

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

**Marketing Grant
FY 2010-2011**

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 St. Martin Parish Tourist Commission, 391 Cannery Road, Breaux Bridge, LA 70517 (P.O. Box 9, St. Martinville, LA 70582), Phone: 337-298-3556 and Email: ddr@cajuncountry.org (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 market the Acadian Memorial Festival ("Event") scheduled to be held March 19, 2011 in St. Martinville, Louisiana as set forth in its **LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B)**.

The goal of this LOT Grant Program is to fund activities that significantly increase tourism 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. Qualifying Marketing Expenses. After the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred by the Grantee for qualifying marketing expenses to implement the LOT-approved Marketing and Media Plans for the Event. Reimbursement will only be allowed for qualifying marketing expenses, as that term is defined in the LOT Grant Application and Guidelines. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses. Reimbursement will not exceed grant award. State funds from any source may not be used for the mandatory cash match.

b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been acknowledged as an official sponsor of the Event, as set forth herein and in the LOT Grant Application and

Guidelines. Grantee must provide the State access to the Event for monitoring and economic development purposes. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the Event, 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 Event. 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. Event Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts for qualifying marketing and advertising materials funded by the State through the Competitive Grant Program. The materials should include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to this Agreement, the Grantee must submit any such proposed changes to the State in writing (email is acceptable), in advance. The Contract Monitor will notify the Grantee within 7 business days whether the change is acceptable. If the Grantee wishes to amend its LOT- approved Media Plan, Grantee shall send a written request (email is acceptable) to Contract Monitor prior to media placement. Revision of the Scope of Work, Media Plan, Marketing Plan, or Budget may be allowable, but must have prior written approval from the State. Grantee may not request an increase in the maximum amount of the Grant award. Any item not listed in the Scope of Work, Marketing Plan, Media Plan, Budget, or that has not been approved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any other change to this agreement requires 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 a benefit of the Grant Agreement. Grantee is required to provide the

Contract Monitor written notice of changes in the Grantee's contact information. If 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 **TWO THOUSAND THREE HUNDRED EIGHTY AND 00/100 DOLLARS (\$2,380.00)**.

This funding is contingent upon the availability of funds appropriated to the State by the Louisiana Legislature or accruing to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

a. One Payment. There will be a single payment made under this Grant Agreement. No payment will be made until after the Event is complete. The payment is made on a reimbursement basis after the conclusion of the Event. Grantee shall submit 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 were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, **due by May 23, 2011**.

b. Original Invoice. The original invoice to the State shall be in an amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee up to the maximum amount of the Grant award. The invoice must contain the word "invoice," must be submitted on Grantee's letterhead, and must include documentation that supports the qualifying marketing expenses incurred as detailed in the Final Report. The original invoice may be mailed or delivered to the Contract Monitor.

c. Final Report. The Grantee shall submit its typed **Final Report** on the form included as **Exhibit C**. The Final Report 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 under the appropriate category

- Reimbursement Documentation for Proof of Media Purchase – Vendor invoices and acceptable proof of implementation
- Final Report Summary

LOT reserves the right to require additional information and deliverables as needed to verify compliance with the terms of the Grant Agreement.

Grantee will not receive reimbursement for cancelled media or media not placed by the Grantee for any other reason. Only actual qualifying marketing expenses incurred by the Grantee are eligible for the 50% reimbursement.

d. Payment. The Contract Monitor shall review and verify the invoice, Final Report, 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.

The State will reconcile the invoice to the supporting documentation. The State will adjust payment downward in the event the invoice includes a request for payment of expenses that are not qualifying marketing expenses, the State has not been acknowledged, the documentation to support the expense is missing or inadequate, or for noncompliance with the terms of this agreement. The State will provide the Grantee notice of the defect and 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. 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.

e. Act 11 Clause. Grantee is notified that no funds appropriated under Act 11 of the 2010 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 72-6001273.

4. Term of Grant Agreement

This Grant Agreement shall begin on November 1, 2010 and shall terminate on June 30, 2011.

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 Event must be held in Louisiana between January 1, 2011 and June 30, 2011. The Event is scheduled to be held March 19, 2011. All approved qualifying marketing expenses must be incurred by June 30, 2011.

Grantee must submit to the Contractor Monitor an original invoice, a **Final Report (Exhibit C)**, and all supporting documentation **due by May 23, 2011**.

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 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.

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 further payments will be issued to the Grantee and any funds previously dispersed but unaccounted for by the date of said termination will be returned to the State by the Grantee within 30 days of termination.

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 auditors from the Louisiana Division of Administration, the Louisiana Department of Culture, Recreation and Tourism, and the Legislative Auditor of the State of Louisiana 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

St. Martin Parish Tourist Commission
Acadian Memorial Festival
Grant #151

Grant Amount: \$ 2,380.00

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. Martin Parish Tourist Commission
Acadian Memorial Festival
Grant #151

Grant Amount: \$ 2,380.00

THUS DONE AND SIGNED AT Breaux Bridge, Louisiana on the 15 day of April, 2011.

WITNESSES:

Carlton Cante
Cora R. Dermsell

St. Martin Parish Tourist Commission

Dona Degatur Richard
Dona Degatur Richard
Director
Email: ddr@cajuncountry.org
Phone: (337) 298-3556

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 6th day of April, 2011.

WITNESSES:

Leann Bone

Department of Culture, Recreation, & Tourism

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

EXHIBIT A1

MARKETING PLAN

Event Description

Annually on the 3rd Saturday of March, the Acadian Memorial Foundation and the City of St. Martinville present a museum-style festival to showcase Louisiana Acadian/Cajun history, culture, traditions, art, heritage, music, dance, and cuisine. The highlight of the festival is the reenactment of the arrival of the Acadians on the Bayou Teche

The Acadian Memorial Foundation spearheads this festival with a chairman and foundation members and staff as committee leaders. The festival planning starts a year in advance with scheduling of programming and performances. Volunteers, participants, special guests, and friends of the Acadian Memorial dress in Acadian period costumes, with the Acadian Memorial, Cultural Heritage Center, the Evangeline Oak, and the beautiful Bayou Teche as its backdrop. Booths display educational information, crafts, Cajun cuisine demonstrations and tasting, and the parading of Acadian boat replicas. Visitors enjoy lectures on Acadian/Cajun culture, genealogy, theater, storytelling, an Easter egg Pacque contest, and old time Cajun music.

During the afternoon ceremonies, a gathering of people witness the reenactment of the Acadians arriving on the Bayou Teche. Boat clubs from around Louisiana bring their boat replicas to the Bayou Teche and participate in this moving portrayal.

The Acadian Memorial is the only memorial to the Acadians / Cajuns in the world. The Acadian Memorial has garnered recognition in many countries especially Canada, France, and Belgium as the major entity of telling the true history and story of the Acadians who were deported from their beloved, "Acadie". It is fitting to host an Acadian Memorial Festival and showcase the Acadian culture and history in historic St. Martinville.

Goals and Objectives

Our goal and objective is for Cajun adults and children to appreciate their heritage and to share it with people from all over the world as they participate and enjoy the unique character of the Acadian people. This year the focus and theme of the 2011 festival in "Gearing up for the Grand Réveil Acadien / Great Acadian Awakening, an event taking place in Southwest Louisiana from October 7th – October 16th, 2011. The Grand Réveil is presented by Louisiane-Acadie, Inc., whose mission is to encourage networking and increased connections between Louisiana organizations in order to promote a united voice to better connect with all Acadian communities worldwide. The GRA will focus on showcasing the regional culture and developing closer ties between all Acadians throughout the world by hosting family gatherings, seminars, lectures, and many other cultural activities.

Educating the world about the Acadian plight has been the main objective of the Acadian Memorial since its inception. Many Acadians/Cajuns do not know their history in its entirety. Louisiana schools teach Louisiana history, yet just a paragraph is mentioned about the Acadians. Also, the story of the Acadian's odyssey was not handed down to the next generation due to the painful ordeal that the first deported Acadians experienced. It is just recently that the history has been brought forward to this generation. It is important and necessary to teach the history through many avenues. This museum-style festival brings the story to our participants via experiential learning.

Target Audience(s):

The Acadian Memorial Festival attracts people from all age demographics, with a concentration of senior citizens. This year, we are targeting the younger generation in order for them to get excited about the heritage and culture of the Acadian/Cajun people. A group of young Cajuns called "Jeunes Cadiens" formed in 2008, as a way to give the younger generation a voice in Louisiana's bid for Congrès Mondial Acadien

2014. Their mission is to take a proactive role in the preservation and perpetuation of their Cadien / Créole / Francophone culture. The presence of the “Jeunes Cadiens” at the Acadian Memorial Festival will garner the interest of other young adults who want to get involved in their culture and heritage.

Marketing & Promotional Strategies

The biggest marketing tool is our tie to the “Grand Réveil Acadien”. People young and old will come together to be a part of the new awakening of Acadian/Cajun pride that is present all around South Louisiana. There will be lectures and presentations about the exciting events that will take place at the GRA in October 2011.

The Acadian Memorial garners tourism to promote our facilities as well as St. Martin Parish through vigorous pursuit of improving additional exciting interpretive programs through local and national grants received, and consulting with the humanities professionals, public relations and travel industry groups. We use an informational comprehensive folder and colorful tri-fold brochure to inform potential sponsors of the Acadian Memorial projects such as the Acadian Memorial Festival. We build relationships with national and international connections including France, Belgium, Canada, and Maine.

The first Acadian Memorial Festival brought about the establishment of the L’Ordre du Bon Temps chapter in Louisiana. L’Ordre du Bon Temps is a North American social eating club, founded by Samuel de Champlain, in 1606, in Port Royal, Canada. de Champlain created this event to help his men make it through the harsh, depressing winters and to solidify the first North American colony.

To this day Nova Scotia tourism uses this organization as a marketing tool. After consulting with Vaughn Madden, Director of Nova Scotian Acadian Affairs, it was decided that the Acadian Memorial Foundation could start its own L’Ordre du Bon Temps membership. Former Governor, Kathleen Blanco, endorsed this organization as the only one of its kind, in Louisiana. This feature is part of our specialty food booth and brings many Cajun men together to sell their “hunting style” cooking at the festival. It is a popular addition to our festival as it shows one of the original beginnings of our Cajun food history.

The Acadian Memorial Staff work tirelessly in the months leading up to the festival. Press releases are sent to state and national newspapers, magazines, radio, television, live interviews, and speaking engagements. Posters, funded by the St. Martin Parish Tourism Commission, are delivered throughout Acadiana. Letters and schedule of events are sent to state school boards, civic organizations, tour buses companies, travel writers, travel agencies, and state and parish tourism bureaus.

Additional Deliverables

If awarded this grant, the Acadian Memorial will display the LOT logo on all printed material and signage.

Tracking and Evaluation Measures

Performance measures

The Acadian Memorial will designate a system by having two people tracking attendance, with clickers, during the reenactment of the arrival of the Acadians on the Bayou Teche, which is the highlight of

the festival and point in the day at which attendance is generally heaviest. We will then take an average of the two clickers, ensuring the accuracy of the numbers.

We will gauge performance measures by ticket and food sales. By evaluating previous years' final reports, we will clearly see how much our profit increased.

The Acadian Memorial and Cultural Heritage Center are open and free to all festival goers. Upon entering the museums, visitors will sign a guest registry, allowing us to get a count on entries.

For the past 7 years, the Acadian Memorial Festival has grown in size by 50%. Our attendance reports and profits show that the numbers keep growing. Each year, the Acadian Memorial Foundation and staff work their hardest to get the best programming and entertainment. Last year's festival was our most successful yet with an estimated 1,600 people at our festival kick-off, and 1,700 on the actual festival day. With continued support from the city, parish, state, and local Acadian organizations, the festival numbers will continually increase.

EXHIBIT A2

MEDIA PLAN

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost	50% request of LOT
The Advocate	Baton Rouge Metro Area	5"x5 1/2" Color	2/28/11	93,185	\$258.33	\$129.17
Houma Courier Daily Comet	Terrebone Lafourche Parish Area	3.83"x 8" Color	3/11/11 & 3/13/11 in both papers	26,000	\$457.28	\$228.64
Lake Charles American Press	Calcasieu, Cameron, Beauregard, Allen and Jeff Davis Parishes	7.3" x 6" color	3/12/11 & 3/15/11	38,000	\$457.70	\$228.85
LA Newspaper	North Louisiana	2"x4" B&W	3/13/11 to 3/19/11	197,203	\$750.00	\$375.00

Totals: \$1923.31 \$961.66

**EXHIBIT B
BUDGET**

Name of Grantee: St. Martin Parish Tourist Commission

Name of Event: Acadian Memorial Festival

Anticipated Income:

LOT Grant:	\$2,380.00
Acadian Memorial Foundation Support	\$1,000.00
Cultural Ticket Sales	\$1,000.00
Concessions	\$1,000.00
St. Martin Parish Tourism Commission	\$200.00

Total Cash Revenue: **\$5,580.00**

In-Kind Contributions:

Project Director:	\$250.00
Volunteers (Acadian Memorial Board and Staff)	\$4,800.00
Tents	\$800.00
St. Martinville City Electrical Employees	\$320.00
St. Martinville City Installing and dismantling Tents	\$360.00
Food: Jambalaya & Shrimp	\$800.00

Total In-Kind Contributions: \$7,330.00

TOTAL of All Revenue: \$12,910.00

Anticipated EXPENSES:

Marketing: (List each Cost)

-The Advocate/ \$258.33	
-Houma Courier-Terrebone Parish & Daily Comet - Lafourche Parish area / \$457.28	
-Lake Charles - Am. Press / \$457.70	
-LA Newspaper- \$750.00	
Marketing Total:	\$1,923.31

Printing/Postage:	\$244.00
Entertainment:	\$600.00
Security:	\$320.00
Food:	
Cracklin:	\$300.00
Boudin:	\$90.00
Catfish:	\$400.00
Tent/table/chair rentals	\$500.00
Runners/helpers:	\$60.00
Concessions:	\$450.00
Misc.:	\$200.00

St. Martin Parish Tourist Commission
Acadian Memorial Festival
Grant #151

Grant Amount: \$ 2,380.00

Total of Expenses:

\$5,087.31

Exhibit C

Grant Cycle January 1, 2011 – June 30, 2012

Louisiana Office of Tourism Marketing Grant Final Report Form

Note: Final reports should be typed.

SECTION I: Grantee Information

Name of Event _____
 Event Date _____
 Organization _____
 Grant Award Amount _____
 Primary Contact for Event _____
 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 event**. At least 66% or 2/3 of the designated marketing area/ media audience must be outside a 50-mile radius of the event for the media to be eligible for reimbursement. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

***If awarded a grant, 50% of the grand total spent on qualifying marketing expenses will be reimbursed up to the total amount of the award.

***List only qualifying marketing expenses eligible for reimbursement through the LOT Marketing Grant Program.

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost	50% request of LOT
Totals					\$ _____	\$ _____

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost	50% request of LOT

LOT STAFF USE ONLY

LOT Approved Reimbursement Amount \$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must adhere to the logo/mention guidelines listed in the Grant Application and Agreement.

- **Vendor invoice:** Submit itemized media invoice reflecting date, description and dollar amount
- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:
 - Original ad placement tear sheets for print advertisements (verifying name and date of publication)
 - Broadcast log reports indicating actual broadcast times and dates
 - Screenshots for online advertisements
 - Billboard photographs showing content
 - Mailing lists, addresses, postage receipts and a copy of the marketing piece are required for direct mail
 - Other _____ (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Final Report Summary Format

- A 1–2 page typed detailed summary on the outcome of the Event taking into consideration the goals, objectives and measurable outcome regarding the impact that the Event 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) **Estimated Attendance-** Provide an estimate of the attendance for the Event
 - 3) **Measurements of Performance-** include but are not limited to the following: 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.
 - 4) **Local/State/Regional Economic Impact**
 - 5) **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 and programs.
 - 6) **Profitability of the Event**