

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

Agency/Program: DCRT, Office of Tourism

Recipient: St. Tammany Parish Tourist & Convention Commission

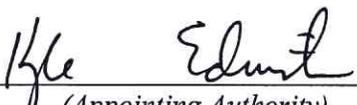
- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific
 - Line Item Appropriation
 - Letter of Agreement

Competitive Grant Program

- | 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)? |
| <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: 
Judy K. Halloran
(Contract Monitor)

7/17/13
(Date)


Ed Smith
(Appointing Authority)

7/22/13
(Date)

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

**Competitive Grant Program
FY-14**

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 St. Tammany Parish Tourist and Convention Commission, 68099 Hwy. 59, Mandeville, LA 70471, ph. 985-892-0520, Christina@louisiananorthshore.com (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 "Program" is to encourage and support marketing initiatives for tourism events that attract and retain visitors to the state and have a positive impact on Louisiana's tourism economy. Specifically, the funds that are provided under the terms of the Program are intended to assist the LOT in fulfilling its public purpose and statutory mandate, La. R.S. 36:208(F), to be responsible for performing the functions of the state relating to promotion and advertisement of the historical, cultural, recreational, and commercial sites, events, and assets of the state; encourage and promote tourism and the tourist industry for the benefit of the people of this and other states and as a developing economic resource; and cooperate with local tourist promotion and convention agencies. The Program is designed to achieve the following tourism objectives: (1) strengthen Louisiana's tourism partnerships and alliances; 2) support Louisiana's tourism industry as a whole; and (3) increase visitation, length of stays, and visitor spending in Louisiana.

- a. **Event Marketing.** In accordance with the LOT's stated goal and objectives, the Grantee hereby agrees to market the HT Pro Redfish Series Finale and Festival ("Event") scheduled to be held October 2-6, 2013, in Slidell, LA as set forth in the LOT approved Marketing Plan, Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).
- b. **Qualifying Marketing Expenses.** Upon completion of the Event, the Grantee may request reimbursement up to 50% of actual incurred costs for qualifying marketing expenses as defined in the LOT Grant Application and Guidelines ("Guidelines"). The Guidelines are accessible at <http://www.crt.state.la.us/tourism/grants.aspx> and must be complied with when implementing the LOT approved Marketing and Media Plans. Grantees who are hosting first-time events may request reimbursement of up to 66% as specified in the Guidelines. For the purpose of this Program, qualifying marketing expenses are defined as the actual placement costs of media that is specifically targeted or directed to areas located outside of a 50-mile radius of the Event. LOT will not reimburse the Grantee for costs that are associated with ad creation or media production. Grantee shall not apply any State funds that are provided from other state sources towards the mandatory cash match that must be provided by the Grantee, under the terms of this Agreement. The total reimbursement shall not exceed the total amount

of the LOT approved grant award.

- c. **Event Advertisements.** At least seven business days prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts, to ensure compliance and the eligibility of marketing and advertising materials, and resulting expenses that will be funded by the State through the Program. Advertising materials must include the State's official tourism logo and/or verbiage, and must comply with the LOT January 1, 2012 Style Guide ("Guide") that has been established for logo placement (available at <http://www.crt.state.la.us/DOCUMENTARCHIVE/PassionLogo/BrandGuidelinesGuide.pdf>). LOT will not reimburse the Grantee for media and advertising media materials that have not been approved by the State as noted under the terms of this Agreement.
- d. **LOT as Official Sponsor.** Marketing and advertising expenses qualify for reimbursement only when the Grantee acknowledges LOT as an official sponsor of the Event as set forth herein and in the Guidelines.

Grantee shall:

- Prominently display the State's official tourism logo in all grant-funded printed promotional materials, visual advertising, and other publicity pieces that are distributed to the public to promote the Event, regardless of the media source.
 - Prominently display the State's official tourism logo on the Grantee's official Event websites and other prominent websites used to promote the Event. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>. The Guide for the proper placement of the logos is accessible at the website noted above in Item c.
 - Maintain an active link from the State's official tourism logo to the LOT's official tourism website www.LouisianaTravel.com for the full term of this agreement.
 - Verbally recognize the State's support in all broadcast announcements/media scripts that are to be reimbursed by the State. Grantee shall include in all announcements and broadcast scripts, the following phrase "*Visit LouisianaTravel.com to plan your trip today.*"
 - Provide complimentary tickets and/or passes to the Event and related activities that are associated with the Event (if tickets are required for admission) in quantities necessary for LOT's staff to monitor compliance, and carry out its legal responsibilities regarding the promotion of Louisiana tourism. Grantee shall contact the State regarding such access at least fourteen (14) days prior to the date(s) of the Event.
- e. **Changes to Agreement.** The Grantee may submit a written request, by mail or email, to the Contract Monitor for proposed changes to the Media Plan, Marketing Plan, or Budget (Exhibits A1, A2, and B). The Grantee shall not request an increase in the maximum amount of the Grant award. The Contract Monitor will provide a written response of approval or rejection of the request to the Grantee within seven (7) business days. Other than as described

herein, any changes to this Agreement will require a written amendment executed by all parties.

- f. **Communication.** Regular communication with the Contract Monitor is required (at least quarterly) throughout the term of this Agreement and is beneficial to both the Grantee and the State to ensure compliance with the terms of the Agreement and the Guidelines. The Grantee is required to submit a written notification to the Contract Monitor of any changes in the Grantee's contact information. Should a period of three months or more lapses without the Grantee communicating with the State's Contract Monitor, the State may at its option, initiate the process of revoking this Grant and terminating this Agreement.

The State's Contract Monitor for the Competitive Grant Program is:

Judy Halloran
Phone: 225-342-8121
Email: JHalloran@crt.la.gov
Mailing Address: PO Box 94291, Baton Rouge, LA 70804-9291

- g. **Final Report.** Upon completion of the Event, the Grantee shall submit a Final Report as specified in Exhibit C. The Final Report may be mailed or delivered to the Contract Monitor. The Final Report form can also 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, which include:

- **Section I** - Grantee's Name and Contact Information
- **Section II** - Reimbursable Media – Qualifying Marketing Expenses listed under the appropriate media categories of the actual expenses incurred by the Grantee
- **Section III** - Documentation to support the reimbursement request for Media Purchases, which may include media invoices, advertising tear sheets, logs, and other acceptable documents as proof of advertising placement.
- **Section IV** – Final Report Summary – Provide details of the outcome of the Event as noted in Exhibit C.

2) Payment Terms

- a. **Maximum Payment.** In consideration of Grantee's compliance with all terms of the Program, the State hereby agrees to pay the Grantee a maximum sum of **TWO THOUSAND FIVE HUNDRED DOLLARS (\$2,500.00)**. Travel and other expenses that are not specified in the terms of this Agreement are not reimbursable.
- b. **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 Guidelines.

- c. **Original Invoice.** After completion of the Event, the Grantee shall deliver to the Contract Monitor an original invoice on organization letterhead, the Final Report (Exhibit C), and all supporting documentation for preapproved qualifying expenses that have been incurred by the Grantee in compliance with the terms of this Agreement. The invoice submitted to the State shall reflect 50% (or 66% for first-time events) of the actual cost to the Grantee, up to the maximum amount of the Grant award.

The invoice must: 1) be submitted on Grantee's official letterhead, 2) contain the word "invoice," 3) not exceed 50% of incurred cost (66% for first-time events) up to the total amount of the grant award, 4) reference the Event, 5) be accompanied by supporting documentation for actual costs incurred, and 6) be accompanied by the detailed Final Report (Exhibit C).

- d. **Payment Reductions.** The State reserves the right to reconcile the invoice to the supporting documentation, and will reduce the payment in the event of any of the following:

1) an expense submitted to the State for reimbursement, but not preapproved by the State, 2) the request reflects reimbursements for non-qualifying expenses, 3) the State has not been acknowledged as a sponsor in media promotions in accordance with the terms of this Agreement, 4) inadequate supporting documentation for expenses, or 5) noncompliance with terms of this Agreement.

LOT reserves the right to request and require additional information or documentation in order to adequately verify compliance with the terms of the Agreement.

NOTE: Grantee will not receive reimbursement for cancelled media or media purchased, but not placed by the Grantee.

- e. **Discrepancies.** The State will notify the Grantee of any inadequacies or deficiencies and will allow the Grantee reasonable opportunity to cure any defects. 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 any defect.
- f. **Processing.** After verifying the compliance, the Contract Monitor will authorize the payment of the invoice. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.
- g. **Use of Funds.** The Grantee shall be liable for all grant funds that have not been used in accordance with the terms and conditions of this Agreement and the Program Guidelines. If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, the 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, ceases to do business, or ceases to do business in Louisiana, it shall be required to repay the State in accordance with the State's terms or requirements.

- h. **Availability of Funds.** 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.

3) Act 14 Clause

Grantee is informed that no funds appropriated under Act 14 of the 2013 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.

4) 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 72-0865877.

5) Term of Grant Agreement

- a. This Grant Agreement shall begin on **July 1, 2013** and shall terminate on **December 31, 2013**.
- b. The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.
- c. The Event must be held in Louisiana between July 1, 2013 and June 30, 2014. The Event is scheduled to be held October 2-6, 2013, in Slidell, LA.
- d. Grantee must submit to the Contractor Monitor an original invoice, a Final Report (Exhibit C), and all supporting documentation due by **November 21, 2013**.
- e. If the Grantee is unable to deliver the State benefits as specified, or perform the work within the term of the Agreement, the Grantee shall 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.
- f. 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 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 Guidelines and addenda issued thereto by the LOT, and 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 Guidelines) shall take precedence, followed by the provisions of the 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 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. Rev. Stat. 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 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.

Grantee: St. Tammany Parish Tourist and Convention Commission
Event: HT Pro Redfish Series Finale and Festival
Grant #857

Grant Amount: \$2,500

THUS DONE AND SIGNED AT Mandeville, Louisiana on the 2nd day of August, 2013.

WITNESSES:

Rae Shipley

Mary Anne Harrison

Donna O'Daniels

Donna O'Daniels, Executive Director
St. Tammany Parish Tourist & Convention
Commission

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the ___ day of _____, 2013.

WITNESSES:

Department of Culture, Recreation, & Tourism

Judy R. Halborn

Kyle Edmiston 7/22/13
Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1

Event Description:

October 2-6, 2013 St. Tammany Parish will host the HT Pro Redfish Series Finale. The five day tournament will be held in Slidell, LA and attracts 40 teams of two professional anglers each from across the nation. Last year was the first year St. Tammany hosted and the Tourist Commission sponsored this event. The original host city, Destin, cancelled at a late date, which enabled St. Tammany to bring the event to Louisiana, but left event organizers and the St. Tammany Tourist Commission very little time to prepare for and publicize it. Nevertheless, the event was a resounding success, and resulted in an agreement to return the HT Pro Redfish Series to St. Tammany for the next five years. Participants in 2012 included anglers from Georgia, South Carolina, Texas, Alabama, Florida, and across the nation. Many anglers pre-fish the area for up to two weeks prior to the event, which resulted in 329 days of pre-fishing in St. Tammany in 2012. Estimated direct expenditures in St. Tammany Parish as a result of the HT Pro Redfish Series Finale and Festival for 2013 are expected to be four times what they were in 2012.

Plans are underway for even more activities to attract tourists than in 2012. A two-day festival open to the public will be held on Saturday and Sunday at the Northshore Harbor Center with live weigh-ins of the teams' trophy redfish on stage, as boats and anglers parade through the Harbor Center for a ceremonial weigh-in. The Parish's biggest tailgate party, with live music, a Parish President's Cup fishing competition for amateurs, a seafood cook-off and contest, and an outdoor Boat and Fishing Show are also being planned in the Harbor Center to draw tourists from across the state and throughout the Gulf region. Post-event publicity for the HT Pro Redfish Series Finale in 2012 included an episode featuring the St. Tammany tournament on the World Fishing Network. World Fishing Network broadcasts to more than 20 million households throughout North America, resulting in an increased awareness of the excellent fishing, hospitality, and amenities St. Tammany Parish has to offer anglers and tourists from across the region and nation. With ample time this year to both plan and publicize, we anticipate this year's festivities to attract many more tourists to Slidell, as well as enhance awareness of St. Tammany Parish as a tourist destination. Due to the myriad of activities the St. Tammany Tourist Commission planned for anglers and their families in 2012, (including a Captain's Dinner, Fisherman's Feast, Top Ten Dinner, and a Familiarization Tour of family-friendly area attractions), many anglers said they could not wait to return in 2013 and are planning on bringing the entire family to Slidell this year. These professional anglers are not only prime candidates for return St. Tammany vacations, they will help spread awareness and be educated ambassadors for fishing and tourism in our area.

Goals and Objectives:

A key goal of the REDFISHtival is to promote St. Tammany Parish and increase awareness of the area as a destination for out-of-state visitors interested in recreational fishing, outdoors attractions, nature preserves and its culturally rich seafood-based culinary scene. Another is to brand Slidell as a premier destination for fishing; as THE place to stay for both access to the Gulf Coast, Lake Pontchartrain, Biloxi Marsh, and Rigolets fishing hot spots, AND for budget-friendly and updated accommodations, fine cuisine, and attractions an angler's entire family can enjoy. Our goal is to have 1,500 attendees at the event, with a minimum of 25% traveling from more than 50 miles away, and to increase the number of competing anglers who bring another person or person(s) with them to Slidell to enjoy the area and amenities to 40%.

Grantee: St. Tammany Parish Tourist and Convention Commission
Event: HT Pro Redfish Series Finale and Festival
Grant #857

Grant Amount: \$2,500

Target Audience(s):

Our target market consists of both out-of-state tourists and Louisiana residents who live more than 50 miles away and are interested in recreational fishing and outdoors attractions, and professional anglers competing in the HT Pro Redfish Series Finale.

Additional Deliverables:

The Louisiana Office of Tourism can be recognized for its support through prominent logo display on the www.LouisianaNorthshore.com, event signage at the Northshore Harbor Center, and at The Dock, guest appearances by the Lieutenant Governor and/or representatives of LOT at the Captain's Dinner for professional anglers or at the public festival at the Northshore Harbor Center (or both), on event T-shirts, promotional flyers, and in press releases.

Performance measures:

All anglers will be surveyed at the Captain's Dinner to find out the approximate economic impact of their stay on the community of Slidell, the number of anglers attending from out of state or 50 miles away, and also as to whether or not they brought guests with them to Slidell for the tournament. Attendees to the public Festival at the Northshore Harbor Center will be surveyed as to their zip code and attendance will be counted when they enter. Visits to the www.FishtheNorthshore.com landing page will be quantitatively tracked through our web host Miles Media and specific urls for each advertising outlet will be assigned to each ad promoting the HT Redfish Finale for measurability. Click through rates on e-newsletters will be assessed and the number of impressions and circulation tallied for each advertising component of the marketing plan. The comprehensive marketing plan will increase awareness of St. Tammany Parish as a destination for visitors interested in recreational fishing, the outdoors, family-friendly attractions, and a rich culinary scene.

Grantee: St. Tammany Parish Tourist and Convention Commission
 Event: HT Pro Redfish Series Finale and Festival
 Grant #857

Grant Amount: \$2,500

**Exhibit A2
 Media Plan**

St. Tammany HT ProREDFISH Festival UPDATED for Grant Amount

Placement (Radio/Television)

Station Call Letters	DMA	Spot length/ frequency	Broadcast dates	Budgeted costs	% cost of ad
WWL AM/WWL FM	Southeast LA, Corpus Christi to Pensacola	:30 sec spots 66 messages over a 10 day period	9/27 – 10/6	\$7424	-
WWLAM/WWL FM Don Dubuc Live Broadcast	Southeast LA, Corpus Christi to Pensacola	5-7am The LA Outdoors 7-9am More of the Outdoors	10/5	\$900	-
WWL 1350 AM	Southeast LA, Corpus Christi to Pensacola	:30 sec spots 64 messages over a 10 day period	9/21-10/6	\$1,600	%50 (\$800)
			Totals	\$ 9,024	\$800

Interactive Advertising/Web Banners

Media Name	Web Address	Target Audience	Dates	Budgeted cost	% cost of ad
Rod N Reel	www.rodnreel.com ; web banners & advertorial	Southeast US	8/1/13-10/1/13	\$1500	% 50 (\$700)
WWL Radio	www.wwl.com E-blast to 80,000 members	Southeast LA, US	TBD	\$1650	% 50 (\$825)
WWL Radio	www.wwl.com Banner ad as a Breaking News sponsor to 40,000 members	Southeast LA, US	TBD	\$600	% 27 (\$175)
			Totals	\$3,750	\$1700

Total Budgeted Cost of Marketing _____ **\$ 43,555**
Total Qualified Marketing and Advertising for LOT Reimbursement Request _____ **\$ 5,350**
Total Grant Awarded from LOT _____ **\$ 2,500**

Grantee: St. Tammany Parish Tourist and Convention Commission
 Event: HT Pro Redfish Series Finale and Festival
 Grant #857

Grant Amount: \$2,500

**Exhibit B
 Event Budget**

Name of Organization: St. Tammany Parish Tourist Commission
Name of Event: St. Tammany REDFISHTival

Anticipated Income or Revenue

<u>Sources of Revenue</u>	<u>Amounts</u>
Cash on hand available from Tourist Commission General Fund min	\$ 55,100
Admission/Ticket Sales	\$ 0
Participant and Entry Fees	\$ 0
Vendors	\$ 0
Other Earned Income	\$ 0
Federal Grants	\$ 0
State Grants	\$ 0
Community/Foundation Grants	\$ 18,281
Corporate Support	\$ 10,000
Sponsorship from St. Tammany Parish Government	\$ 20,000
LOT grant	\$ 10,000
In-Kind Donations	\$ 6,950
Total Expected Revenue:	\$120,331

<u>Expense Categories</u>	<u>Total Amount</u>
Staff Salaries	\$ 21,730
Related Benefits	\$ 5,139
Travel	\$ 1,406.95
Professional & Contract services	\$ 18,000
Production & Logistics Expenses	\$ 2,500
Facility/Site Rentals	\$ 6,970
Insurance	\$ 450
Hosting Fees	\$ 7,500
Security Services	\$ 720
Acquisitions	\$ 300
Meals (Fisherman's Feast, Captain's Dinner, Top Ten, etc)	\$4,676

<u>Expense Categories cont'd</u>	<u>Total Amount</u>
Qualified Marketing and Advertising asking for LOT Reimbursement	
WVL 1350 .30 sec spots	\$1,600
WVL Radio Online Banner Ad	\$600
WVL Radio E-blast	\$1,650
Rod N Reel Banner ads & advertorial	\$1,500
Total:	\$5,350
Additional Marketing and Advertising expenses	\$39,105
Tourist Commission spending outside 50 mile radius	

Total Expected Expenses: \$113,846.95

Grantee: St. Tammany Parish Tourist and Convention Commission
 Event: HT Pro Redfish Series Finale and Festival
 Grant #857

Grant Amount: \$2,500

Exhibit C
Louisiana Office of Tourism Competitive Grant Program
Final Report Form FY 14

SECTION I: Grantee's Contact Information

Name of Event: (Same information just a slightly different format)
 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 towards areas outside a 50-mile radius of the Event. Qualifying marketing expenses include the actual placement costs of media, but will not be applied to ad creative or media production expenses.

**If awarded a grant, 50% (or 66% for first-time events) of the grand total spent on qualifying marketing expenses will be reimbursed up to the total amount of the award.

**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 No.	Actual Cost	Match Amount
Totals:					\$	\$

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area (DMA)	Spot length/ Frequency	Broadcast Dates	Actual Cost	Match Amount
Totals:				\$	\$

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	Match Amount
Totals:				\$	\$

Grantee: St. Tammany Parish Tourist and Convention Commission
 Event: HT Pro Redfish Series Finale and Festival
 Grant #857

Grant Amount: \$2,500

Interactive Advertising / Web Banners

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

Marketing Promotional Video - Only \$2,500 of grant award can be used towards a single marketing promotional video

Company Producing Video	Target Audience	Dates video will air	Actual Cost	Match Amount
Totals:			\$	\$

Grantees grand total spent on qualifying marketing expenses	\$
Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award or 66% for first-time events	\$
<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$

Section III: Documentation to Support the Reimbursement Requests (Proof of Media Purchases)

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

- **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 which the media was purchased.
- **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:

- Prepare and submit a one to two (1-2) page typed summary of the outcome of the Event, taking into consideration the goals, objectives, measures of performance, and the impact that the Event had on tourism in the area and the state, which should include:
 - 1) **Objectives Achieved** – Based on the Program objectives listed on page 1 of this Agreement, list accomplishments that show achievement of the overall goal of impacting tourism.
 - 2) **Measurements of Performance** – Provide measurable data or figures that indicate performance

outcome, which may include but are not limited to the following: estimated attendance, admissions revenue, vendor registrations, public entry fees collected, etc.

- 3) **Economic Impact** - Provide available economic impact information (number of hotel room nights generated, occupancy rates/ADR, food, beverage, and other tax revenue generated, and visitor spending, etc.) for the local community, region, and state.
- 4) **Media Relations** – Provide supporting documentation for media relations that may include but are not limited to the following: copies of news releases, newspaper clippings, articles from various media publications, flyers, itineraries, photographs and programs.
- 5) **Profitability of the Event** – Provide the total estimated cost of producing the Event this year, and the total estimated income generated from sales, vendor registrations, and entry fees, if applicable.

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

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

Agency/Program: DCRT, Office of Tourism

- Indicate:
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Inticate 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)?
<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: Judy K. Halloran
(Contract Monitor)

(Date)

(Appointing Authority)

(Date)