

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

**Project Enhancement Initiative (PEI) Grant
FY 2010-2011**

BE IT KNOWN, the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana (hereafter sometimes referred to as "State" or "LOT") and Sabine Parish Tourist and Recreation Commission, 1601 Texas Hwy., Many, Louisiana 71449, Phone: (318) 256-5880 and Email: director@toledobendlakecountry.com (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 Bassmasters Elite Fishing Tournament ("Project" or "PEI") scheduled to be held April 14-17, 2011 in Many, 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 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 creative or media production expenses.

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 the LOT Grant Application and Guidelines. Grantee must provide the State access to the Project/Event for monitoring and economic development purposes. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the PEI, as follows:

- o 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>.
- o Grantee shall include a link from the official Louisiana Office of Tourism logo to the LOT's official tourism website www.LouisianaTravel.com.
- o 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.
- o 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 for qualifying marketing and advertising materials funded by the State through the Competitive Grant Program. The materials should include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and described above. Unapproved ads may not be eligible for reimbursement.

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

not be considered an eligible expense and may not be approved for payment. Any other change to this agreement requires a written amendment, executed by all parties, as set forth herein.

e. Communication. Close communication with the Contract Monitor throughout the term of this Grant Agreement is a requirement and a benefit of the Grant Agreement. Grantee is required to provide the Contract Monitor written notice of changes in the Grantee's contact information. If a period of three months or more lapses without contact, the State may initiate the process of revoking this Grant.

2. **Payment Terms**

In consideration of the work described above, State hereby agrees to pay Grantee a maximum sum of **TWENTY FIVE THOUSAND AND 00/100 DOLLARS (\$25,000.00)**.

This funding is contingent upon the availability of funds appropriated to the State by the Louisiana Legislature or accruing to the State from other sources. There will be two payments made under this Grant Agreement. The grant amount shall be paid in accordance with the following requirements:

a. First Payment. The first payment to the Grantee shall be 50% of the grant award rendered upon finalization and execution of the Grant Agreement, including **Exhibits A1, A2 and B (e.g., LOT-Approved Business Plan, LOT-Approved Media Plan, and LOT-Approved Budget)**, any documentation of financial obligations and business commitments already undertaken by the Grantee relevant to the grant-funded aspects of the Project, a **Grant Payment Request Form (Exhibit C)**, and the State's receipt of an original invoice in the amount of 50% of the grant award. The invoice must contain the word "invoice," must reference the PEI, and must be submitted on Grantee's letterhead. The original invoice may be mailed or delivered to the Contract Monitor.

b. Final Payment. The final payment of the remaining 50% of the grant award shall be rendered after the completion of the project in accordance with the following:

- Grantee shall submit its typed **Final Report (Exhibit D)**. The PEI Final Report form can be downloaded from the 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 vendor 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 Project Expenses - Project vendor invoices that reflect qualifying project expenses actually incurred by the Grantee in compliance with the terms of the Grant Agreement.
- Final Report Summary
- Grantee shall submit an original invoice to the State in an amount not to exceed the remaining 50% of the grant award. The invoice must contain the word “invoice,” must be submitted on Grantee’s letterhead, must reference the PEI, and must include documentation that supports the qualifying project and marketing expenses incurred by the Grantee up to the maximum amount of the Grant award. The original invoice may be mailed or delivered to the Contract Monitor.
- Grantee shall submit a **Grant Payment Request Form (Exhibit C)**.

Grantee shall submit to the Contract Monitor a **Final Report (Exhibit D)**, an original invoice to the State, a **Grant Payment Request Form (Exhibit C)**, and all supporting documentation required to verify 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 June 20, 2011**.

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

Grantee will not receive reimbursement for cancelled 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.

c. Payments. The Contract Monitor shall review and verify the invoices, reports and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Grant payments usually take 4 -6 weeks.

The State will reconcile the invoice to the supporting documentation. The State will adjust payments downward in the event the invoice includes a request for payment of expenses that are not qualifying marketing or project expenses, the State has not been acknowledged, the documentation to support the expense is missing or inadequate, or for noncompliance with the terms of this agreement. The State will provide the Grantee notice of the defect and a reasonable opportunity to cure. If the Grantee wishes to appeal the State's payment decision, the Grantee must submit a letter in writing to the Contract Monitor within 30 days of notice of the defect.

If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, Grantee will be required to repay the State. If the Grantee defaults on the agreement, breaches the terms of the agreement, or ceases to do business, it shall be required to repay the State in accordance with the State's terms or requirements.

d. Act 11 Clause. Grantee is notified that no funds appropriated under Act 11 of the 2010 Regular Legislative Session shall be transferred to a public or quasi-public agency or entity which is not a budget unit of the state unless the entity (e.g., a grantee) executes an agreement (e.g., a grant agreement) and submits to the transferring agency (e.g., LOT), for approval, a comprehensive Budget showing all anticipated uses of the appropriation, an estimate of the duration of the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. The transferring agency shall submit the Agreement, the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

3. Responsibility for Payment of Taxes

The Grantee hereby agrees that the responsibility for payment of taxes, if any, from the funds thus received under this agreement and/or legislative appropriation shall be Grantee's obligation and identified under Federal tax identification number 72-0866517.

4. Term of Grant Agreement

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **July 20, 2011**.

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

The PEI must be held in Louisiana. The PEI is scheduled to be executed April 14-17, 2011. All approved qualifying project and marketing expenses must be incurred by June 30, 2011.

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

Any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing, duly signed and executed by all parties.

5. Entire Agreement/Order of Precedence Clause

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

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

6. Termination for Cause

The State may terminate this Agreement for cause based upon the failure of Grantee to comply with the terms and/or conditions of the Agreement, provided that the State shall give

Grantee written notice specifying Grantee's failure. If within thirty (30) days after receipt of such notice, Grantee shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Grantee in default and the Agreement shall terminate on the date specified in such notice. From the date of the termination, no payments will be made by the State to the Grantee. In the event the Grantee has received payment above and beyond documented eligible expenses, the Grantee shall return all such funds to the State.

7. Termination for Convenience

The State may terminate this Agreement at any time by giving thirty (30) days' written notice to Grantee. In the event that the Grantee is not in compliance with the terms of this Agreement at the time of termination, no further payments will be issued to the Grantee and any funds previously dispersed but unaccounted for by the date of said termination will be returned to the State by the Grantee within 30 days of termination.

8. Fiscal Funding Clause

The continuation of this Agreement is contingent upon the appropriation and availability of funds to fulfill the requirements of the Agreement. If insufficient monies are appropriated to provide for the continuation of the Agreement, or if such funding is reduced by government action and the effect of such reduction is to provide insufficient monies for the continuation of the Agreement, the Agreement shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated. Grantee acknowledges that the funding for this Agreement is subject to congressional, legislative or administrative action, such as mid-year budget reductions, which could result in a mid-year reduction of funds available to fund this Agreement, which may require amendment or termination of this Agreement.

9. Audit

It is hereby agreed that in accordance with La R. S. 24:513 auditors from the Louisiana Division of Administration, the Louisiana Department of Culture, Recreation and Tourism, and the Legislative Auditor of the State of Louisiana shall have the option of auditing all accounts of Grantee that are related to this grant.

10. Liability

The Grantee shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from, or by reason of any negligent act or omission, operation or work of the Grantee, his agents, servants, or employees while engaged upon or in connection with services required or performed by the Grantee hereunder.

11. Non-assignability

The Grantee shall not assign any interest in this grant and shall not transfer any interest in same (whether by assignment or notation), without prior written consent of the State, provided however, that claims for money due or to become due to the Grantee from the State may be assigned to a bank, trust company, or other financial institution without such prior written consent. Notice of such assignment or transfer shall be furnished promptly to the State.

12. Anti-discrimination

The Grantee agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973 as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age 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.

Sabine Parish Tourist and Recreation Commission
PEI: Bassmasters Elite Fishing Tournament
Grant #177

Grant Amount: \$25,000.00

THUS DONE AND SIGNED AT Many, Louisiana on the 14th day of March, 2011.

WITNESSES:

Sabine Parish Tourist and Recreation Commission

Kimberly Bidges
Kimberly Mearl

Becky Anderson
Becky Anderson
Chairperson
Phone: (318) 256-5880
Email: director@toldeobendlakecountry.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 3rd day of March (month), 2011.

WITNESSES:

Department of Culture, Recreation, & Tourism

Leann Borne
Lindsey Schmitt

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

EXHIBIT A1

BUSINESS PLAN

Narrative

Toledo Bend Reservoir is an 186,000 acre manmade lake and serves as the northern boundary between Louisiana and Texas. The lake is managed by the Sabine River Authority. Eighty-two percent of the 600 miles of shoreline in Louisiana is in Sabine Parish. Toledo Bend Lake Country in Sabine Parish has 35 accommodations which include North and South Toledo Bend State Park, Cypress Bend Golf Resort and Conference Center and four Sabine River Authority parks which include Cypress Bend Park and Marina. Toledo Bend is considered one of the best bass fishing lakes in the south because of its natural structure and an aggressive Florida Bass stocking program initiated in the early 1990's and continued to date. Through governmental, social organization, and businesses, the area has maintained a "Lunker Program" since 1993 which tracks bass over 10lbs, returns them to the lake, and provides angler with a fiberglass replica of the fish. Since 1993, over 400 lunkers have been caught with the last four years averaging 45 a year. The Top 100 largest lunkers caught range from 11.46 to 15.30 lbs. The best fishing months, because of spawn of fish, are March and April. No other lake in the south has this story to tell and is part of the reason we have bid on this national televised event. Not only is it a fabulous fishing story but an award winning conservation story.

In the mid 1990's the Sabine River Authority was involved in a major capital outlay program which included developing one of the south's best bass tournament facilities. One of its main purposes was to attract large national bass tournaments to the lake to establish Toledo Bend as one of the finest fisheries in the United States. The B.A.S.S. organization was involved in designing the marina and weigh in facilities. Also at this 140 acre park are RV sites, cottages on the water, fishing piers, a large beach area, picnic facilities, six boat launching ramps to facilitate launching for large groups, a large parking area, and shoreline parking for several hundred boats.

Sabine Parish is a rural parish with a population of 24,000. There are 8,400 homes, second homes, and camps along Toledo Bend's shorelines in Sabine Parish. Many of these homes and camps far exceed Louisiana's homestead exemption and make up the majority of the tax base for the parish, not the business community. Many is the parish seat with a population of 3,200. Our business community is far too small to provide funding for large events of this nature so we have to draw from every source available. Historically we have drawn from several sources. From 1990 to 2002 the community raised from \$5,000 to \$37,000 a year for tournaments requiring contracted amounts. From 2002 to 2007, the Louisiana Legislature through House Bill 1 and contracts between the Sabine River Authority and Louisiana Office of Tourism, provided \$50,000 yearly for large tournament events. Since 2007, we have changed our strategy in trying to alternate FLW and BASS events every other year. Each of these two large national organizations for fishermen have three different levels of tournaments with some winners from each reaching a national level (classic) each year. Toledo Bend has been successful

in having seven mid and pro level tournaments in its 41 year history but the B.A.S.S. Elite Tournament will be the most important in its history because of its extremely strong following by anglers and press.

Toledo Bend Lake Country on the Louisiana side has over 30 scheduled bass and crappie tournament events each year. Most of these are important to the area because of the economic impact of the fishermen during their stay or pre-fishing. Although, we realize the significant economic impact from this event it is the national press coverage, television and print that is our main goal. This exposure is what will drive up our occupancy figures for the next 24 months by bringing fishermen from the surrounding state to fish. B.A.S.S. has a forty foot carpeted AC press trailer outfitted in sections for the press to connect to use satellite and file their stories. Please see marketing plan for B.A.S.S. contributions to marketing.

The Sabine Parish Tourist Commission is already beginning to market this event on our website and through our regular marketing plan. In addition to this, we will place specific ads highlighting this event.

Project Purpose

Contracted to promote, sponsor and support the BASS Elite fishing tournament on Toledo Bend Reservoir at Cypress Bend Park, in Many, Louisiana from April 14-17, 2011.

Overall Goals and Objectives

The goal is to stimulate economic growth in Sabine Parish at Toledo Bend Reservoir in Many, Louisiana and the surrounding parishes by promoting professional fishing tournaments on Toledo Bend Reservoir. The program objective is to increase the number of room nights sold and second is to improve the quality of stay for all visitors. This in turn will increase taxes collected for the parish and the state. Toledo Bend Lake Country's wealth in outdoor/recreational opportunities has made tourism one of the top three economic engines in our parish.

Project Timeline

- June 2010

We were awarded the BASS Elite Tournament in June. BASS did national press release at that time.

- July 2010

A representative from Sabine Parish Tourist Commission was required to attend a four day workshop plus observe at an Elite event held in Montgomery, AL on July 28-31st. This workshop helped us to set goals for our event plus outlined and clarified what BASS expects for our Toledo Bend Event.

Grant #177

Photographed event to use in training local committee and to assist with fundraising for event.

- August 2010

Completed all contract negotiations and contracts have been signed.

- September 2010

Working on production of presentation to use with community leaders and committee as an orientation and later will be used to raise funds for sponsorship from businesses. Contacts made for committee and volunteers. Discussions have begun on sponsorship and selection of bands or musical groups for outdoor concerts.

- October 2010

- October 18, presentation to all community leaders, elected officials, and committee. First full committee meeting. Letter will go out to businesses and organizations for contributions.

- Develop a committee to cover all aspects (i.e.) venue, signage, public relations, advertising, security/traffic, volunteers, transportation, food and beverage, on site activities, outdoor concerts, sponsorships, financial, and children events.

- Initiate silent auction on Toledo Bend Lake Country website for two monitor/observer positions. The tournament is organized to have the 98 best pro fishermen in the nation, one to a boat with each boat having a monitor/observer. These monitor/observers are chosen through a drawing process from Bassmaster's 500,000 memberships. Bass is allowing the committee two monitor/observer positions for us to auction to raise additional funds to support the event. These funds are part of the Tourist Commission's contribution in the budget.

- Secure booth space and lodging for 2011 B.A.S.S. Classic in New Orleans to promote event.

November-December 2010

- Finalize sponsorships for two outdoor concerts.
- Finalize selection process concerning entertainment for concerts.
- Engage the Department of CRT in promoting and planning event if they desire or with ideas on press etc.
- Identify other regional events that could get involved, cookoffs, volleyball tournaments on beach.
- Military Base involvement – Fort Polk/Barksdale Appreciation Days, event e-mails/collateral distribution etc. Collateral Distribution etc.

- Work with B.A.S.S. Marketing and Communications to set up media conference call and/or one day summit to discuss the event, potential media proposals and cross promotions.
- Provide a list of ad materials with complete specs and due dates to B.A.S.S. Marketing for approval.
- Submit all ads to LOT for approval process.
- Identify events prior to the B.A.S.S. event where we can market/promote our event.
- Identify retail outlets/bars/restaurants that have potential to partner on marketing promotions.
- Identify a list of regional partners that may want to become involved or donate product/services (i.e.) soft drink or beer distributions, regional/local restaurant chains etc.

January 2011

- Initiate volunteer effort.
- Order volunteer shirts and I-D badges
- Finalize Children's events and staging area for these events.
- Finalize menu and supplies for hospitality event required by contract-highlight local fare/Zwolle Tamales
- Plan breakfast for press and B.A.S.S. administrative staff each day.
- Provide media (TV, radio, magazine and newspaper) contact list to B.A.S.S. Communications including information on which radio/TV stations will do interviews with the host organization, anglers, or B.A.S.S.
- Create a street team to distribute collateral/signage.
- Identify local/regional websites, blogs, and other forms of social media that focus on highlighting events.
- Provide B.A.S.S. accommodation list, maps of lake and area and tour guides for mailing to all pro anglers, press, monitors, and service personnel.

February 2011

- Evaluate weigh-in venue for any additional landscaping needed and plant.
- Order all colored flags and banners necessary for event.
- Finalize contracts on necessary rental equipment.
- Attend and work booth at B.A.S.S. Classic in New Orleans.
- Identify areas/buildings/towers where large banners can be hung. 10x10 ft. provided by B.A.S.S.
- Finalize printing of all posters, directional signage, welcome banners, etc and identify placement.
- Schedule site visit and host B.A.S.S. representatives while in area.
- Considering on-site activities, evaluate location of final day weigh-in, site for stage for TV, stage for live webcast, service personnel, and TV crew staging area.

Grant #177

- Provide B.A.S.S. with suggestions for TV beauty shots of the area, facts that make the area unique and popular local hangouts.
- Secure boats needed for local and regional press.
- Finalize all vendors with B.A.S.S.'s approval.

March 2011

- Ensure TV Production staff has adequate parking, local access, etc.
- Work with B.A.S.S. staff on contract deliverables (i.e., lodging, Wednesday registration, security, ice, power, diesel, layout, etc.)
- Schedule all labor needed for set up and tear down.
- Finalize parking plan, additional parking off site and shuttle trolleys. Order sign for trolleys. Establish trolley routes, pick up and drop off times.
- Prepare flash drives for each member of press on history of Toledo Bend, history of Bass Lunker Program and conservation measures and awards, list of people for public interest stories such as lake biologist, lake management, fishermen that have caught three lunkers (over 10 lbs) in Lunker Program, pictures of lunkers and lake records bass/etc.
- Arrange for local former B.A.S.S. Classic winners and Women's Championship winners (living or retired on lake) to be available to press at specific times.
- Finalize details for local autograph event with Pro Anglers.
- Meet with all volunteers/distribute work shirts and ID badges.
- Finalize winners on Silent Auction for two monitor/observer positions.

Project Measures of Performance

- The number of attendees at event.
- The number of room nights sold for pre fishing, during event, and post fishing.
- The amount of increase in local and state sales tax during this period and the following season.
- Increase in future room nights sold.

Additional Project Deliverables

The Louisiana Office of Tourism will be recognized on all printed materials and as major sponsor of event.

EXHIBIT A2

MEDIA PLAN

Print Placement (Magazine, Newspaper)

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost
Shreveport Forum	50,859	¼ page Color	March and April	23,000	\$1,460
LA Sportsman	150,000	6x7 Color	Feb., March & April	45,000	\$2,301
Texas Fish and Game	230,000	2/3 page Color	March & April	92,000	\$2,431
Lakecaster Texas and Louisiana	45,000	¼ page BW	February & March	15,000	\$222

Totals **\$6,414.00**

Sabine Parish Tourist and Recreation Commission
 PEI: Bassmasters Elite Fishing Tournament
 Grant #177

Grant Amount: **\$25,000.00**

**EXHIBIT B
 BUDGET**

Name of Grantee: Sabine Parish Tourist Commission

Name of PEI: Bassmasters Elite Fishing Tournament

<u>Anticipated Income:</u>	<u>Amount</u>
Sabine Parish Tourist Commission	\$51,000.00
Louisiana Office of Tourism	\$25,000.00
City of Many	\$ 10,000.00
* Sabine River Authority	\$9,700.00
(In Kind and through their budget)	
Cypress Bend (In Kind)	\$3,000.00
Business Community Contributions	\$25,500.00
LA North Sponsorship for Press Event and booth space	\$5,000.00
Vendor fees	\$4,000.00
<u>Sponsorship for Entertainment (Not funded as of 12/1/10)</u>	
Total Expected Revenue	(In Kind \$12,700) \$120,500.00 = \$133,200.00

<u>Expense Categories</u>	<u>Amount</u>	<u>LOT Request</u>
Regional Marketing for spectators	\$25,000.00	\$6,414.00
Sponsorship and Production Cost:		
Sponsorship fee to BASS		
(Includes 1 hr. TV ESPN, 1 ½ pg in		
BASS Mag BassCam, BassCast, and BassTrakk.)	\$60,000.00	\$18,586.00
Cocktail reception for 250 by Cypress Bend	\$3,000.00	\$3,500.00
(In Kind)		
Additional Portal Potties	\$800.00	
Ice	\$400.00	
Waste Management	\$400.00	
Inmate Supervision Set up/Break down	\$500.00	
Pavilion usage (7 days)	\$2,800.00	
Fuel for boats for press	\$800.00	
100 room nights for staff & press (In Kind)	\$4,800.00	\$5,200.00
(Cypress Bend Pavilion, Ballroom, and Education Center)		
Cost for tournament production	\$5,000.00	
Security	\$3,000.00	
Press events LA North	\$2,000.00	
Banners and Signage	\$1,500.00	
Entertainment for outdoor concerts	\$10,000.00	
Fireworks display	\$4,500.00	

Sabine Parish Tourist and Recreation Commission
PEI: Bassmasters Elite Fishing Tournament
Grant #177

Grant Amount: **\$25,000.00**

\$25,000.00

Total Expenses **In Kind (\$12,700)** **\$120,500.00 =**

\$133,200.00

*Sabine River Authority in kind and paid through their budget includes 48 room nights in their cabins for BASS staff, waste management, ice, six port a potties, inmate crew supervision, and two pavilions. The Sabine River Authority will also allow free admission to their park for this event. Based on 14,500 in attendance at \$2.00 each this equals \$29,000.

Professional and Contract Services

B.A.S.S. Sponsorship Fee
B.A.S.S., LLC
200 Celebration Place, Suite 900
Celebration, FL 34747
407-566-2075
Contact: Michael Mulone

Amount of Contract Services

\$60,000.00

Sabine Parish Tourist and Recreation Commission
 PEI: Bassmasters Elite Fishing Tournament
 Grant #177

Grant Amount: \$25,000.00

GRANT PAYMENT REQUEST FORM

EXHIBIT C

GRANT PERIOD: January 1, 2011 – June 30, 2011

PAYMENT REQUEST: First or Second Payment (Circle one)

APPROVED BUDGET CATEGORIES	TOTAL BUDGETED	1 st Payment	2 nd Payment	BALANCE REMAINING
Total PEI Expenses (Funded through the LOT Grant) Sponsorship Fee to B.A.S.S.	\$18,586.00			
Total Qualifying Marketing Expenses (Funded through the LOT Grant)	\$6,414.00			
TOTAL GRANT AWARD	\$25,000.00	\$12,500.00		\$12,500.00

I certify that this document represents actual costs associated with this referenced PEI. All expenses represented here are directly associated with the PEI and are within the PEI period and terms 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 in regards for a minimum of three years for Louisiana State auditing purposes.

Signature of PEI Representative _____ (Date)

Signature of Fiscal Representative _____ (Date)

Exhibit D

**Louisiana Office of Tourism PEI Grant Final Report
 Grant Cycle - January 1, 2011- June 30, 2011**

Note: This form should be typed.

SECTION I: Grantee Information

PEI Name _____
 PEI Date _____
 Organization _____
 Grant Award Amount _____
 Primary Contact for PEI _____
 Phone Number _____
 Email _____

SECTION II: Reimbursable Media; Qualifying Marketing Expenses

Reimbursable Items –All qualifying marketing and advertising must be directed toward areas **outside a 50-mile radius of the PEI**. At least 66% or 2/3 of the designated marketing area/ media audience must be outside a 50-mile radius of the PEI for the media to be eligible for reimbursement. A minimum of 25% of the PEI grant award, but not more than 50%, must be used for qualifying marketing expenses as listed in the LOT Grant Guidelines. 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 Louisiana Office of Tourism Grant Guidelines.

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost
Total					\$ _____

Postage for Direct Mail

Direct Mail Piece	Target Audience/Mailing List Group	Quantity	Dates	Actual Cost
Total				\$ _____

Grand total spent on qualifying marketing expenses
 \$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

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

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

Section IV: Reimbursement Documentation for PEI Expenses

Grantee shall submit project vendor invoices reflecting date, description of project expenses and dollar amount

Section V: Final Report Summary

- 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) **Estimated Attendance-** Provide an estimate of the attendance for the PEI.
- 3) **Measurements of Performance-** include but are not limited to the following: admissions revenue, event registration and entry fees collected, number of hotel room nights/ occupancy rates/ADR, food and beverage tax and average visitor spending, etc.
- 4) **Local/State/Regional Economic Impact**
- 5) **Media Relations** -Grantee shall include supporting documentation for media relations which may include but are not limited to the following: copies of news releases, newspaper clippings, flyers, programs, itineraries, photographs, programs, etc.
- 6) **Profitability of the PEI**