

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

Agency/Program: Office of Tourism

Recipient: Monroe-West Monroe CVB

- 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:

 _____ Contract Monitor	 _____ Date
 _____ Appointing Authority	 _____ Date

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

**Competitive Grant Program
FY 2012-2013**

BE IT KNOWN, the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana (hereafter sometimes referred to as "State" or "LOT") and the Monroe-West Monroe Convention and Visitors Bureau, 601 Constitution Dr., West Monroe, LA 71294, phone: 318.387.5691, email: ssnow@monroe-westmonroe.org (hereafter sometimes referred to as "Grantee") do hereby enter into this agreement ("Agreement") under the following terms and conditions.

1. Scope of Work

The goal of the LOT Competitive Grant Program is to fund activities that significantly increase tourism travel to 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; (2) to strengthen Louisiana's tourism partnerships and alliances to support Louisiana's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

a. Event Marketing. In accordance with the LOT's stated goals, the Grantee hereby agrees to market the Christmas on the River ("Event") scheduled to be held November 23 – December 31, 2012, in Monroe and West Monroe, LA as set forth in its LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

b. Qualifying Marketing Expenses. Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred 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. State funds from any other source may not be applied towards the mandatory cash match to be provided by the Grantee.

c. Event Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts to ensure the eligibility of marketing and advertising materials and expenses that will be funded by the State through the

Grantee: Monroe-West Monroe CVB
Event: Christmas on the River
Grant #625

Grant Amount: \$19,288.20

Competitive Grant Program. The materials must include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and as described above. Unapproved marketing and advertising materials and expenses may not be eligible for reimbursement.

d. 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.
- 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."*

e. 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 expense 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 may not be considered an eligible expense. Only eligible expenses will be approved for reimbursement. Any substantial change to this Agreement will require a written amendment, executed by all parties, as set forth herein.

f. Communication. Close communication with the Contract Monitor, Judy Halloran email: jhalloran@crt.la.gov ph: 225.342.8207, 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 lapse without contact, the State may initiate the process of revoking this Grant.

2. Payment Terms

In consideration of the work described above, the State hereby agrees to pay Grantee a maximum sum of NINETEEN THOUSAND TWO HUNDRED EIGHTY EIGHT DOLLARS AND 20/00 CENTS (\$19,288.20). Travel and other expenses not specified in the terms of this Agreement are not reimbursable.

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 this Agreement, 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 the Grantee 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. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. 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 set by 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.

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. It is anticipated that there will be a single payment made under this Grant Agreement. No payment shall be made until after the Event. Payment will be made on a reimbursement basis for qualifying marketing expenses actually incurred by the Grantee as specified within this Agreement and in accordance with the Grant program guidelines.

b. Original Invoice. Grantee shall deliver to the State's Contract Monitor an original invoice, a Final Report (**Exhibit C**) by February 28, 2013, 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 Agreement. The original invoice to the State shall be in an amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee, up to the maximum amount of the Grant award. The 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).

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 also 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 (Exhibit C) 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 qualifying marketing expenses actually incurred by the Grantee are eligible for the 50% reimbursement.

d. Act 13 Clause. Grantee is informed that no funds appropriated under Act 13 of the 2012 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 Grantee executes this Agreement and submits to the 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 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 72-0796386.

4. Term of Grant Agreement

This Grant Agreement shall begin on August 28, 2012, and shall terminate on March 15, 2013.

The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.

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.

5. Amendments in Writing

Except as provided in Section 1 (e), 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.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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 and/or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Grantee that are related to this grant.

Any quasi public agency or body as defined in La. R.S. 24:513 A (1)(b) shall designate an individual who shall be responsible for filing annual financial reports with the Legislative Auditor and shall notify the Legislative Auditor of the name and address of the person so designated (La. R.S. 24:513 H (2)(a)).

11. 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.

12. Non-assignability

The Grantee shall not assign any interest in this Agreement 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.

13. 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

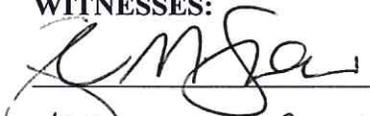
Grantee: Monroe-West Monroe CVB
Event: Christmas on the River
Grant #625

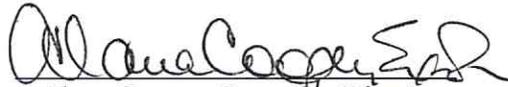
Grant Amount: \$19,288.20

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 West Monroe, Louisiana on the 24 day of August, 2012.

WITNESSES:





Alana Cooper, Executive Director
Monroe-West Monroe CVB

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 15 day of August, 2012.

WITNESSES:




Department of Culture, Recreation, &
Tourism

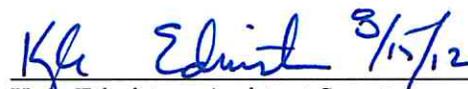

Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1
Marketing Plan
2012 CHRISTMAS ON THE RIVER FESTIVAL

Event Description

Background

“Christmas on the Alley” was begun in 2008 when the director of a local park commented in a community meeting that she had always wanted to have Christmas lighting in the Historic Downtown Cottonport District, now known as Antique Alley. Others in the meeting began to build on that idea. This was the spark that led to efforts to develop an event that would utilize Northeast Louisiana’s assets, culture and beauty. After the first year, the event was renamed “Christmas on the River” to broaden its scope beyond Antique Alley and include the Monroe side of the Ouachita River. Our aim was and remains to bring visitors from throughout the Southern region and beyond to make Monroe-West Monroe a major destination for the Christmas holidays. We are embarking on our fifth Christmas season with expectations for a large turn-out and yet another marked increase in Christmas-time sales and hotel stays.

What’s New

The boardwalk on the Monroe side of the Ouachita River is currently undergoing a transformation into a river market area and is expected to be in full use by summer 2012. This will have a major impact on Christmas on the River since it will provide an attractive walking area where commerce and community can come together in a profitable and fun way. The River Market will give our events a cohesion that has not been possible before.

In the past, Christmas on the River has concentrated most of its activities during Festival Weekend on the West Monroe side because there was no corresponding retail area conducive to foot traffic on the Monroe side of the river. This area in Monroe is connected to West Monroe by two bridges and both are easily accessible from Interstate 20.

Starting this year, we will utilize the Monroe-West Monroe trolley to convey tourists and residents to events on both sides to ensure that all merchants and vendors receive the widest exposure possible.

This year we will entice tourists to Monroe and West Monroe by offering weekend stays by designing “packages” based on clustered events, horse drawn tours and the like. We have the full cooperation of our local hotels and motels to provide special pricing for this type of promotion.

Activities

Crowd-pleasing activities from previous years will be continued, such as the annual Christmas parade, the Bawcomville Redneck parade, fireworks over the Ouachita River, “Santa’s Christmas Village” at the Children’s Museum, the Journey to Bethlehem reenactment at Pecanland Mall, the Downtown Art Crawl, old-fashioned Christmas weekend in Antique Alley, a special Christmas program produced by the Twin City Ballet, Christmas at the Biedenharn Museum and Gardens as well as programs produced by other community organizations. As we have in previous years, we will showcase all area holiday events under our Christmas on the River umbrella in order to

provide cost-effective advertising. We will continue the Christmas on the River website (seasonal) to keep the public up-to-date on what's on offer and where each event will take place.

Some of the CVB-initiated events begun in 2010 have become quite successful. Based on two years of experience, we will provide greater promotion of the best events and fine-tune others that have the potential to become larger over time. Among the most popular events are the Christmas tree school art project, the 'Little Miss Christmas on the River' pageant and the Scrooge Bah Humbug 5K Fun Run.

We will continue the annual chili cook-off this year but without the official CASI designation. With fewer restrictions and regulations, this will open up the competition to more local cooks to enter and enjoy.

One of the most colorful events is the annual Paw-rade, featuring dogs and owners in costume. We will work to increase participation and provide better choreography for the parade.

Abundant holiday lighting, a portion of which is synchronized to music and is unique to our area, is located in historic Antique Alley in West Monroe. Once the renovation of the River Market in Monroe is completed, we will design and install a major Christmas lighting display in this location as well.

Although our opening weekend will be November 23rd, November 29 - December 1 will be the centerpiece of the season, with tours meandering through the specially lighted areas on Thursday and Friday evenings. That Saturday will be scheduled with activities beginning early morning and ending well in the evening. Based on the feedback from 2011, some events will be moved from the very full schedule of December 1st to the following Saturday to ensure that tourists and residents participate in as many weekends as possible.

Goals and Objectives

Goal: To develop Monroe and West Monroe into the regional destination of choice during the Christmas season each and every year; to boost the local economy and instill a great appreciation for what Northeast Louisiana has to offer.

Objective #1: To increase attendance by 12% over the previous year with a balanced mix of new and repeating visitors.

We believe that offering varied activities means that we can attract varied audiences to our events. For instance, the Bawcomville Redneck Parade is becoming a serious draw for the area because of the unique nature of its floats and participants. Pet lovers enjoy dressing their animal friends in holiday costumes and showing them off before other animal lovers. Similarly, runners take their sport seriously and appreciate raising funds for a charity they believe in. In fact, most of the events have fundraising components that give back, which is especially appropriate during the season of giving.

Objective #2: To increase the local economy by 3% over the previous year during the holiday timeframe.

Grantee: Monroe-West Monroe CVB
Event: Christmas on the River
Grant #625

Grant Amount: \$19,288.20

The first four years of its existence have proven that Christmas on the River can increase our tourism economy during what has historically been the slowest period of the year for overnight stays in the twin cities. In December 2008, sales tax records showed an increase of 5.5% over the previous year when no festival activities existed here; December, 2009 saw a growth of 2% over 2008; area sales tax figures for December, 2010 showed an increase of 2.5% for Monroe and a 9.2% increase for West Monroe compared to December, 2009. During a period of national recession, Christmas on the River has proven effective in elevating our economy and bringing people to the area.

Target Audiences

The past four years of festivities have yielded data and insight into holiday visitor trends that help greatly in targeting our marketing efforts. A database of "friends" has been developed from this information and is used to update those interested in upcoming events, not only during the holidays but throughout the year. Since tracking began, we have noted a large number of tourists coming from East Texas. Because of this we have expanded our marketing efforts to reach more of this audience. We will continue marketing to our key states, Mississippi and Arkansas, since these states provide a steady flow of visitors to Northeast Louisiana.

Additional Deliverables

We would welcome a representative from the Louisiana Office of Tourism to speak at any event of our Christmas on the River. Specific opportunities are:

- Pre-festival press conference (date to be determined)
- Lighting Ceremony on November 23, 2012
- Saturday, December 1, 2012 of Festival Weekend

All billboards and printed materials will identify the Louisiana Office of Tourism as a sponsor and will carry the LouisianaTravel.com website address.

Performance Measures

We will continue our practice of getting local merchants in event areas to track zip codes of visitors to their stores. This has enabled us to determine the effectiveness of our print, TV and radio ad placements and to discover areas where targeted marketing could be beneficial.

Specific Zip Code Analysis Measures: 1) the addition of new zip codes on merchant reporting forms; 2) zip codes repeated from previous Christmas seasons; a spike or dip in attendance from zip code areas in which advertisement placements are made.

Official Documentation: As usual, we will consult various data providers for hard numbers to ascertain the economic impact of the festival activities on our area. These include the Smith Travel Research report for hotel and motel occupancy rates and local tax offices for sales tax figures (available in February 2013) for the festival areas as well as for the entire area of each city.

We will continue to collect written evaluations and conduct face-to-face feedback sessions with merchants and collect hotel and RV data at the end of each Christmas on the River season to improve the events, estimate the attendance and assess its economic impact.

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**Exhibit A2
 Media Plan
 Christmas on the River**

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Projected Cost	LOT 50% Match
Comcast Spotlight, MS	Jackson, Natchez, Greenwood, Leland, Flora, Belzoni, Yazoo City	30 sec/approx 2800 spots		\$11,000.50	\$5500.25
Suddenlink Media	Camden, Crossett, Hope, El Dorado, Magnolia, Smackover, Lake Village, Greenville, Vicksburg	30 sec/approx 9000 spots		\$10,000	\$5000
WXVT TV	Greenville/Greenwood, MS	30 sec/approx 130 spots		\$3995	\$1997.50
KIXB (KIX-103)	El Dorado, AR; Southeast Arkansas	30 sec/150 spots/Live mentions/125		\$3000	\$1500
KMRX (MIX 96)	El Dorado, AR; Southeast Arkansas	30 sec/150 spots/Live mentions/125		\$3000	\$1500
WDMS 100.7	Greenville, MS	30 sec/324 spots		\$2280.90	\$1140.45
WJKK (MIX 98.7)	Ridgeland, Jackson, and Vicksburg, MS	30 sec/200 spots		\$5300	\$2650
Totals:				\$38,576.40	\$19,288.20

Grantees Grand Total	\$38,576.40
LOT 50% Match Grand Total	\$19,288.20

Grantee: Monroe-West Monroe CVB
Event: Christmas on the River
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Grant Amount: \$19,288.20

Exhibit B
Budget
Christmas on the River

Anticipated Income or Revenue

Please include anticipated funding including cash, participant fees, and all sponsorships, grants and funding support including the Louisiana Office of Tourism (LOT) grant request, in order to establish the need for funding.

<u>Sources of Revenue</u>	<u>Amounts</u>
Cash on hand	\$ 58,000
Lighting Investment	\$ 50,000
Participant and Entry Fees	\$ 8,000
Sponsorships	\$ 27,000
LOT grant	\$ 19,288.20
In-kind donations	\$ 12,000
Total Expected Revenue	\$174,288.20

Anticipated Expenses

Please provide a comprehensive budget for the entire project.

<u>Expense Categories</u>	<u>Total Amount</u>	
<u>LOT</u>		
Out-of-Area Marketing (see Attachment B)	\$ 38,576.40	\$19,288.20
Local Marketing	\$ 8,000	
Printing	\$ 1,000	
Rentals (restrooms, tents, kids' rides, carriages)	\$ 10,000	
Facility/Venue Rentals (contingencies)	\$ 2,000	
Postage/Shipping	\$ 1,000	
Utilities	\$ 8,000	
Entertainment Fees & Prizes	\$ 7,500	
Vinyl Signs and Sponsor Banners with Poles	\$ 1,000	
Premier Party for Sponsors	\$ 2,000	
Security	\$ 1,000	
Lighting Purchases	\$ 50,000	
Installation and Take-down	\$ 40,000	
Total anticipated expenditures	\$170,076.40	

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**Exhibit C
 Louisiana Office of Tourism Marketing Grant
 Final Report Form FY 12-13**

SECTION I: Grantee Information

Name of Event	
Event Date	
Organization	
Grant Amount	
Primary Contact (POC)	
POC - Phone Number	
POC - 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.

****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 Number	Actual Cost	LOT 50% Match
Totals:					\$	\$

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

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Online Placement (Website)

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target / Reach	Dates	Actual Cost	LOT 50% Match
Totals:			\$	\$

Grantees Grand Total	\$
LOT 50% Match Grand Total	\$
(LOT Staff 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) **Economic Impact** - Provide information and/or statistics regarding the Economic Impact on the region (local and state.)

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- 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.

