Office of Lt. Governor/
Department of Culture, Recreation & Tourism
Funding Agreement Checklist

Agency/Program: Office of Tourism

Recipient: Vernon Parish Tourism Commission

Indicate:

- ○ **Cooperative Endeavor**
- ○ **Professional Services Contract**
- ○ **Personal Services Contract**
- ○ **Consulting Services Contract**
- ○ **Social Services Contract**
- ◉ **Grant: Indicate Specific Program** Competitive Grant Program
- ○ **Line Item Appropriation**
- ○ **Letter of Agreement**

Yes	No	
☑	☐	**Does the agreement include budget worksheet?**
☑	☐	**Does the agreement include anticipated uses?**
☑	☐	**Does the agreement include estimated duration of the project?**
☑	☐	**Does the agreement include goals, objectives, and measures of performance?**
☑	☐	**Does the agreement indicate requirement of written progress report every six (6) months?**
☑	☐	**Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule)**
☑	☐	**Has the comprehensive budget been approved by the appointing authority?**
☑	☐	**Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor?**

Signatures:

Contract Monitor	1 May 12 **Date**
Appointing Authority	1 May 12 **Date**

Transmittal to Louisiana Legislative Auditor of Comprehensive Budget Information

Transferring Agency: Office of the Lt. Governor/Department of Culture, Recreation & Tourism

Agency #: DRCT **Program #: Tourism**

Receiving Agency or Entity

Name	Type	$ Amount
Vernon Parish Tourism Commission	Grant	$4,341.00
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Please attach email submission/documentation.

Submitted by: Judy Halloran **Date Submitted:** 6/26/12

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

Marketing 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 Vernon Parish Tourism Commission, P.O. Box 349, Leesville, LA 71496, Phone: (337) 238-0783 and Email: jcrook@bellesouth.net (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 MayFest 2012 ("Event") scheduled to be held May 4 & 5, 2012 in Leesville, 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 Marketing Grant Program is to fund activities 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. Qualifying Marketing Expenses. Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the actual incurred cost for qualifying marketing expenses (as defined in the LOT Grant Application Guidelines) associated with implementing the LOT-approved Marketing and Media Plans for the Event. Qualifying marketing expenses include the actual placement costs of media; however, does not include the costs associated with ad creation or media production. Reimbursement shall not exceed the total grant award, and State funds from

any other source may not be applied towards the mandatory cash match to be provided by the Contractor.

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 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 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 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, Marketing Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), in advance, prior to

implementing 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 that is submitted to the State for reimbursement, and is not listed in the Scope of Work, Marketing 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 the 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 **FOUR THOUSAND THREE HUNDRED FOURTY-ONE AND 00/100 DOLLARS ($4,341.00)**. Travel and other expenses not specified in the terms of this agreement are not reimbursable. The Contact Monitor will ensure that all terms and conditions are met prior to authorizing the release of payment.

Payment is contingent upon the availability of funds appropriated 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 Event. Payment will be made on a reimbursement basis for incurred expenses as specified within this agreement and the Grant application guidelines. 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 were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, **due by June 30, 2012** .

b. Original Invoice. The original invoice to the State shall be in the amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee up to the maximum amount of the Grant award. The document submitted as invoice for reimbursement must contain 1) the word "invoice," 2) must not exceed the total grant award 3) must be submitted on Grantee's letterhead, 4) must reference the Event, and 4) must be accompanied by supporting documentation for qualifying marketing expenses for actual incurred cost 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 Event, 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 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 of qualifying marketing expenses actually incurred by the Grantee. List all media types under the appropriate category.
- Support documentation for Media Buys/Proof of Media Purchases – Media invoices and acceptable proof of implementation
- Final Report Summary

LOT reserves the right to require additional information, documentation and/or added deliverables in order to adequately 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 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 request reflects payment for non-qualifying expenses associated with marketing activities, 2) the State has not been acknowledged as a sponsor in accordance with the terms of the guidelines, 3) inadequate supporting documentation for expenses, or 4) noncompliance with the terms of this agreement. The State will notify the Grantee of any inadequacies or deficiencies and will provide 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.

e. Act 12 Clause. Grantee is informed that no funds appropriated under Act 12 of the 2011Regular 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 Grantee executes this agreement and submits to 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. LOT shall submit this 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 72-1518646.

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 Event must be held in Louisiana between July 1, 2011 and June 30, 2012. The Event is scheduled to be held May 4 & 5, 2012. All approved qualifying 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 payment 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.

Grantee: **Vernon Parish Tourism Commission** Grant Amount: **$4,341.00**
Event: MayFest 2012
Grant # 554

THUS DONE AND SIGNED AT Leesville, Louisiana on the 2 day of May, 2012.

WITNESSES:

Marcella T. Cook

Jordan L Craft

Vernon Parish Tourism Commission

John Crook

John Crook
Executive Director
Phone: (337) 238-0783
Email: jcrook@bellesouth.net

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 30 day of April, 2012.

WITNESSES:

Judy R Hallman

Department of Culture, Recreation, & Tourism

LeAnne Weill

LeAnne Weill, Assistant Secretary
Office of Tourism

Exhibit A 1
Marketing Plan

Event Description
Mayfest is an economic benefit to the Leesville/Vernon Parish area. The number of tourists to the festival has increased each year since the expansion to two days. Mayfest is the major tourist-related festival in the Five Parishes West region of Allen, Beauregard, DeSoto, Sabine, and Vernon. Mayfest draws visitors from East Texas, as well as Lafayette, Lake Charles, Alexandria, Shreveport, and others. The emphasis of Mayfest has changed over the years from primarily Arts & Crafts to a celebration of west central Louisiana culture, food, music, and art, as well as a strong component in sports with the annual running of the Association of the U. S. Army's Armadillo Stampede on Saturday morning.

Our attendance is drawn primarily from the surrounding region, from Lake Charles to Shreveport, Natchitoches to East Texas (Tyler, Jasper, Burkeville, Nacogdoches, etc.) The parishes we draw visitors from include Vernon, Rapides, Beauregard, Sabine, Allen, Calcasieu, DeSoto, Caddo, Bossier, and Natchitoches. Our visitors include American military personnel from Fort Polk, as well as international visitors who are temporarily stationed there.

Mayfest has broadened the state-wide application of its economic effect by using its entertainment funds to hire and feature Louisiana musicians, vocalists and instrumentalists, thus providing a venue for these talented artists, as well as revenue and a chance to increase their fan base in West Central Louisiana. The presentation at Mayfest of Grammy-award-winning Louisiana artist Jo-El Sonnier draws tourists from east Texas and the surrounding parishes. Aside from the entertainers, Mayfest uses both professional stages and sound systems, and again, uses Louisiana companies.

Locally, Mayfest serves the City of Leesville, as well as the rural parts of Vernon Parish. What brings a unique diversity to Mayfest is the U. S. Army Installation of Fort Polk. Fort Polk has a military population of 8000, with another 4000 in rotation, and a civilian, dependant, and contractor population of more than 13,700. This creates a broad multi-cultural diversity in Vernon Parish reflecting many races and nationalities. Fort Polk is also the home of the Joint Readiness Training Command and as such many foreign nationals visit the area and attend Mayfest.

Aside from hotels and RV parks, business at local restaurants and eateries also benefit from Mayfest. The economic impact of Mayfest is felt year-round in other local industries as well. Mayfest contracts with many companies for their product and services. Such businesses include electricians, carpenters, caterers, cleaning services, sign and banner companies, printing companies, seamstresses, florists, decorators, event locations, etc.

Mayfest has increased awareness of the use of the Arts as a tool for economic development. The Leesville National Register Historic District, home of Mayfest, is experiencing a rebirth, both as a business district and as a residential area. The Leesville downtown development office has become the new Leesville Main Street office, and is involved in using new Art events to generate economic development for the downtown area through tourist-related events like Mayfest. This emphasis on Art as a "means to an economic end" is new to Vernon Parish. Main Street is becoming a draw to tourists who visit the area to shop and dine. Mayfest is bringing awareness to the regional visitor of the Leesville National Register Historic District and its local museum.

Additional Deliverables
The deliverables for Mayfest 2012 for the Louisiana Office of Tourism will include a speaking opportunity for the Lt. Governor or someone from LOT to address a large crowd during the opening ceremonies on Saturday, May 5th, 2012. All radio and television advertising will include citing the Lt. Governor's office and LOT as contributing sponsors. Print ads will include the official logo. The Master of Ceremonies for the stage will frequently announce the Lt. Governor's office and LOT as sponsors throughout the weekend. Newspaper articles will also list the Lt. Governor's office and LOT as sponsors. The purchase of advertising will increase attendance and also the number of artists and vendors who appear.

Performance Measures
The Mayfest committee follows up after Mayfest with an After-Action report. This report, which LOT will receive, includes information about vendor sales, from arts and crafts booths and food booths, the number of booths that registered, and comparative information from Mayfest 2012. We will speak with the hotel owners/managers about occupancy rates during Mayfest weekend and add those figures as well. The Vernon Arts Council and the Vernon Parish Tourism Commission will each man a booth where commissioners and board members will conduct short surveys seeking the following information:

1. How did you hear about the festival?
    - Print
    - Radio/TV
    - Billboard
    - Other
2. Where are you from?
    - How far did you drive to attend the festival?
    - Will you be staying overnight in a hotel, RV Park, or State Park Campground?
3. How much money will you be spending at the festival?
    - Food and Beverage
    - Arts and Crafts
    - Children's Activities
    - Other

Target Audience(s)
Our attendance is drawn primarily from the surrounding region, from Lake Charles to Shreveport, Natchitoches to East Texas (Tyler, Jasper, Burkeville, Nacogdoches, etc.) The parishes we draw visitors from include Vernon, Rapides, Beauregard, Sabine, Allen, Calcasieu, DeSoto, Caddo, Bossier, and Natchitoches. Our visitors include American military personnel from Fort Polk, as well as international visitors who are temporarily stationed there.

Goals and Objectives
We estimate that the attendance at the 2012 Mayfest will be more than 24,000 visitors. These visitors will stay in our hotels, eat at our restaurants, stop at our gas stations, and shop at Mayfest. The vendors, many of whom are from the area and/or Louisiana, expect good to excellent sales. The vendors contribute to the economic impact as well. A number of them either stay in a hotel or use one of the RV parks in the area. The occupancy tax revenue for the Vernon Parish Tourism Commission increased by more than 13% in May of 2010 over April of 2010. We expected at least the same increase for 2011, and found that the revenue increased by more than 68%. We expect at least a 10% increase for MayFest 2012.

Marketing & Promotional Strategies

MayFest Arts & Crafts Festival
Vernon Parish Tourism Commission
May 4--5, 2012

Media Plan

We are developing a regional advertising and promotional campaign that will include the East Texas market.

We will purchase the following:

Ads in regional, state-wide, and out-of-state publications featuring Louisiana artists and entertainers that will appear at MayFest

A new rack card will be designed and will be distributed to all state welcome centers, tourism commissions and CVBs, as well as local and regional hotels and restaurants

Billboards will be purchased in the Lafayette, Lake Charles and East Texas area markets

Extensive radio promotion will be developed. Local radio stations have committed to providing Public Service Announcements prior to MayFest. A DVD created for the Vernon Parish Tourism Commission features scenes and information promoting MayFest.

Members of the Vernon Parish Tourism Commission and the Chairman of MayFest will be interviewed by the Leesville Daily Leader as well as other print media. Interviews of the performing artists and members of the Louisiana Crafts Guild also will be published.

The Board of the Vernon Parish Tourism Commission would be happy to help arrange a speaking opportunity for the Office of the Lieutenant Governor, and for the Department of Culture, Recreation, and Tourism.

In the past a concentration of advertising dollars spent in East Texas, Lake Charles and Alexandria has resulted in an increase in attendance at MayFest. This has been measured in large part by the Vernon Parish Tourism Commission. The Tourism Commission acts as a contact point for disbursing information and handles vendor applications.

The ads purchased using funds from the LOT Competitive Event Sponsorship Grant would include the following:

Billboards from Lamar Advertising

Lake Charles—1 Electronic Billboard, 1332 guaranteed spots per day, reaching a population of 132,000, general ethnic mix, for 4 weeks to begin the second week of April 2012

and run through the first week of May 2012. 4 locations in Lake Charles, 1 week at each location.

Lafayettte—1 Electronic Billboard, 1332 guaranteed spots per day, reaching a population of 132,000, general ethnic mix for 4 weeks to begin the second week of April 2012 and run through the first week of May 2012. 4 locations in Lafayette, 1 week at each location.

Jasper—1 Poster Billboard, reaching a population of 7,500, general ethnic mix for 4 weeks to begin the second week of April 2012 and run through the first week of May 2012.

Newspapers:

LA Press Association—two 4x4 ads will run in two zones of the Louisiana Press Association Statewide Display Ad Network. This will include the North and Southeast zones, with a combined circulation of 356,744 and a combined readership of 784,837. These black and white ads will run the last two weeks of April 2012.

Television Broadcasting:

KLAX-TV--135 30-second spots will run in the Central Louisiana area during the two-week period of March 26th through May 5th, with 2 60-sescond spots and 2 "In Your Hometown" segments. In addition, 13 Primetime (7 pm -- 10 pm) spots will run between April 29th through May 4th, with an additional 13 PSAs. This will reach 229,000 households, from east Texas to west Mississippi.

Exhibit A2
Media Plan

Vernon Parish Tourism Commission

Outdoor Placement (Billboards)

Placement Location	City, State	Size	Dates	Total Cost	50% Match Requested
N/S 1-210 W/O 5th Ave.	Lake Charles, LA	10' 6" x 36' 0"	April 10, 2012-- May 6, 2012	$300.00	$150.00
W/S Hwy 171 N/O Moeling St.	Lake Charles, LA	10' 6" x 36' 0"	April 10, 2012-- May 6, 2012	$300.00	$150.00
S/S Prien Lake E/O Lake	Lake Charles, LA	10' 6" x 36' 0"	April 10, 2012-- May 6, 2012	$300.00	$150.00
S/S McNeese E/O 5th Ave.	Lake Charles, LA	10' 6" x 36' 0"	April 10, 2012-- May 6, 2012	$300.00	$150.00
F/S Ambassador @Westmark F/N	Lafayette, LA	10' 6" x 36' 0"	April 10, 2012-- May 6, 2012	$300.00	$150.00
W/S Ambassador @ Kaliste Saloom	Lafayette, LA	10' 6" x 36' 0"	April 10, 2012-- May 6, 2012	$300.00	$150.00
W/S Pinhook S/O Bendel	Lafayette, LA	10' 6" x 36' 0"	April 10, 2012-- May 6, 2012	$300.00	$150.00
E/S US 90 Opposite Verot	Lafayette, LA	10' 6" x 36' 0"	April 10, 2012-- May 6, 2012	$300.00	$150.00
Hwy 96 .4 mi N/O Hwy 190 BTB E/S	Jasper, TX	10' 6" x 22' 9"	April 10, 2012-- May 6, 2012	$650.00	$325.00

Totals **$3,050.00** **$ $1,525.00**

Grantee: **Vernon Parish Tourism Commission** Grant Amount: **$4,341.00**
Event: MayFest 2012
Grant # 554

Vernon Parish Tourism Commission

Print Placement (Magazine, Newspaper)

Publication Name	Ad Size	Issue Date	Circulation Numbers	Market(s)	Total Cost	50% Match Requested
LA Press Association	4x4 Ad, North and Southeast Zones	3rd week of April 2012	356,744 with a readership of 784,837	Louisiana	$1,350.00	$675.00
LA Press Association	4x4 Ad, North and Southeast Zones	4th week of April 2012	356,744 with a readership of 784,837	Louisiana	$1,350.00	$675.00

Totals $ $2,700.00 $ $1,350.00

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area	Spot Length Frequency	Broadcast Dates	Total Cost	50% Match Requested
KLAX-TV 31	Central Louisiana 229,000 Households	135 30-second spots; 2 60-second spots; 2 In-Your-Hometown Segments at 3 minutes each	March 26th, 2012--May 5th, 2012	$1,300.00	$650.00
KLAX-TV 31	Central Louisiana 229,000 Households	13 30-second spots in Prime Time (7 pm--10 pm), with an additional 13 PSAS	April 30th, 2012--May 4, 2012	$1,532.00	$766.00

Totals $ $2,832.00 $ $1,416.00

Total Budgeted Cost of Marketing $8,582
Total Grant Request of LOT $4,291.00

Exhibit B
BUDGET

Name of Grantee: Vernon Parish Tourism Commission

Name of Event: MayFest 2012

Revenue

Cash on Hand, Vernon Parish Tourism Commission-Estimated	$6,000.00
Louisiana Office of Tourism STATE	$4,291.00
Vernon Parish Tourism Commission—Media Campaign	$4,291.00
Participant and Entry Fees—Estimated	$8,000.00
Business/Individual Sponsorships--Estimated	$15,000.00
In-Kind Donations—Estimated	$20,500.00
Total Expected Revenue	$58,082.00

Grantee: **Vernon Parish Tourism Commission** Grant Amount: **$4,341.00**
Event: MayFest 2012
Grant # 554

Expenses			Total Amt:
LOT			
Talent			$18,000.00
Paid Media			$8,582.00
$3,525.00			
Billboard—Lake Charles		$1,200.00	
Billboard—Lafayette		$1,200.00	
Billboard—Jasper		$650.00	
Newspapers—LA Press Assn.		$2,700.00	
Television Broadcast--KLAX-TV		$2,832.00	
Printed Materials			$500.00
Rack Card/Posters			
Sound/stage/lights			$8,100.00
Stage	$2,500.00		
Sound, Lights	$3,600.00		
Stage Manager & Crew	$2,000.00		
Tents			$300.00
Security			$5,000.00
Public Sanitation			$4,000.00
Support Infrastructure			$20,000.00
Administrative/Miscellaneous			$4,500.00
Total Expenses:			$68,982.00
$4,291.00			
Total:			($10,900.00)
Total LOT Sponsorship			$4,291.00

Grantee: **Vernon Parish Tourism Commission** Grant Amount: **$4,341.00**
Event: MayFest 2012
Grant # 554

Exhibit C

Louisiana Office of Tourism Marketing Grant

Final Report Form FY 11-12

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**. 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	Designated Marketing	Spot Length	Broadcast	Actual Cost	50% request of

Grantee: **Vernon Parish Tourism Commission** Grant Amount: **$4,341.00**
Event: MayFest 2012
Grant # 554

Letters	Area (DMA)	/ Frequency	Dates		LOT
		Totals		$_____	$_____

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	50% request of LOT
			Totals	$_____	$_____

Online Placement (Website)

Web Site Name	Web Site Address	Target / Reach	Dates	Actual Cost	50% request of LOT
			Totals	$_____	$_____

Grand total spent on qualifying marketing expenses $_____

Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award $_____

LOT STAFF USE ONLY
LOT Approved Reimbursement Amount $_____

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 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: 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) **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 and programs.

  5) **Profitability of the Event**

The final report summary should include all five (5) headings mentioned above.