

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

Agency/Program: Office of Tourism

Recipient: Ouachita Parish School Board

- 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 | |
|-------------------------------------|--------------------------|------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures:	 <hr/> Contract Monitor	<u>7 May 12</u> Date	
	 <hr/> Appointing Authority	<u>7 May 12</u> Date	

Grantee: Ouachita Parish School Board
PEI: South Central Regional Fine Arts and Folk Festival
Grant #525

Grant Amount: \$6,250.00

STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
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 Ouachita Parish School Board, 100 Bry St., Monroe, LA 71201, Phone: (318) 432-5400 and Email: walker@opsb.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 execute and market the South Central Regional Fine Arts and Folk Festival (“Project” or “PEI”) scheduled to be held February 24, 2012 – March 3, 2012 in Monroe, 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 expenses. Reimbursement will not exceed the total grant award. If a Grantee’s PEI marketing

Grantee: Ouachita Parish School Board
PEI: South Central Regional Fine Arts and Folk Festival
Grant #525

Grant Amount: \$6,250.00

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

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 verifying 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 May 11, 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: Ouachita Parish School Board
PEI: South Central Regional Fine Arts and Folk Festival
Grant #525

Grant Amount: \$6,250.00

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.

e. 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 72-6001066.

4. Term of Grant Agreement

This Grant Agreement shall begin on July 1, 2011 and shall terminate on June 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 February 24, 2012- March 1, 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 May 11, 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

Grantee: Ouachita Parish School Board
PEI: South Central Regional Fine Arts and Folk Festival
Grant #525

Grant Amount: \$6,250.00

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

Grantee: Ouachita Parish School Board

Grant Amount: \$6,250.00

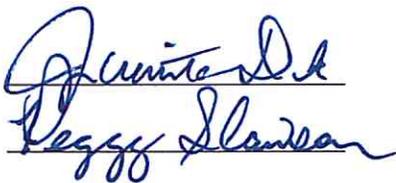
PEI: South Central Regional Fine Arts and Folk Festival

Grant #525

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.

THUS DONE AND SIGNED AT MONROE, Louisiana on the 16th day of May, 2012.

WITNESSES:

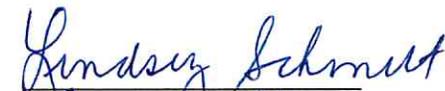

Peggy Sloman

Ouachita Parish School Board


Robert Webber, PhD
Ouachita Parish School Superintendent
Phone: (318) 432-5400
Email: superintendent@opsb.net

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 7 day of May (month), 2012.

WITNESSES:


Lindsey Schmitt

Judy Ballou

Department of Culture, Recreation, & Tourism


LeAnne Weill, Assistant Secretary
Office of Tourism

Exhibit A1

Business Plan

Narrative – Include a description of PEI

This project is intended to attract three thousand (3,000) to five thousand (5,000) people to the Ouachita parish community for the 2012 year. The South Central Regional Music Conference will change the title of the event to the South Central Regional Fine Arts and Folk Festival in order to include all areas of the fine arts as well as include a blend of Louisiana culture. Also, plans are “phase in” music organizations as well as visual artists and dance and theater companies from other countries to expose the Ouachita parish community and the four-state region to cultures in other parts of our world. One such organization is the Murcia Youth Symphony orchestra from Spain. In order to accommodate this expansion for the conference to a “Festival of the Fine Arts”, plans are to extend the event from a three day up to a six day festival. Vendors, in the visual art field as well as the dance, theater, and music fields, will be invited to exhibit their products for purchase at the festival. Community groups and regional vendors will be invited to provide food and drink products for sale as a possible fundraiser for non-profit organizations and for -profit sales for vendors who are not classified as non-profit. Plans are to increase the number of performances for the general public as well as targeted students in the local and regional schools during the morning and afternoons of the festival. The change of format for this event should result in an increase in participation from local and non-local attendees, an increase in vendor participation, an increase in attendance for public performances, an increase in classroom and classroom student participation and an increase in music, drama, theater and visual art teacher/director registration and participation.

PEI Goals and Objectives – Specific goals and objectives for PEI

The South Central Regional Fine Arts Alliance has established the following goals and objectives for the 2012 event:

- 1) Secure and provide outstanding national and international performing and visual artists for the general populace of the four-state region (Texas, Arkansas, Mississippi, and Louisiana) as well as other interested citizens from other states or countries.
- 2) Provide a quality cultural experience for participating students in the festival as well as targeted grade levels of students throughout the four-state region. Morning and afternoon performances and visual art activities specifically designed for the targeted grade-level students in attendance that coincide with Louisiana Department of Education Content standards in music, the visual arts, theater, dance and cultural goals and objectives. Some of these activities could include but are not limited to the following:

Dance:

- a) Ballet and modern dance

- b) Jazz
- c) Character and ethnic, including African and Folkloric
- d) Theatrical studies in composition and choreography
- e) Dance performances and possible dance competitions

Theater:

- a) Set design production
- b) Costume production
- c) Set construction
- d) Acting and directing
- e) Theater performances and possible theater competitions

Visual Arts:

- a) Printmaking
- b) Photography
- c) Painting
- d) Sculpture
- e) Ceramics
- f) Jewelry making
- g) Juried art competition/Art sales

Music:

- a) Honor Ensembles (Honor Symphonic Band, Honor Choir, Honor Jazz Ensemble, Honor Middle School Band and possibly Honor Orchestra)
 - b) Pre-Festival Adjudication for bands and Choirs
 - c) Possible Pre-Festival Adjudication for Jazz Ensembles
 - d) Professional Lectures and hands on demonstration in music technology such as composition, music sequencing, acoustical engineering.
 - e) Possible inclusion or “phasing in” of guitar and piano activities
 - f) Continued performances by professional and college ensembles
- 3) Provide a positive economic impact for the Ouachita Parish community. A new economic impact study is being completed based on attendance and participation data from 2009 and 2010. Preliminary estimates, from the research authority that is being used for the study, have indicated that the recent South Central Regional Music Conference participation and attendee figures have made an economic impact on the Ouachita parish community of approximately seven hundred and fifty thousand dollars (\$750,000.00) with expenditures in the areas of lodging, restaurants, fuel consumption, and miscellaneous spending during the time frame of the conference.
- 4) The festival of the fine arts seeks to bring people of diverse social, cultural and economic backgrounds together to make the festival a positive experience for all participants.

Grantee: Ouachita Parish School Board

Grant Amount: \$6,250.00

PEI: South Central Regional Fine Arts and Folk Festival

Grant #525

The alliance will seek to include more community volunteers that will be crucial to the organization and the overall success of the event.

PEI Timeline – Planning and important dates/milestones of PEI

The South Central Regional Fine Arts Festival Board of Directors is in the process of planning the 2012 festival at the present time. A tentative example of the planning schedule for the festival is as follows:

- March 1, 2011 – February 1, 2012:
 - 1) Secure corporate and community sponsorships for revenue needed to event expenditures.
- March 1-March 31, 2011:
 - 1) secure guest conductors and guest adjudicators for the music component of the festival.
- March 1- May 31, 2011:
 - 2) Contact and mail invitations to prospective visual artists informing them of the festival and inviting them to participate.
 - 3) Contact and invite dance and theater companies for performances during the festival.
 - 4) Secure and confirm college performing ensembles for the festival.
 - 5) Secure and confirm guest performing artists (nationally-recognized performers or ensembles).
 - 6) Secure volunteer committees to assist with planning of the event.
- June 1-July 31, 2011:
 - 1) Executive Board and volunteer committees will meet to organize the festival and assign job responsibilities.
 - 2) b) Media and marketing plan discussed, revised and a time table developed on its implementation.
 - 3) Design activity schedule for event.
 - 4) Secure site and performance equipment.
 - 5) All activities, presenters and performing ensembles will be confirmed.
- June 1- November 30, 2011:
 - 1) All festival materials and promotional materials will have been printed and implemented as part of the marketing plan.
 - 2) All hotel room reservations will be confirmed and all contracts will be signed.
 - 3) All guest performer and guest artists will be confirmed and performance agreements signed by all parties.
 - 4) All supplies for designated activities secured.
 - 5) All contractual agreements for food services, recording, videotaping, and ticket sales will be confirmed and signed.

- 6) Media/marketing plan will be executed.
- December 1, 2011 – March 2, 2012:
 - 1) All approved travel for participating artists will be arranged and confirmed.
 - 2) All room assignments confirmed along with needed equipment and supplies.
 - 3) Ticket sales for performances/admittance to the festival will go on sale.
 - 4) Radio and television ads will start promoting the festival.
 - 5) Arrangements for special appearances for guest artists are scheduled prior to their performances (ex. Radio/TV interviews, appearances at local schools and colleges, appearances at local community events or meetings, etc).

PEI Measures of Performance – What quantifiable measures will you use to determine the success of your PEI? What is the desired outcome from the PEI? Describe plan to measure achievement of objectives.

The quantifiable measures that the South Central Regional Fine Arts and Folk Festival will include but are not limited to the following:

- Attendance and participation at the festival would be in the range of three thousand (3,000) to five thousand (5,000) people.
- Vendor participation would increase from past years to at least one hundred (100) participating companies/organizations.
- Student participation in the performing ensembles would increase by thirty-five (35%) per cent from the 2011 student participation total.
- Increase in teacher/director, school administrators, school board and government officials, and parent participation over past conference and festival totals by fifteen (15%) per cent.
- Increased attendance at all ensemble performances.
- Increase participation from area and regional colleges and universities.
- Increase in hotel/lodging reservations and extended length of stay by festival participants
- Increase in income obtained by local vendors due to festival participant spending.

Proof of Past Performance – (For example: The U.S. First Ladies exhibit traveled to 20 U.S. cities in 2009 and increased visitation by 15% in all 20 cities.)

The first annual South Central Regional Music Conference was held in 2006 (after Hurricanes Katrina and Rita) and the conference had approximately one thousand (1,000) participants and attendees involved in the conference. Since 2006, the South Central Regional Conference has grown to over two thousand-five hundred (2,500) participants and attendees. The conference has attracted music educators and teachers, college ensembles, and guest performers from Arkansas, Texas, Louisiana, Mississippi,

Grantee: Ouachita Parish School Board

Grant Amount: \$6,250.00

PEI: South Central Regional Fine Arts and Folk Festival

Grant #525

Tennessee, New York, California, Utah, and Mexico. The conference has experienced an increase of student participation from a limited number of schools to over thirty-five (35) public and private schools throughout the four-state region. With the past unique and educational format, the SCRMC has received national recognition from vendors, music educators and arts advocacy organizations throughout the United State, Canada and Mexico. With the intent of changing the format to include all of the fine arts and include international ensembles, artists, dance and theater performers, the South Central Regional Fine Arts and Folk Festival should experience a tremendous increase in tourism for the Ouachita Parish community, superb educational and cultural experiences for local and regional students, excellent ensemble performance opportunities for the general public to attend, and a positive economic impact that would be very beneficial to the north Louisiana area. This locally supported and state funded festival will definitely provide a “win-win” opportunity for the citizens of Louisiana and the surrounding states.

Grantee: Ouachita Parish School Board
 PEI: South Central Regional Fine Arts and Folk Festival
 Grant #525

Grant Amount: \$6,250.00

Exhibit A2

Print Placement (Magazine, Newspaper) * Revised**

Publication ne	Market (s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost
The Southwestern Musician	Texas and other Outside state subscriptions	Full page Black/White	December 2011	17,000	\$500.00
The Louisiana Musician	Louisiana	Full Page Black/White	November 2011	5,000	\$170.00
Southern Hospitality Magazine	Northwest Louisiana	Full Page Color	December 2011	17,000	\$1,050.00
Delta Style Magazine	North Central Louisiana	2 Full Page Color	February 2012	17,000	\$1,800.00
Total					\$ 3,520.00

**** Publications listed above are some but not limited to all of the printed materials used for advertising. Thirty-three (33) per cent of the total grant will be used for advertising for the festival:**

The Southern Hospitality Magazine - \$1,050.00
TownSquare Media, LLC. – \$1,000.00

Total: \$2,050.00

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost
KVKI	Louisiana, Texas and Arkansas	30 sec /21 per day	2/21- 2/26/12	\$500.00
KEEL	Louisiana, Texas and Arkansas	30 sec / 21 per day	2/21 – 2/26/12	\$500.00
Total				\$ 1,000.00

Grantee: Ouachita Parish School Board
PEI: South Central Regional Fine Arts and Folk Festival
Grant #525

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Exhibit B

Name of Grantee: South Central Fine Arts Alliance/ Ouachita Parish School Board

Name of PEI: 2012 South Central Regional Music Conference and Fine Arts Festival

Sources of Revenue	Amounts
Cash on hand	\$ 2,000.00
Admission/Concert Ticket Sales	\$ 10,000.00
Student Participation/Ensemble	\$ 28,700.00
Participation Fees	
Vendor Fees	\$ 10,750.00
Program/Advertising Ads	\$ 5,000.00
Community Grants	\$ 15,000.00
Foundation Grants	\$ 10,000.00
Corporate Sponsorships	\$ 16,000.00
Fundraising	\$ 5,000.00
LOT grant	\$ 6,250.00
In-Kind Donations	<u>\$ 6,000.00</u>
Total Expected Revenue	\$ 114,700.00

Anticipated Expenses

Expense Categories	Total amount	LOT Grant
Facility rental	\$ 16,000.00	
Artist/SCFAA Board Members Travel	\$ 14,000.00	\$200.00
/Lodging and meal expenses		
1) Lodging for Mark Wood		
Professional and Contracted Services	\$ 18,000.00	
Production/Logistical Expenses	\$ 1,500.00	
Printing	\$ 5,000.00	
Honor Ensemble Expenses	\$ 12,000.00	
Pre-Festival Adjudicator	\$ 12,000.00	
And Presenter Expenses		
Event Insurance	\$ 2,000.00	

Grantee: Ouachita Parish School Board
PEI: South Central Regional Fine Arts and Folk Festival
Grant #525

Grant Amount: \$6,250.00

	Total Amount	LOT Grant
Artist Fees	\$ 19,000.00	\$4,000.00
1) Lou Marini and the Nuff Brothers Performance Fee		
Licensing Fee	\$ 250.00	
Marketing/ Advertising	\$ 12,000.00	\$ 2,050.00
1) Southern Hospitality Magazine (\$1,050.00)		
2) TownSquare Media, LLC (\$1,000.00)		
Total anticipated expenditures	\$ 111,750.00	\$ 6,250.00
Anticipated Balance	\$ 2,950.00	

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: 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.

Grantee: Ouachita Parish School Board

Grant Amount: \$6,250.00

PEI: South Central Regional Fine Arts and Folk Festival

Grant #525

5) Profitability of the PEI

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