

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

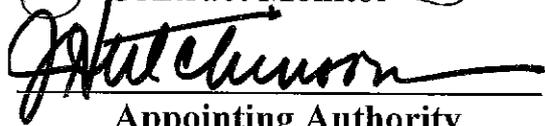
Agency/Program: Office of Tourism/Marketing

Recipient: Lafayette Parish Convention & Visitors Commission

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program BP Funding
 - 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:

 Contract Monitor	<u>01/14/2011</u> Date
 Appointing Authority	<u>01/14/2011</u> Date

CONTRACT FISCAL INFORMATION SHEET

PLEASE COMPLETE THIS FORM AND ATTACH TO CONTRACT WHEN IT IS TIME TO ROUTE CONTRACT FOR APPROVALS AND SIGNATURES.

CONTRACTOR'S NAME: **Lafayette Parish Convention & Visitors Commission**

CONTRACTOR'S ADDRESS: **1400 Northwest Evangeline Thruway
Lafayette, Louisiana 70501**

CONTRACTOR'S FEDERAL ID#: 72-6089318

SOCIAL SECURITY #: _____

CONTRACTOR'S CONTACT PERSON: **Gerald Breaux, Executive Director**

CONTRACTOR'S TELEPHONE: (337) 232-3737

EMAIL ADDRESS: **gerald@lafayettetravel.com**

CONTRACT AMOUNT: **\$224,067.00**

CONTRACT PERIOD: **From: 10/15/2010 to: 06/30/2011**

FUNDING AGENCY: **Office of Tourism**

SOURCE OF FUNDS: State: _____ Percent
 State: _____ Percent
 Federal _____ Percent
 Self-generated 100 _____ Percent

Organ. 6786 Object 3460 Sub Object BP Reporting Cat. 7113
Organ. _____ Object _____ Sub Object _____ Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

Contractor shall use these funds to promote tourism in the state in a manner designed to alleviate or mitigate concerns resulting from the Deepwater Horizon Oil rig in the Gulf of Mexico on April 20, 2010 and the resulting oil spill (the Event). The project will mitigate negative concerns and bring positive media attention to Louisiana giving notice to the public include media, tourist and business travelers that the State of Louisiana is still open for business, the seafood is as good as ever and Louisiana is still a unique and desirable travel destination event after the hurricanes and the BP Deepwater Horizon oil spill.

CHECK OFF IF APPLICABLE TO THE CONTRACTOR AND **PROVIDE THE NECESSARY DOCUMENTATION:**

CORPORATIONS:

Nonprofit Corporation
(Requires Board Resolution of Authority)

Profit Corporation
(Requires Board Resolution of Authority and Disclosure of Ownership)

Limited Liability Corporation

Out of State Corporation
(Requires Certificate of Authority to do business in Louisiana and requires agency justification)

Municipality, State (City Convention and Visitors Bureau)

Sole Proprietor
(Requires statement written on company letterhead/stationary stating that the person is indeed the sole owner and as such has the authority to sign on behalf of the company)

Out of State Contractor
(Requires agency justification)

Contractor is a Consultant
(Requires resume if contracting with individual or sole proprietor of a company)

Advance Payment
(Requires justification from contractor and agency approval)

Multiyear Contract
(Requires agency justification)

RFP Contract

STAFF PERSON TO MONITOR CONTRACT: Janis LeBourgeois

Cc: Josh McDaniels, Budget Manager

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

TOURISM RECOVERY GRANT PROGRAM

**For the purpose of Mitigating and Alleviating Tourism Related Concerns
Resulting from the
Deepwater Horizon Oil Spill in the Gulf of Mexico**

GRANT AGREEMENT

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 “DCRT”) and Lafayette Parish Convention & Visitors Commission, 1400 Northwest Evangeline Thruway, Lafayette, Louisiana 70501, 337-232-3737, gerald@lafayettetravel.com (hereafter sometimes referred to as “Grantee”) do hereby enter into this grant agreement (“Agreement”) under the terms and conditions set forth herein.

1. Background

On April 29, 2010, the Governor of the State of Louisiana issued Proclamation No. 20 BJ 2010, extended by Proclamation No. 37 BJ 2010, declaring a State of Emergency for the State of Louisiana due to the predicted impact of oil along the Louisiana coast leaking from the BP - Deepwater Horizon Oil Rig, which created emergency conditions that threaten the natural resources of Louisiana, and the economic livelihood and property of the citizens of Louisiana.

2. BP Tourism Grant

In an agreement dated June 1, 2010, BP Exploration & Production, Inc. provided a \$15,000,000.00 grant (the “BP Funds”) to the Department of Culture, Recreation and Tourism to use in addressing tourism concerns in Louisiana resulting from the explosion at the Deepwater Horizon Oil Rig in the Gulf of Mexico on April 20, 2010 and the resulting oil spill (the “Event”).

The agreement with BP specifies that the BP Funds shall be used by the Designated State Agency (DCRT) to promote tourism in the state in a manner designed to alleviate or mitigate concerns resulting from the Event; provided for the avoidance of doubt, that the physical location for events promoting such tourism shall not be restricted so long as such events have the purpose and

effect or alleviating or mitigating tourism-related concerns in the coastal areas of Louisiana affected by the Event.

The agreement with BP specifies that the BP Funds shall be used by the Designated State Agency (DCRT) no later than six months from the date that cement plugs isolated the reservoir in the well (the "Payment Use Date"). The cement plugs successfully isolated the well on September 19, 2010. Therefore, DCRT must have used (i.e., have a bona fide obligation to spend the funds) by March 19, 2011. The agreement with BP requires the DCRT to send BP a report of disbursements of the BP Funds promptly after the Payment Use Date. That report will include information pertaining to this Grant Agreement.

3. DCRT Tourism Recovery Grant Program

The State bears the responsibility for ensuring that the BP Funds are expended in a manner that achieves the goals of transparency, financial accountability, efficiency, efficacy with regard to the goals and objectives stated herein, and compliance with the terms of the agreement with BP and all applicable laws that govern the expenditure of public funds.

The goal of the Tourism Recovery Grant Program is to promote and assist the expansion of tourism and the tourism industry Louisiana.

The primary objective of the Tourism Recovery Grant Program is to fund projects that alleviate or mitigate tourism-related concerns resulting from the Event.

Secondary objectives of the Tourism Recovery Grant Program include strengthening Louisiana's tourism partnerships and alliances that support Louisiana's tourism industry and facilitating the development and the stabilization of tourism products that will reduce concerns regarding seafood safety, fishery products and nature-based tourism assets that attract visitors.

Measurements of performance for the Tourism Recovery Grant Program include improved public perceptions of Louisiana as a tourism destination, increased visitation, increased length of stay, and increased tourism expenditures in Louisiana.

Projects eligible for funding through the Tourism Recovery Grant Program include events, programs, services and other activities designed to alleviate and mitigating tourism-related

concerns resulting from the Event; projects designed to stabilize tourism businesses and sites affected by the Event; and marketing, advertising, and public relations efforts that have the purpose and effect of promoting tourism in Louisiana. Eligible projects may also include those that sustain the brand and images of affected tourism-related businesses; those that retain and expand fishing and other nature-based tourism; and those that create and place broadcast advertising, print and outdoor advertising, internet marketing, e-commerce marketing, and provide other tourism-related marketing and advertising activities.

4. Scope of Work

Grantee hereby agrees to perform the Scope of Work for the **Acadiana Tourism Coalition** project **Experience Acadiana Collaborative Marketing** as set forth in the attachments (**Exhibits A - D**) and the Grant Application.

5. Monitoring Plan

The State has designated Jack Warner, Deputy Assistant Secretary of the Louisiana Office of Tourism, to serve as the Contract Monitor for this Agreement. The Contract Monitor (or his designee, supervisor, or successor) shall monitor the grant to ensure compliance with the terms of this Agreement, as follows:

- a) Contract Monitor will review the invoices for approved incurred expenses, supporting documentation and the Final Report to verify services and expenditures for compliance, and to approve any invoice request prior to authorizing the release of any payment to Grantee.
- b) The Contract Monitor will also complete a performance evaluation that measures the success of the Project in light of the stated goals, objectives, and measures of performance. The Contract Monitor shall submit the evaluation within 45 days of the termination or expiration of this Agreement or upon payment of the final invoice.

6. Grant Administration

a) Qualifying Expenses

The Grantee may request reimbursement for actually incurred expenses for those approved qualifying expenditures included in the attached Budget. The State will only reimburse the Grantee for actually incurred expenses that are included in the attached budget and that comply with the goals, objectives, and parameters of the Tourism Recovery Grant Program and the terms of the agreement with BP.

b) OLG/DCRT, Tourism Recognition in Marketing/Advertising

Grantee shall recognize the Louisiana Office of Lieutenant Governor and the DCRT as partners and supporters in all publicity efforts including press releases, speaking opportunities, media coverage, broadcast promotions and printed materials. Grantee is required to acknowledge support by inserting the **LouisianaTravel.com** logo as banner ad with hyperlink to the www.LouisianaTravel.com website by when possible and shall verbally refer to the Louisiana.Travel.com website when the opportunity is present. The official tourism logo can be found at the Louisiana tourism website <http://www.crt.state.la.us/tourism/grants.aspx>.

The State may withhold payment if the Grantee does not provide proof of this required acknowledgement.

c) State Access

Grantee must provide the State with complimentary access to grant-funded activities for monitoring, publicity, and 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.

d) Program or Project Changes

If the Grantee wishes to amend or make significant adjustments to program or project services (i.e., changes of major impact to the Scope of Work), Grantee shall send a written request to the State to approve the change at least fourteen (14) business days prior to making the change. Grantee may not request an increase in the maximum amount of the Grant award. If the change is made without prior approval and it is determined by the State to be an unacceptable change, State reserves the right to terminate this Agreement and reclaim funds already disbursed to the Grantee.

e) **Communication**

Grantee is required to provide written communication regarding the Grantee's ability to perform the Scope of Work and achieve the stated goals and objectives in accordance with the timeline set forth herein. Grantee must also discuss adjustments, changes, or questions regarding the grant-funded activities to the Contractor Monitor, Jack Warner, Deputy Assistant Secretary of Tourism by emailing communications to jwarner@crt.state.la.us or direct mail at:

Jack Warner
DCRT, Office of Tourism
P. O. Box 94291
Baton Rouge, LA 70804

7. **Entire Agreement/Order of Precedence Clause**

This Agreement, together with the Grantee's Louisiana Tourism Recovery Grant Program application and any exhibits specifically incorporated herein by reference, 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 guidelines and application) shall take precedence, followed by the provisions of the guidelines, and then by the provisions of the application.

8. **Payment Terms**

In consideration of the Grantee's Project, the State hereby agrees to reimburse the Grantee in an amount not to exceed **Two Hundred Forty-four Thousand Sixty-seven and No/100 dollars (\$244,067.00)**.

Travel expenses, shall be reimbursed under this agreement and are subject to pre-approval of the Louisiana Division of Administration or the Policy and Procedure Memorandum No. 49, whichever applies. Invoices and/or receipt for any pre-approved reimbursable expenses or travel expenses must be provided and attached to invoices for reimbursement.

Payment will be made only on approval of the State's assigned Contract Monitor, his designee, supervisor, and/or successor.

Upon completion of work to the reasonable satisfaction of the State, payments shall be disbursed as follows:

Grantee shall submit to the State original invoices accompanied by **Progress Reports (Exhibit D)**, **Cost Reports (Exhibit F)** and supporting documentation for approved expenses actually incurred in compliance with the terms of this Agreement up to the maximum amount payable under the terms of this Agreement.

Grantee shall submit said invoices to the Contract Monitor **quarterly**.

Upon completion of all services and the request for final payment, Grantee shall submit a typed **Final Report (Exhibit G)** of the Project and services providing details regarding the effectiveness of the Project.

Payment is contingent upon continued availability of funds to fulfill the requirements of this agreement, and is subject to budget reductions imposed by Joint Legislative Committee on the Budget.

If it is found that the Grantee defaulted on the Agreement, breached the terms of the Agreement, ceased to do business, or ceased to do business in Louisiana, the Grantee shall be required to repay the State in accordance with the State's terms.

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 State's terms.

Grantee is informed 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 (i.e., the Grantee) executes a copy of an Agreement and submits to the transferring agency (i.e., the State) 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 State shall submit the Agreement, the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

In the event the State determines that the Grantee failed to use the funds set forth in its budget within the estimated duration of the project or failed to reasonably achieve its specific goals and objectives for the use of the funds, the State shall demand that any unexpended funds be returned to the state treasury unless approval to retain the funds is obtained from the Division of Administration and the Joint Legislative Committee on the Budget. Grantee shall be audited in accordance with R.S. 24:513. If the amount of the public funds received by the State is below the amount for which an audit is required under R.S. 24:513, the State shall monitor and evaluate the use of the funds to ensure effective achievement of the goals and objectives. The State shall forward to the Legislative Auditor, the Division of Administration, and the Joint Legislative Committee on the Budget, a report showing specific data regarding compliance with this Section and collection of any unexpended funds. This report shall be submitted no later than May 1, 2011.

9. 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 said Grantee's obligation and identified under Federal tax identification number 72-6089318.

10. Term of Grant Agreement

This Grant Agreement shall begin on October 15, 2010 and shall terminate on June 30, 2011.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement and the approved Budget. If the Grantee is unable to perform the work or deliver the deliverables agreed to, the Grantee shall so notify the State in writing before the expiration date of said services and thereby acknowledge the automatic cancellation of the grant, unless such notification contains a request for an amendment as provided.

11. Entire Agreement/Order of Precedence Clause

This Agreement, together with the Louisiana Tourism Recovery Program Grant Guidelines and addenda issued thereto, the application submitted by the Grantee, and any exhibits specifically incorporated herein by reference, constitute the entire agreement between the parties with respect to the subject matter.

In the event of any inconsistent or incompatible provisions, this signed Grant Agreement (excluding the Grant Guidelines and Grantee's Application) shall take precedence, followed by the provisions of the Grant Guidelines, and then by the terms of the Grantee's Application.

12. 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 expenses, the Grantee shall return all such funds to the State.

13. Termination for Convenience

The State may terminate the 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. 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.

14. 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 executive changes such as mid-year budget reductions, which could result in a mid-year reduction of funds available pursuant to this agreement, which may require amendment or termination of this Agreement.

15. Audits

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. BP Exploration & Production, Inc. may also be granted reasonable access to records pertaining to this grant.

16. 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.

17. 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.

18. 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.

THUS DONE AND SIGNED AT Lafayette, Louisiana on the 12 day of January, 2011.



Gerald Breaux
Executive Director
Lafayette Parish Convention & Visitors Commission
gerald@lafayettetravel.com
(337-232-3737)

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 10th day of January, 2011.

Department of Culture, Recreation, & Tourism



James L. Hutchinson, Assistant Secretary
Office of Tourism

EXHIBIT A

Project Scope of Work

Description of Project:

The Acadiana Tourism Coalition is a collaborative effort identified as “**Experience Acadiana Collaborative Marketing**” a project to promote tourism and is comprised of a seven- parish area to include Lafayette, Acadia, Iberia, Jefferson Davis, St. Landry, St. Martin and Vermilion. The Coalition developed an advertising, promotion and publicity campaign strategy to be conducted October 15, 2010 through June 30, 2011. The events and activities are designed to reach travelers within the region, nation and internationally utilizing branding through website development and improvement, food guide, social media, e-newsletters, television/radio/outdoor advertising, promotional materials, and through travel and trade show opportunities etc. Familiarization tours will also be conducted for travel writers, inclusive of press trips, media blitz and a reception to incorporate tourism information for a planned audience in Chicago. The key messages will focus on “**come to Louisiana, hear the music, taste the cuisine, to enjoy the unique outdoors experiences**” -- Come experience all of Louisiana’s unique culture and contribute to Louisiana’s Coastal Recovery!

Goal:

The goal in the project is to strengthen Louisiana’s tourism partnerships and alliances that support Louisiana’s tourism industry, supporting the facilitation of development and the stabilization of tourism products in order to assist in tourism recovery efforts. The collaborative efforts will reduce concerns regarding seafood safety, fishery products and nature-based tourism assets that attract visitors to our state. The Coalition will support events and activities that will promote the quality, safety, and availability of Louisiana seafood as a part of a larger, comprehensive effort to generate positive attention for Louisiana restaurants and fishing industry, and important component of Louisiana’s tourism industry which have been negatively affected by the event of the Oil Spill.

Objectives:

Objectives include (a) increased opportunities to maintain awareness and a positive image of Louisiana as a unique and desirable travel destination, (b) increased public awareness of the quality, safety, and availability of Louisiana seafood, (c) increased support for the Louisiana seafood industry, which is an important nature-based tourism asset and economic driver for this coastal region, (d) promotion of the State’s official tourism website **LouisianaTravel.com** in advertisements and other publicity and promotional materials as well as support production needs to carry out the event and activities.

Projects

EAT ACADIANA Regional Campaign (Web-based Promotion)

The Acadiana Tourism Coalition’s **EAT ACADIANA Regional Campaign** will brand the seven-parish area of the Coalition with a web-based campaign aimed at the regional markets to entice visitors to eat at local restaurants featuring Louisiana Seafood. The regional campaign will feature contests, featured spotlights on local restaurants in the seven parish region and exclusive banners. The program will commence in January and run through June 30, 2011. All work will support Louisiana.Travel.com logo as a banner ad and hyperlink to www.LouisianaTravel.com website.

The EAT ACADIANA national campaign will be web-based with downloadable PDF's, customized trips, feature stories and a Louisiana Home Page and will contain local restaurants in the seven parish region. Fodor's is one of the largest travel guide book producers in the world and is the catalyst for this web based campaign.

Hosting of the Society of American Travel Writers

Lafayette, LA will host the Society of American Travel Writers in May, 2011. It is anticipate that approximately 50 writers will participate in pre and post familiarization tours to the Acadiana Tourism Coalition Parishes, as well as the coastal parishes. These writers have the potential to reach national and international visitors with stories published in newspapers, magazines and web-based blogs. All work will support Louisiana.Travel.com logo as a banner ad and hyperlink to www.LouisianaTravel.com website.

Outdoor Travel and Culinary Writers Press Trip

Outdoor, Travel and Culinary Writers Press trips are another opportunity to target writers who drive visitors to the Acadiana region and the state of Louisiana. Hunting, fishing, canoeing, bicycling, state parks, campgrounds and culinary opportunities are all a part of the promotional possibilities for our region. Brochures will be printed highlighting the seven parishes and their outdoor opportunities. All printed material will include the insertion of **the Louisiana.Travel.com** logo as a banner ad and hyperlinks to www.LouisianaTravel.com websites will be provided on websites that promote the trips.

Chicago Media Blitz & Reception

The Chicago Media Blitz and Reception will feature the Acadiana Regional Coalition's campaign to visit Louisiana and eat our seafood. Invitations will be issued to all media outlets, both hard and lifestyle news organizations to a reception featuring Louisiana seafood, music and hospitality. Since a large portion of visitors to Louisiana come from the Midwest markets, seizing this opportunity will garner much needed positive press to assure the group tour and IT markets get the message: Louisiana seafood is plentiful and safe to eat! All work will support Louisiana.Travel.com logo as a banner ad and hyperlink to www.LouisianaTravel.com website.

Deliverables:

Deliverables shall include detailed Progress Reports on initiatives, a detailed listing of participants that attended each travel event to include name, contact information and the organization that was being represented, detailed cost reports and adequate supporting documentation to validate expenditures, documented proof of the **LouisianaTravel.com** logo inserted on publicity materials and proof of banner ads and hyperlinks to the Lafayette Convention and Visitors Bureau websites and to other parishes websites to promote tourism in Louisiana, proof of media purchases, open disclosures provided for all Contractors hired for professional services to include agreements, work orders or other proof for services. A **Final Report** at the conclusion of Experience Acadiana Collaborative Marketing campaign which shall provide information regarding the outcome of each event, with a list of attendees and the effectiveness of the campaign as it relates to the goals and objectives to mitigate tourism damages related to negative publicity associated with the oil spill, to include information on positive articles written, added collaborations developed, added partnerships and initiatives, number of sponsorships, potential jobs created, information on business stabilization, added memberships, and advertising/marketing initiatives added. Contractor shall submit the **Final Report** not later than **June 30, 2011**.

Performance Measurements:

Contractor's performance will be measured by the media attention drawn to the State as a result of the publicity campaign, number of articles written, positive media coverage, number of participants at activities, collaborations, support and public attention drawn, website hits, and by the Contractor's ability to adhere to the requirements of the Scope of Service including comprehensive reports of activities and financial accountability for expenditures.

EXHIBIT B
Comprehensive Budget
“Combined budgets of November 23rd and December 13, 2010”
Lafayette Parish Convention & Visitors Bureau
Experience Acadiana Collaborative Marketing

Anticipated Expenses

Marketing and Public Relations Initiatives

Event	Project Date and/or Timeline	Location	Maximum Budgeted Amount	LA Tourism Contribution
Eat Acadiana Regional Campaign Web-based campaign with contests, featured spotlights, exclusive banners	January 1, 2011 – June 30, 2011	Texas, Arkansas, Louisiana, Mississippi and Alabama	\$4,067.00	\$4,067.00
Eat Acadiana National Campaign -Web-based campaign with downloadable PDF's, customized trips, featured stories and LA Home Page	January 1, 2011 – June 30, 2010	United States	\$20,000.00	\$20,000.00
Society of American Travel Writers (Central States Chapter) Hosting 50 active travel writers. Pre and Post Fam tours to all ATC parishes to include means, hotels and travel expenses)	May, 2011	ATC and Coastal Parishes	\$82,500.00	\$82,500.00
Outdoor, Travel & Culinary Press Trips Hosting 18 individual press writers to be invited to visit and write for major outdoor, travel and culinary publications, includes airfare, hotels, attractions, fishing and hunting licenses and food)	March – June, 2011	ATC and Coastal Parishes	\$24,400.00	\$24,400.00
Chicago Media Blitz & Reception	January 2011 – February 2011,	Chicago	\$41,000.00	\$41,000.00
Professional Service for all programs			\$53,100.00	\$53,100.00
Printing for all programs			\$19,000.00	\$19,000.00
TOTAL			\$244,067.00	\$244,067.00

EXHIBIT C

SCHEDULE OF PROFESSIONAL AND OTHER CONTRACT SERVICES

Name of Organization: Lafayette Parish Convention & Visitors Commission

Name of Program: Experience Acadiana Collaborative Marketing

List Name and Address of Individual and/or Firm	Scope of Work being performed and Justification for Services	Total Contract Amount
<p>Daniel J. Edelman, Inc. 200 E Randolph Dr. 63rd Floor Chicago, IL 60601</p>	<p>Support the Southern Louisiana Parishes Chicago Media Mission efforts through media outreach and RSVP management for the event and coordinating and execution of desk side meetings with influential media outlets</p>	<p>\$ 7,500.00</p>
<p>Williams Creative Group, Inc. 330 Marshall Street Suite 1000 Shreveport, LA 71101</p>	<p>Agency Services include time for: developing and securing unique and customized familiarization tour itineraries; pitching and qualifying participating media; coordinating lodging and meals; arranging tours with participating CVBs to include local experts; coordinating air and ground travel arrangements; developing journalist information sheets to include bio, photo, room preferences, allergies, emergency contact, etc.; finalizing itineraries with CVBS; assembling materials for media packets; staff two of the three familiarization tours; conducting thank you correspondence to all parties involved; handling post-tour follow-up with participating media (obtaining photos to accompany articles, fact checking, etc.); correspondence with the Acadiana Tourism Commission and in-person meetings as necessary. Total 18 writers.</p>	<p>\$45,600.00</p>
<p>Total</p>		<p><u>\$53,100.00</u></p>

EXHIBIT D
Progress Report

*(To be submitted at least quarterly showing progress achieve and with any payment request.
Duplicate pages as needed.)*

Organization: Lafayette Parish Convention & Visitors Commission
Name of Program: Experience Acadiana Collaborative Marketing
Contact Name: *(insert the name of person completing this report)*
Telephone : (337) 232-3737 **Fax:** (337) 232-0161

List Activities Performed:	Provide Measurable Outcome
<p>1) Multi-Parish Promotions (Regional and National) Eat Acadiana Campaign: web-based campaign with contests, featured spotlights, exclusive banners, downloadable PDF's, customized trips, featured stories and Louisiana Home Page</p>	
<p>2) Society of American Travel Writers, Central States Chapter: Hosting of 40-45 active travel writers. Pre and Post Familiarization tours to all Acadiana Tourism Coalition parishes to include meals, hotels and travel expenses</p>	
<p>3) Outdoor, Travel, Culinary Writers Press Trips Individual press writers invited to visit and write for major outdoor, travel and culinary publications- Includes airfare, hotels, attractions, fishing and hunting licenses and food)</p>	
<p>4) Chicago Media Blitz & Reception Representatives from all seven parishes will attend and participate in media sales calls. An event featuring Louisiana seafood, music and local chefs will allow for follow-up social interactions with both media as well as tour operators who send groups to Louisiana. (Note: Travel expenses for individual parishes are not included.)</p>	

Projected Travel Expenses

EXHIBIT E

Event	Anticipated Number of Participants	Projected Cost for Meals	Projected Cost for Lodging	Travel & Transporting/ rentals)	Other Expenses (attendee packages, etc)	Average Cost per participant	Total Anticipated Expenses
Society of American Travel Writers FAM Tours	100	\$30,000	\$15,000	\$35,000	\$2,500	\$825.00	\$82,500.00
Outdoor travel & culinary press trips	18	\$4,100	\$6,000	\$12,350	\$1,950	\$1,355.56	\$24,400.00
Chicago Media Blitz & Reception	60	\$20,000	\$8,000	\$8,000	\$5,000	\$683.00	\$41,000.00
TOTAL EXPENSES							\$147,900

Travel Expenses are subject to the Approval of the Louisiana Division of Administration, State Budget Office and is Subject to Legislative Audit

EXHIBIT F

Grant Number: _____

ACCUMULATIVE COST REPORT FOR EXPENITRUES - TRACKING FORM

GRANTEE: Lafayette Parish Convention & Visitors Commission **GRANT PERIOD:** _____

PROJECT NAME: Experience Acadiana Collaborative Marketing **PAYMENT REQUEST #** _____

APPROVED BUDGET CATEGORIES	PROJECTED BUDGET	EXPENDED THIS PERIOD	EXPENDED TO DATE	BALANCE REMAINING
Eat Acadiana Regional Campaign-Web based	\$4,067.00			
Eat Acadiana National Campaign-Web based	\$20,000.00			
Society of American Travel Writers, Central States Chapter:	\$82,500.00			
Outdoor, Travel, Culinary Writers Press Trips	\$24,400.00			
Chicago Media Blitz & Reception	\$41,000.00			
Professional Service for all programs	\$53,100.00			
Printing for all programs	\$19,000.00			
TOTAL BUDGETED	\$244,067.00			

I certify that this document and supporting documentation represents actual incurred cost associated with this referenced project. All expenditures represented here are directly associated with the project and is within the project period of the agreement. Farther documentation for cost and/or services is available and will be provided upon the State's request. Our organization is fully aware that we must comply with the terms of the agreement and we agree to maintain records regarding this agreement for a minimum of three years for Louisiana State auditing purposes.

Signature of Project Representative _____ (Date) _____ Signature of Fiscal Representative _____ (Date) _____

Exhibit G

Final Report Format

Final Report – Grantee shall submit a Final Report upon conclusion of the event which must be inclusive of the following:

- A 1–2 page typed detailed summary on the outcome of the initiative taking into consideration the goals, objectives and a measurable outcome regarding the impact that the project, which should include:
 - 1) **Goal**-State the goal of each project and provide the overall measurement for achievement of the goal.
 - 2) **Objectives Accomplished**-List accomplishments in compliance with the overall goal of mitigating and alleviating tourist concerns as it relates to the Deepwater Horizon Oil Spill in the Gulf and the impact that the project has had on potential tourism visitation to Louisiana.
 - 3) **Estimate the Economic Benefit** - Provide statistics or data to support the economic benefit of the project to the State’s tourism industry.
 - 4) **Prominent Support/Tourism Partners**-Provide list of collaborators that have developed and prominent support given in the project.
 - 5) **Tourism Publicity**-Grantee shall include support documentation for media tours and events, web-based activities and other publicity efforts. Grantee and shall also provide listing of attendees and contact information, expense logs, publicity materials and other documents that support expenditures.
 - 6) **Accountability for Expenditures**- Grantee shall submit copies of vendor invoices and or agreement that reflect actually incurred expenses.