

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: Sabine Parish Tourist and Recreation Commission

CONTRACTOR'S ADDRESS: 1601 Texas Highway
Many, Louisiana 71449

CONTRACTOR'S FEDERAL ID# 72-0866517

Or SOCIAL SECURITY # _____

CONTRACTOR'S TELEPHONE # (318) 256-5880

CONTRACT AMOUNT \$40,000.00

CONTRACT PERIOD From: January 1, 2012 To: June 30, 2012

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

Organ. 6786 Object 3000 Sub Object 01 Reporting Cat. 7213 *mw*
Organ. _____ Object _____ Sub Object _____ Reporting Cat. _____
Organ. _____ Object _____ Sub Object _____ Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES: The State is providing funding under this agreement to support the 2012 Bassmaster Elite Fishing Tournament to be held on the Toledo Bend Reservoir at Cypress Bend Park in Many, Louisiana; June 7-10, 2012. The goals are to increase Louisiana tourism exposure, and to promote nature-based tourism opportunities that are available in Louisiana. It is also an opportunity to support recreation activities associated with the overall fishing industry of the state, for the purpose of stimulating visitor interest in Louisiana for economic purposes, particularly in Sabine Parish and surrounding parishes.

**STATE OF LOUISIANA
PARISH OF EAST BATON ROUGE
PARISH OF SABINE**

COOPERATIVE ENDEAVOR AGREEMENT

THIS COOPERATIVE ENDEAVOR AGREEMENT is entered into by and between the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism, hereinafter referred to as the "State," and the Sabine Parish Tourist and Recreation Commission whose domicile is 1601 Texas Highway, Many, Louisiana 71449; hereinafter referred to as "Contractor" or "SPTC."

WITNESSETH:

WHEREAS, Article VII, Section 14(c) of the Constitution of the State of Louisiana provides that "for a public purpose, the state and its political subdivisions...may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual"; and

WHEREAS, in accordance with La. R.S. 51:1254, the Office of Tourism was established to be responsible for the design, plan, development and implementation of the effective and accurate promotion of Louisiana's history, culture, art, folklife, recreational and leisure opportunities, natural and scenic resources, transportation, cuisine, site, attractions, accommodations, and events and the Office of Tourism is mandated to encourage and assist local governmental and private sector development for the promotion of tourism; and

WHEREAS, in accordance with La. R.S. 51:1255, the Office of Tourism is mandated to cooperate with all governmental agencies, tourists, promotion agencies, private industry, and private nonprofit associations and organizations in promotion, advertising, and publicity of the state, including cooperative advertising, formation of local promotion groups, and other activities necessary and proper to promote and assist in the expansion of tourism and the tourism industry in Louisiana; and

WHEREAS, in accordance with La. R.S. 33:4574, the Sabine Parish Tourist and Recreation Commission is a political subdivision of Louisiana, authorized and empowered to expand and increase the economic impact of tourism in Sabine Parish; and

WHEREAS, the State desires to support the Sabine Parish Tourist and Recreation Commission in efforts to successfully plan, coordinate, promote and implement all activities to carry out the **2012 Bassmaster Elite Fishing Tournament** (Event), to be held Thursday through Sunday, June 7 - 10, 2012, on the Toledo Bend Reservoir at Cypress Bend Park located in the town of Many and parish of Sabine. The Event is considered an economic driver for businesses located in Sabine Parish and the surrounding areas; and

WHEREAS, the historic Toledo Bend Reservoir, fishing and recreation area consists of 185,000 acres of land that borders the Sabine River and stretches along the borders of both Louisiana and Texas; and is regarded by many as the best bass fishing area in the country. The competitors are members of an elite group of professionals and members of a lucrative bass fishing league, consisting of the top 100 professional fishermen in the world and 100 monitors. This Event is one of a series of competitions held from coast to coast, that leads up to the Bassmaster Classic, which is considered the Super Bowl of bass fishing; and

WHEREAS, Sabine Parish Tourist and Recreation Commission successfully hosted the event in 2011 and has been selected to host the Event in 2012. The Bassmaster Elite Fishing Tournament is considered the most significant event that is held on the Toledo Bend Reservoir due to the amount of press/media coverage that is provided. Bassmaster's website analytics have shown approximately 3,670,130 page views of the tournament and 2,033,185 visits to the photo gallery for the 2011 Toledo Bend Event "Battle on the Bayou" during the week of the tournament. In addition, approximately seventy-seven (77) articles were written about the 2011 event; and

WHEREAS, Bass Anglers Sportsman Society (BASS), the organization responsible for organizing the Event, provides national coverage on ESPN2 and ESPN Classic during the Event, and will rerun the programmed coverage approximately seven times across several multimedia platforms during the week. Fans will also have the ability to follow the competitions by tuning in to the daily launches and weigh-ins by logging on to Bassmaster.com to witness tournament activity, which will provide extensive hourly coverage online. Bassmaster Magazine readership is reported to be approximately 40 million, and television programs reported 10 million viewers, which provides an excellent opportunity to showcase Louisiana as a tourism destination and to promote the state's nature-based tourism; and

WHEREAS, it was reported that 2011 rentals consisted of approximately 1,534 rooms to include cabins, RV pads and single accommodations on the Louisiana side of Toledo Bend, with overflows going to the Texas side. All rooms at hotels and motels located within forty-five miles east of Natchitoches, Louisiana were occupied during the four-day event. Many participants and spectators arrived days before the 2011 event and many lingered behind after the event. The total attendance for the 2011 events and activities was reported at 11,664; and

WHEREAS, it is estimated that BASS fishing fans annually spend approximately 5.3 billion on equipment, 4.3 billion on food and meals, and 2.0 billion on lodging, and approximately 41.9 percent of those fans are between the ages of 34 to 50; and

WHEREAS, the goal in supporting the tournament is to increase attendance at the Event and to use the publicity generated by the media coverage to attract visitors from outside the state to vacation in Louisiana, and to work in collaboration with various public and private entities and/or organizations who support the Event to ensure that the 2012 Bassmaster Elite Fishing Tournament is a success; and

WHEREAS, the public benefit of this endeavor is to promote nature-based tourism, and recreation activities that are associated with the overall fishing industry of Louisiana. This endeavor will assist the State in maintaining awareness and promoting a positive image of Louisiana as a unique and desirable travel destination. The State has a demonstrable objective, and reasonable expectation that the public benefit will be proportionate to the obligations undertaken by the State. Louisiana's economy and tourism industry will benefit from this endeavor.

NOW THEREFORE, in consideration of the mutual covenants herein contained, the parties hereto agree as follows:

Scope of Services

As provided herein and in additional detail in **Exhibits A-C**, Contractor shall utilize funds to supplement the cost of the **Event Rights Fee** necessary to host the **2012 Bassmaster Elite Tournament** to be held Thursday through Sunday, June 7-10, 2012, on the Toledo Bend Reservoir at Cypress Bend Park located in the town of Many, Louisiana, and parish of Sabine.

Contractor shall:

- a) Work vigorously with Bass Anglers Sportsman Society (BASS), the organization responsible for organizing the Event, to maximize participation and encourage interest through advertising and media coverage, maximizing the interest of professional anglers from across the state, region, and country, as well as worldwide in order to stimulate interest on the national and international levels.
- b) Acknowledge the Louisiana Office of the Lieutenant Governor and Department of Culture, Recreation and Tourism, Office of Tourism as a prominent sponsor of the Event by inserting the State's official tourism logo "**Louisiana Pick Your Passion**" in all printed publicity materials, such as, flat maps, mailers, advertisements and other promotional goods, that are provided to participants and observers attending the Event, as well as notifications sent to invite potential competitors to the Event. In addition, the Louisiana official tourism logo "**Louisiana Pick Your Passion**" shall be prominently inserted in all website media, and other associated publicity outlets. **Contractor shall obtain information regarding the use of the State's official tourism logo from the Office of Tourism, Programs and Services Department.**
- c) Provide the Louisiana Office of the Lieutenant Governor and Department of Culture, Recreation, and Tourism with a full-page ad in the official program.
- d) Verbally acknowledge the State's support at speaking engagements, press releases and other media events when promoting the Event. Advise the State of additional publicity opportunities that may become available to the State during the Event, including potential television coverage.
- e) Seek opportunities to have State tourism representatives present in the media room during the Event to speak concerning Louisiana tourism upcoming events.
- f) Distribute the State's official Tour Guide and other promotional information at the Event as directed by the State, and provide opportunities for the Louisiana Office of the Lieutenant Governor and Department of Culture, Recreation, and Tourism, Office of Tourism to have an on-site booth to distribute tourism marketing materials during registration, in the media room, and at any associated public event.
- g) Ensure prominent placement of the State's official tourism logo "**Louisiana Pick Your Passion**" on the Sabine Parish Tourist and Recreation Commission official home page <http://www.toledobendlakecountry.com>, and any other prominent websites that are used to promote the Event, providing a link to the State's official tourism website www.LouisianaTravel.com for the entire duration of this agreement and encourage Bassmaster to do the same if this opportunity is available.
- h) Actively encourage all Sabine Parish Tourist and Recreation Commission partners to support the State's overall tourism industry by including and maintaining the State's official tourism logo "**Louisiana Pick Your Passion**" in their printed publicity materials and on their websites, providing a link to www.LouisianaTravel.com to encourage tourism development throughout Louisiana. Please note that the mark **Louisiana Pick Your Passion** is owned by the Louisiana Department of Culture, Recreation and Tourism and can only be used with the permission of DCRT.
- i) Provide the State with complimentary tickets/passes and parking passes in quantities necessary for the Office of the Lieutenant Governor and the Office of Tourism representative to monitor the Event and participate in media activities, if tickets/passes are required to be present at any events or activities. Tickets/passes shall be provided to the State at least fourteen (14) days prior to the activity. The State must also be given access to any available media attending the Event in order to promote Louisiana tourism.
- j) Contractor shall submit a **Detailed Marketing Plan and Progress Report** on or before **April 30, 2012**, which must include a timeline for marketing activities and information

regarding other activities that are to take place, such as planning meetings, media events and press releases, etc. that involve promoting and implementing the Event. In addition, Contractor shall provide updates to the timeline as needed and copies of printed publicity/collateral materials, media clippings, and advertisements developed to promote the Event that acknowledge the State's support.

- k) **Final Report** - Upon completion of all services, Contractor shall submit a final invoice and **Final Report (Exhibit C)** of activities, which shall include a wrap-up of the Event providing information consistent with the specific goals, objectives and performance measures as outlined in Exhibit A, to include a list of marketing initiatives; number of tournament participants; estimated number of observers; network coverage and viewer statistics; internet media and number of visitor inquiries, successes, challenges, opportunities, added partnerships that resulted; and statistical information regarding the economic impact of the endeavor on the region and state, such as tax revenue generated, the number of hotel nights generated and the financial impact on businesses. Contractor shall also provide a list of all media that attended the Event to include representative contact information, and copies of photos of activities, printed publicity/collateral materials and advertisements (particularly those that acknowledge the State's support), and copies of media/press clippings derived from the Event's activities. **Contractor agrees to submit the Final Report no later than June 30, 2012.**

Payment Terms

In consideration of the services described above, the State hereby agrees to pay Contractor a maximum amount not to exceed **Forty Thousand Dollars and 00/cent (\$40,000.00)**. Travel and other reimbursable expenses constitute part of the total maximum payable and shall not be paid or reimbursed separately. Payment will be made only on approval of Jack Warner, Deputy Assistant Secretary of the Office of Tourism, his supervisor, designee or successor.

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

The **First Payment of Twenty-Five Thousand (\$25,000.00)** shall be disbursed to the Contractor upon submission of a **Detailed Marketing Plan, the Progress Report**, and an **Invoice** on organization letterhead, and a copy of the signed **Event Rights Fee Agreement**. The invoice must note the amount of the first payment and sponsorship fee for the Bassmaster Elite Tournament.

The request for **Final Payment of Fifteen Thousand (\$15,000.00)** shall be submitted by the Contractor upon successful completion of the Event. Contractor must submit the **Final Report** as described above in the Scope of Services and as detailed in **Exhibit C**. Upon verification that all services have been provided in accordance with the terms of this agreement, and the Budget, **Exhibit B**, the Contract Monitor will authorize the release of payment.

Payment is also contingent upon the approval of this agreement by the Louisiana Division of Administration, Office of Contractual Review and the availability of funds to meet the obligation.

Contractor is informed that no funds appropriated under Act 12 of the 2011 Regular Legislative Session shall be transferred to a entity which is not a budget unit of the State unless the Contractor executes a copy of the Agreement and submits to 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 Louisiana Office of Tourism shall submit the Agreement, the Budget, and any other required information to the Louisiana Legislative Auditor for approval.

Taxes

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

Termination for Cause

The State may terminate this agreement for cause based upon the failure of Contractor to comply with the terms and/or conditions of the agreement; provided that the State shall give Contractor written notice specifying Contractor's failure. If within thirty (30) days after receipt of such notice, Contractor 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 Contractor in default and the agreement shall terminate on the date specified in such notice. Contractor may exercise any rights available to it under law to terminate for cause upon the failure of the State to comply with the terms and conditions of this agreement; provided that the Contractor shall give the State written notice specifying the State's failure and a reasonable opportunity for the State to cure the defect.

Termination for Convenience

The State may terminate the Contract at any time by giving thirty (30) days written notice to the Contractor. The Contractor shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

Remedies for Default

Any claim or controversy arising out of this contract shall be resolved by the provisions of La. R.S. 39:1524 - 1526.

Ownership

All records, reports, documents and other material delivered or transmitted to Contractor by the State shall remain the property of the State, and shall be returned by Contractor to the State, at Contractor's expense, at termination or expiration of this contract. All records, reports, documents, or other material related to this contract and/or obtained or prepared by Contractor in connection with performance of the services contracted for herein shall become the property of the State, and shall, upon request, be returned by Contractor to the State at Contractor's expense at termination or expiration of this contract.

Assignment

Contractor shall not assign any interest in this contract 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 Contractor from the State may be assigned to a bank, trust company or other financial institution without such prior written consent. Notice of any such assignment or transfer shall be furnished promptly to the State.

Auditors Clause

In accordance with La. R.S. 24:513, it is hereby agreed that 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 Contractor that relate to this contract.

Fiscal Funding Clause

The continuation of this contract is contingent upon the legislative appropriation of funds to fulfill the requirements of the contract. If the legislature fails to appropriate sufficient monies to provide for the continuation of the contract, or if such appropriation is reduced by the veto of the Governor or by any means provided in the appropriations act to prevent the total appropriation for the year from exceeding revenues for that year, or for any other lawful purpose, and the effect of such reduction is to provide insufficient monies for the continuation of the contract, the contract shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated.

Term of Contract

This contract shall begin on **January 1, 2012** and shall terminate on **June 30, 2012**.

Discrimination Clause

The Contractor agrees to abide by the requirements of the following as applicable: Title VI of the Civil Rights Act of 1964 and Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246, the 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 1975, the Fair Housing Act of 1968, and Contractor agrees to abide by the requirements of the Americans with Disabilities Act of 1990.

Contractor agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, national origin, veteran status, political affiliation, or disabilities. Any Act of discrimination committed by Contractor, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this contract.

Indemnification Clause

Contractor shall indemnify and hold harmless the State against any and all final judgments of sums of money to any party for loss of life or injury or damage to person or property to the extent that any such final judgment results from any negligent act or omission of the Contractor, his agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

Amendment Clause

Any alteration, variation, modification, or waiver of provisions of this contract shall be valid only when it has been reduced to writing, executed by all parties and approved by the Director of the Office of Contractual Review, Division of Administration.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on March 23, 2012 (date).

WITNESSES:

[Signature]
Valerie P. [Signature]

[Signature]
LeAnne Weill, Interim Assistant Secretary
DCRT, Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on March 27, 2012 (date).

WITNESSES:

[Signature]
[Signature]

Department of Culture, Recreation, & Tourism
[Signature]
Charles R. Davis, Deputy Secretary
Office of the Lieutenant Governor & DCRT

THUS DONE AND SIGNED AT Many, Louisiana on April 2, 2012 (date).

WITNESSES:

[Signature]
[Signature]

Sabine Parish Tourist and Recreation Commission
[Signature]
Linda Curtis-Sparks
Director
[Signature]
Becky Anderson, Chairperson

Exhibit A

Agency Name: DCRT, Office of Tourism
Contractor's Name: Sabine Parish Tourist and Recreation Commission
Contract Monitor: Jack Warner

Goal:

The goals in this endeavor are to support the 2012 Bassmaster Elite Fishing Tournament to be held on the Toledo Bend Reservoir at Cypress Bend Park in Many, Louisiana; June 7-10, 2012, to increase Louisiana tourism exposure, and to promote nature-based tourism opportunities that are available in Louisiana. It is also an opportunity to support recreation activities associated with the overall fishing industry of the state, for the purpose of stimulating visitor interest in Louisiana for economic purposes, particularly in Sabine Parish and surrounding parishes.

Deliverables include the following:

- Successful implementation of the 2012 Bassmaster Elite Fishing Tournament
- Itemized Cost Reports with supporting documentation for incurred expenses
- Proof of acknowledgement of the State's support, such as a copy of the Event program and copies of printed publicity materials
- Inclusion of tourism representative(s) in publicity efforts as noted in the Scope of Services
- Prominent acknowledgement of the State's sponsorship support to include the placement of the State's official tourism logo "**Louisiana Pick Your Passion**" on the Sabine Parish Tourist and Recreation Commission official home page <http://www.toledobendlakecountry.com>, and other prominent websites used to promote the Event with links to the State's official tourism website www.LouisianaTravel.com for the entire duration of this agreement.
- Tickets/passes necessary for the Office of Lieutenant Governor and Office of Tourism to promote tourism in Louisiana and to monitor activities at the Event
- The distribution of Louisiana tourism information at the Event and opportunity for LOT to include an on-site information booth at the Event
- The **Detailed Marketing Plan** and **Progress Report** and **Final Report** as specified in Scope of Services and Exhibit C.

Performance Measures:

Contractor's performance will be measured by: 1) the successful implementation of the Event; 2) total number of participants; 3) amount of network/media coverage and number of viewers; 4) exposure to Louisiana tourism assets; 5) number of articles written and tourism publicity received as a result of marketing efforts; 6) amount of website recognition provided to the State on the Sabine Parish Tourist and Recreation Commission website with a link to LouisianaTravel.com; 7) Contractor's ability to adhere to all requirements of the Scope of Services; 8) financial accountability for funds spent, and 9) by the economic impact of the Event on the region, measured by number of hotel nights generated, amount of visitor spending and the total amount of tax revenue generated by the Event.

Monitoring Plan:

Jack Warner, Deputy Assistant Secretary of the Office of Tourism, his designee, supervisor or successor will serve as the State's Contract Monitor and will ensure the Contractor's adherence to the terms of this agreement in the following manner:

Contract Monitor will:

- Review information provided in Detailed Marketing Plan, Progress Report and the Final Report and ensure compliance to and the achievement of the stated goals and objectives, based on performance measures, and the Contract Monitor will secure any missing deliverables.
- Confirm and verify services prior to authorizing the release of payment for any invoice.
- Complete and submit to the Office of Management and Finance a performance evaluation within 45 days of the termination date of this agreement.

Utility of Final Product:

Services provided under the terms of this agreement will assist the Office of Tourism in promoting awareness of Louisiana's recreational and nature-based tourism, particularly related to the fishing industry of the State, promoting a positive image of Louisiana, positively impacting the overall economy and tourism industry. The benefits associated with the publicity and marketing efforts provide a platform in which to showcase Louisiana as a tourism destination. The overall intent is increased travel to the state and increase tax revenue.

Exhibit B

**Sabine Parish Tourist and Recreation Commission
2012 Bassmaster Elite Fishing Tournament**

Projected Revenue

State of LA (LOT)	\$ 40,000.00
Sabine Parish Tourist and Recreation Commission	\$ 27,500.00
Business Community Contributions	\$ 17,000.00
LA North Sponsorship for Press Event/Booth Space	\$ 5,000.00
Vendor fees plus percentage from the sales	\$ 6,000.00
Income from Silent Auction bid for 2 Marshal Positions	\$ 4,000.00
Sponsorship for Fireworks	\$ 6,000.00
Sponsorship for Entertainment	\$ 5,000.00
<i>Total Projected Revenue</i>	<i>\$110,500.00</i>
Sabine River Authority (In-Kind)	\$ 24,745.00
Cypress Bend (In-Kind)	\$ 7,800.00
<i>Total Projected In-Kind Contributions</i>	<i>\$ 32,545.00</i>

Expense Categories	Expenses	In-Kind Contribution	LOT Contribution
Regional Marketing for Spectators	\$15,000.00	\$0.00	\$0.00
Event Rights Fee to Host the BASS tournament	\$60,000.00	\$0.00	\$40,000.00
Social/Dinner	\$4,500.00	\$0.00	\$0.00
Additional Portal Potties	\$0.00	\$1,905.00	\$0.00
Ice	\$0.00	\$400.00	\$0.00
Waste Management	\$0.00	\$900.00	\$0.00
Inmate Supervision for set-up/breakdown	\$0.00	\$500.00	\$0.00
Pavilion Usage (7 days)	\$0.00	\$3,500.00	\$0.00
Cabins (8 nights)	\$0.00	\$6,240.00	\$0.00
Tent Set-up/Breakdown	\$0.00	\$500.00	\$0.00
Maintenance Crew for Set-up/Breakdown	\$0.00	\$3,600.00	\$0.00
Maintenance person on site for event	\$0.00	\$1,200.00	\$0.00

Expense Categories	Expenses	In-Kind Contribution	LOT Expenses
Assistance with Traffic Control	\$0.00	\$6,000.00	\$0.00
100 room nights for staff & press	\$6,500.00	\$4,800.00	\$0.00
Cypress Bend Pavilion, Ballroom, and Education Center	\$0.00	\$3,000.00	\$0.00
Cost for Tournament Production	\$7,000.00	\$0.00	\$0.00
Security and Parking	\$3,500.00	\$0.00	\$0.00
Press events LA North	\$500.00	\$0.00	\$0.00
Banners and Signage	\$2,500.00	\$0.00	\$0.00
Entertainment for Outdoor Concerts	\$5,000.00	\$0.00	\$0.00
Fireworks Display	\$6,000.00	\$0.00	\$0.00
Totals	\$110,500.00	\$32,545.00	\$40,000.00

Expense categories listed represent a typical budget and may be adjusted by the State and/or Contractor to reflect actual categories that are necessary to carry out the event. Contractor shall disclose all subcontractors who receive State funds under the terms of this agreement, upon any request for payment for subcontracted services. Contractor shall be required to provide the name of organization/individual, service provided and the amount paid for those services.

Exhibit C

Final Report Format

Upon conclusion of all services, Contractor shall submit a Final Report and Itemized Cost Report in compliance with the Scope of Services as follows:

Provide a 1–2 page typed detailed summary of outcome of the Event to include a list of activities to indicate the achievement of the goal and objectives, and consistent with the measures for performance. With each report, please submit the following:

- 1) **Goal**-State the goals and provide the overall measurements for the achievement of the goal.
- 2) **Deliverables Accomplished**-List accomplishments that were achieved consistent with the terms of the Scope of Services and as listed in Exhibit A.
- 3) **Measure of Performance Outcome** – See Exhibit A for measures of performance. Note measurable results.
- 4) **Tourism Publicity** - Provide a list of publicity benefits that the Louisiana Office of Tourism received as a sponsoring supporter of the 2012 Bassmaster Elite Fishing Tournament to include information on media coverage and the estimated media value.
- 5) **Economic Indicators** – Provide the number of participants, estimated number of observers, statistics and/or data to support the projected economic impact such as sales revenue and hotel nights generated in the area.
- 6) **Media Support/ Partners**-Provide a list of media organizations that attended and provide contact information, as well as a list of tourism partners and their involvement in the collaborate effort that occurred as a result of supporting the Event.
- 7) **Media Relations** - Provide support documentation for media coverage, advertisements, and related publicity efforts to include copies of magazine articles, advertisements and other publicity materials that verify acknowledgment of the State’s support of the Event.
- 8) **Accountability for Expenditures** – Provide supporting documentation to support the Event’s Rights Fee such as a copy of the Support Agreement, provide copies of vendor invoices, receipts, expense logs, and other documents of proof to support incurred expenses as required in the Payment Terms.

** Itemized Cost Reports must reflect contract payment terms in compliance with the budget (Exhibit B) with documented proof of incurred expenses submitted.*