PEI: Interactive Exhibit at the St. Landry Parish Visitor Info Center

Grant #506

THUS DONE AND SIGNED AT Opelousas, Louisiana on the 11 day of August, 2011.

WITNESSES:

Cheryl L. Loshie
William Spivey

St. Landry Parish Tourist Commission

Celeste D. Gomez
Celeste Gomez
Executive Director
Phone: (337) 948-8004
Email: stlandry@cajuntravel.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 5th day of August (month), 2011.

WITNESSES:

Luann George

Department of Culture, Recreation, & Tourism

James L. Hutchinson
James L. Hutchinson, Assistant Secretary
Office of Tourism

Exhibit A1

Business Plan

Narrative

The mission of the St. Landry Parish Tourist Commission is to position St. Landry Parish as a leading tourism destination by marketing it to leisure and business travelers, generating overnight stays and increasing expenditures within St. Landry Parish.

The purpose of this project is to enhance and improve the overall visitor experience to St. Landry Parish, surrounding parishes and Louisiana by providing a more personalized visit through the use of an interactive exhibit that will allow tourists the opportunity to further explore topics and areas that are of a specific interest to them. This project will be the implementation of the interactive media component of a state of the art interactive exhibit to be installed at the St. Landry Parish Visitor Information Center. This exhibit will serve as a companion piece to the \$1.8 million St. Landry Parish Visitor Information Center project. It will enable us to promote tourism interests across the parish and beyond, including the Zydeco Cajun Prairie Scenic Byway, the Bayou Tech Corridor, the Atchafalaya National Heritage Area and the state of Louisiana as a whole. The ability to do this will also enhance and nurture the regional cooperation that already exists between St. Landry Parish and our sister parishes.

Content of this interactive component will focus on the various communities in St. Landry Parish and beyond: their history, attractions and cultural traditions including music, foodways and native crafts and artistry. The exhibit will also assist with efforts to increase the perceptions of Louisiana as a nature based tourism destination. Environmental attractions and nature based tourism destinations will be addressed within the exhibit since our new Center has such a strong focus on “green” products and sustainable living practices, tying in the old ways of living with their modern form (i.e. water cistern, wind turbine). This exhibit, utilizing new technology, meets the expectations of how today’s travelers acquire information. It’s less about the printed piece and more about the interactive experience. Interactive exhibits have the ability to take visitors of all ages on a self-guided tour or journey of the parish. These types of exhibits make it possible for individuals to acquire information at their own pace, keeping them interested as they experience

St. Landry Parish Tourist Commission**Grant Amount: \$6,250.00****PEI: Interactive Exhibit at the St. Landry Parish Visitor Info Center****Grant #506**

the various themes of the parish on tangible levels. Travelers are apt to explore and stay longer if their initial and perceived experience is of a positive nature.

Our parish government leaders, local tourism industry representatives from throughout the parish and our tourist commissioners were consulted and gave recommendations and approval on the design and scope of the project.

PEI Goals and Objectives**Specific goals for PEI**

1. To increase visitation to St. Landry Parish and south central Louisiana through the promotion of the new Visitor Information Center, interpretive exhibits and this new interactive exhibit.
2. To increase the number of nature based and culture heritage travelers that visit St. Landry Parish, the Atchafalaya National Heritage Area and south central Louisiana.
3. To attract both national and international visitors with an interest in eco-tourism and green and sustainable living practices that have been and are currently a part of the cultural traditions of St. Landry Parish.

Specific objectives for PEI

1. The design, fabrication and installation of an interactive media component consisting of three unique interactive experiences.
2. Production of photographs, copy and video
3. To market this exhibit as a component of the overall Visitor Center experience.
4. A marketing campaign will be utilized to target visitors with an interest in eco-tourism, heritage and culture and simultaneously feed story ideas to media outlets.

PEI Timeline – Planning and important dates/milestones of PEI

1. August 1, 2011 – September, 1, 2011 – Initial meetings with Cortina Designs to develop media content plan.
2. August 1, 2011 – January 2012 – gather needed content: copy, photographs, video
3. January 2012 – June 30, 2012 – With Cortina Designs, develop the interactive media component.
4. I-49 Alexandria Billboard through Lamar Advertising Co. - March / April 2012

PEI Measures of Performance

1. Visitor registration numbers at the St. Landry Parish Visitor Information Center and the individual tourism centers in Eunice, Opelousas and Washington, LA
2. Comments recorded on the registration book and by travel counselors that refer to the effectiveness of the interactive exhibit.
3. Comments recorded on the registration book and by travel counselors that refer to the effectiveness of the I-49 Alexandria billboard location.
4. Value of media coverage generated – Newspaper, magazine, television, internet.
5. Website hits, click-through and inquiries

Since the goals of our tourist commission are also economic based, it is our hope that this project similar to our past projects, will provide tourists needed information and education on areas throughout the parish that will encourage them to spend a night or more in the area or to extend

St. Landry Parish Tourist Commission

Grant Amount: \$6,250.00

PEI: Interactive Exhibit at the St. Landry Parish Visitor Info Center

Grant #506

their stay. We see this project as an additional means of exposure and promotion for St. Landry Parish.

Additional PEI Deliverables

LOT will be cited on all advertising and marketing materials. The LOT Logo will be incorporated within the design of the interactive exhibit to indicate support.

Proof of Past Performance –

- The St. Landry Parish Tourist Commission has recently completed construction of a \$1.8 million Visitor Center with a focus on “green” products and sustainable living practices. The Center features a working water cistern, wind turbine and photovoltaic panels as well as a “native” landscaping design.
- The St. Landry Parish Tourist Commission received a Project Enhancement grant last year to design interpretive panels for the outdoor kiosks at the new Visitor Center. These panels are currently in the design and fabrication process.

St. Landry Parish Tourist Commission

Grant Amount: \$6,250.00

PEI: Interactive Exhibit at the St. Landry Parish Visitor Info Center

Grant #506

Exhibit A2

Media Plan

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Budgeted Cost
I-49 – Alexandria, LA	Alexandria, LA	14' x 48'	March, April 2012	\$1562.50

Total: \$1562.50 (from PEI Grant)

St. Landry Parish Tourist Commission

Grant Amount: \$6,250.00

PEI: Interactive Exhibit at the St. Landry Parish Visitor Info Center

Grant #506

Exhibit B

Budget

Name of Grantee: St. Landry Parish Tourist Commission

Name of PEI: Interactive Exhibit at the St. Landry Parish Visitor Information Center

Sources of Revenue

	<u>Amounts</u>
—	
Cash on hand	\$ 4,150.00
Corporate Support (Louisiana Recovery Fund – BP)	\$ 86,716.00
LOT grant	\$ 6,250.00
	<hr/>
Total Expected Revenue	\$ 97,116.00

Anticipated Expenses

<u>Expense Categories</u>	<u>Total amount LOT Grant</u>	
Professional & Contract services / Production		
- Cortina Designs: Media & Interactive	\$86,716.00	
- Initial Design Phase	\$8,700.00	\$4,687.50
Marketing and Advertising		
List each advertisement and cost		
Lamar Advertising Co: I-49 Billboard - Alexandria		
Vinyl Production and 2 mos. rental	\$ 1,700.00	\$1,562.50
Total anticipated expenditures	\$97,116.00	\$6,250.00

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
Total				\$	_____

St. Landry Parish Tourist Commission

Grant Amount: \$6,250.00

PEI: Interactive Exhibit at the St. Landry Parish Visitor Info Center

Grant #506

Broadcast Placement (Radio/Television)

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

PEI: Interactive Exhibit at the St. Landry Parish Visitor Info Center

Grant #506

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
 - 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.