

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

Agency/Program: Office of Tourism

Recipient: West Baton Rouge Convention and Visitors Bureau

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

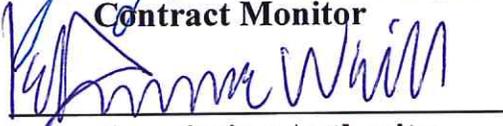
- | Yes | No | |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures:



Contract Monitor

30 Mar 12
Date



Appointing Authority

30 Mar 12
Date

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

Project Enhancement Initiative (PEI) Grant
FY 2011-2012

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 West Baton Rouge Convention & Visitors Bureau, 2750 Westport Drive, Port Allen, Louisiana 70767, Phone: (225) 344-2920 and Email: Kgautreau@westbatonrouge.net (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 Kite Fest Louisianẽ ("Project" or "PEI") scheduled to be held March 30 – April 1, 2011 in Port Allen, 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 visibility and vitality 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 creation or media production expenses. Reimbursement will not exceed the total grant

award. If a Grantee's PEI marketing efforts fall below the minimum requirement of 25% of the grant award, the Grantee may lose the PEI grant award in its entirety.

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 in the LOT Grant Application and Guidelines. Grantee must provide complimentary tickets and/or passes to events and activities should any fees be required for admission in a quantity necessary for all appropriate staff to represent Louisiana tourism and monitor the event to ensure compliance and for economic development purposes. Grantee shall contact the State regarding such access at least fourteen (14) days prior to date(s) of grant-funded activity when possible. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the PEI, as follows:

- 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>.
- Grantee shall include a link from the official Louisiana Office of Tourism logo to the LOT's official tourism website www.LouisianaTravel.com.
- Grantee shall prominently display the official Louisiana Office of Tourism logo in all grant-funded printed materials and other visual advertising and publicity, regardless of media.
- For broadcast announcements and scripts, Grantee shall include the following phrase *"Visit LouisianaTravel.com to plan your trip today."*

c. PEI Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts to ensure the qualifying of marketing and advertising materials that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and as described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Business Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), prior to implementing such changes. The Contract Monitor will contact the Grantee within seven (7) business days to notify as to whether the change has been accepted. Grantee shall not request an increase in the maximum amount of the Grant award. Any item

submitted for reimbursement that is not listed in the Scope of Work, Business Plan, Media Plan, or Budget that has not been preapproved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any substantial change to this agreement will require 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 is a benefit to both the Grantee and State to ensure complete compliance with the grant intent. Grantee is required to submit a written notification to the Contract Monitor regarding any changes in the Grantee's contact information. Should a period of three months or more 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 **FIVE THOUSAND AND 00/100 DOLLARS (\$5,000.00)**. Travel and other expenses not specified in the terms of this agreement are not reimbursable. The Contract Monitor will ensure that all terms and conditions are met prior to authorizing any release of payment.

Payment is contingent upon the availability of funds that are appropriated by the Louisiana Legislature or may be accrued to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

a. One Payment. Only one payment will be made under this Grant Agreement upon satisfactory completion of the PEI. The payment will be made on a reimbursement basis after the conclusion of the specified PEI activities. Grantee shall mail or hand deliver to the Contract Monitor an original invoice to the State, a Final Report (**Exhibit C**), and all supporting documentation required to verify 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 1, 2012**.

b. Original Invoice. Grantee shall submit to the State an original invoice in the amount that reflects qualifying project and marketing expenses actually incurred by the Grantee. Grantee shall not be reimbursed for more than 50% of the total PEI's budget, and must submit documentation that a minimum of 25% of the grant award, but not more than 50%, was used for qualifying marketing expenses to implement the LOT approved Media Plan for the PEI. The document submitted for payment must 1) contain the word

“invoice”, 2) must not exceed the maximum grant award amount, 3) must be submitted on Grantee’s letterhead, 4) must reference the PEI, and 5) must be accompanied by supporting documentation for the qualifying project and marketing expenses as detailed in the Final Report (Exhibit C) . The original invoice may be mailed or delivered to the Contract Monitor.

c. Final Report. Upon completion of the PEI, the Grantee shall submit a **Final Report (Exhibit C)**. The Final Report (**Exhibit C**) may be mailed or delivered to the Contract Monitor.

The Final Report (**Exhibit C**) form can be downloaded from LOT’s website,
<http://www.crt.state.la.us/tourism/grants.aspx>.

Grantee shall complete each section of the Final Report, as applicable, including:

- Grantee Information
- Reimbursable Media – A report of qualifying marketing expenses actually incurred by the Grantee, along with media 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 Approved Project Expenses – Project vendor invoices or other supporting documentation that reflects qualifying project expenses actually incurred by the Grantee in compliance with the terms of the Grant Agreement.
- Final Report Summary

LOT reserves the right to require additional information, documentation, and/or added deliverables in order 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.

d. Payment. The Contract Monitor shall review and verify the original invoice, Final Report (Exhibit C) and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks for full processing.

The State will reconcile the invoice to the supporting documentation and will reduce the payment in the event of any of the following : 1) the submission of non-qualifying marketing or project expenses; 2) circumstances where the State was not adequately acknowledged as a sponsor in accordance with the guidelines, 3) the documentation to support the expense is missing or inadequate, or 4) noncompliance with the terms of this agreement. The State will notify the Grantee of any inadequacies, deficiencies, and will provide 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 in accordance with the terms of 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 12 Clause. No funds appropriated under Act 12 of the 2011 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 72-0834212.

4. Term of Grant Agreement

This Grant Agreement shall begin on July 1, 2011 and shall terminate on June 30, 2012.

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 between July 1, 2011 and June 30, 2012. The PEI is scheduled to be executed November 11-12, 2011. All approved qualifying project and marketing expenses must be incurred by June 30, 2012.

Grantee must submit to the Contractor Monitor an original invoice, a Final Report (**Exhibit C**), and all supporting documentation **due by June 1, 2012**.

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 (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.

Except as provided in Section 1 (d), 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 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.

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 payment will be issued to the Grantee.

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, the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration auditors 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.

THUS DONE AND SIGNED AT Port Allen, Louisiana on the 4 day of April, 2012.

WITNESSES:

West Baton Rouge Convention & Visitors Bureau

Sharon Boudreaux Stam

Sharon Boudreaux-Stam

Executive Director

Phone: (225) 344-2920

Email: sstam@westbatonrouge.net

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 30 day of March (month), 2012.

WITNESSES:

Marlene Curcio

Department of Culture, Recreation, & Tourism

LeAnne Weill

LeAnne Weill, Assistant Secretary

Office of Tourism

Exhibit A1

Business Plan

Narrative

This event is FREE and open to the public regardless of their socio-economic level. We provide FREE miniature kits at our children's kite making tent. Families can come together and enjoy a time of fun-filled activities including our children's village where we will offer kite design, face painting, story-telling, Inflatable bouncers, slides and other children's activities. Professional kite flyers will perform hourly to music and other fun activities like bol races (backpack parachutes) and candy drops for the kids out on the kite flying fields. Families can learn one of the oldest traditions - flying kits together - bringing families together for a few hours or entire weekend of fun! As we grow each year, we will continue to add fun and exciting activities that will expand to the interest of all family members. Last year attendance was over 10,000 people.

PEI Goals and Objectives:

- Kite Fest should provide an educational, family-oriented festival regardless of socioeconomic level
 - The only kite related festival of its kind in the state of Louisiana
 - A festival that provides “hands-on” interaction between children and parents
 - A festival that provides educational aspects regarding flight air, wind and science
 - A festival that allows schools one complete day of field trip participation, building of kites on site (with all materials provided at no cost to the schools), flying of kites made by the students, as well as the history of kiting and observing professional kite flyers
 - The festival is free and open to the public with no admission charge; kite making materials and assembly are provided at no cost to attendees
- For Kite Fest to draw over 10,000 tourists and residents of Louisiana to West Baton Rouge Parish.
 - Promote to 80% of attendees outside of West Baton Rouge Parish (the location of the event)
 - Promote to families through advertising.
 - To increase hotel occupancy for the 2 day event.
- Kite Fest to provide Louisiana travel options.

- Festival attendees, on Saturday and Sunday, visit the Louisiana Travel Promotion Tent providing tourists and families alternative vacation ideas and points of interest throughout the state of Louisiana.
- Louisiana brochures and official Louisiana Travel Guides distributed
- Kite Fest drew tourists from outside of Louisiana to West Baton Rouge Parish.
 - Over 25 out-of-state professional kite flyers and kite club members join the event staying in area hotels within West Baton Rouge Parish.
 - An unknown number of additional attendees traveled to the parish staying in area hotels and attending the event as a “one day excursion” to West Baton Rouge Parrish
- Louisiana food vendors were show-cased
 - Louisiana style food including Jambalaya, Seafood dishes and other items were sold at the event show-casing the Louisiana offerings of our great food!

PEI Timeline:

- See Attached timeline.

PEI Measures of Performance:

- Kite Fest Louisiané measures the performance of this event by:
 - Hotel occupancy within the parish of West Baton Rouge.
 - Vendor concessions - showed a desire by all vendors to return to the event in 2011 with satisfactory vendor sales.
 - Area restaurants and business within and outside of West Baton Rouge Parish have visitors attending local establishments for food and drink daily during the festival
 - Estimate crowd attendance for three days.
 - The feedback of attendees at the Louisiana Travel Tent is extremely helpful. The distribution of Louisiana Travel Guido and other travel related materials are recorded.
 - A survey of the organizing committee, sponsors, vendors, volunteers and participating organizations are taken by Kathryn Gautreau, event coordinator, showing results and requests or comments.
 - The amount of children registered for student day (2011 registration was 1670 children; this is not including the teachers, parents & chaperons).

PEI Media Plan:

- See Attachment C

Additional PEI Deliverables:

- LOT logo and/or verbal mention on all Radio and Print advertising.
- LOT name mention in all press releases.
- LOT logo and name on all printed items.
- Prime placement of signage at event venue.
- Opportunity to appear on stage during event to promote Louisiana and Louisiana Office of Tourism.

Proof of Past Performance:

- Attendance for Kite Fest Louisiané has increased from 2000 visitors the first year of the event (2005) to over 10,000 at the event in 2010.
- Hotel occupancy has increased for Kite Fest weekend by 20%
- Vendors showed increase in sales at the 6th Annual Kite Fest Louisiané (2010.)

Exhibit B

BUDGET

Name of Grantee: West Baton Rouge Convention and Visitors Bureau

Name of PEI: Kite Fest Louisiané

Anticipated Income or Revenue

<u>Sources of Revenue</u>	<u>Amounts</u>
Cash on hand	\$ 16,746.00
Vendor Fees	\$ 1,200.00
<u>Corporate Sponsors</u>	
Entergy	\$ 3,000.00
Exxon Mobil Lube Plant	\$ 2,500.00
ExxonMobil Excite	\$ 1,500.00
Brand Energy	\$ 2,000.00
Placid Refining Co.	\$ 500.00
ARS International	\$ 300.00
Turner Industries	\$ 250.00
Cajun Country Campgrounds	\$ 200.00
Pointe Coupe Electric Co.	\$ 125.00
Hunt Odem, DDS	\$ 100.00
Guaranty Bank	\$ 100.00
Marchand Construction	\$ 50.00
Beer Sales	\$ 2,000.00
Cold Drinks & Bottled Water Sales	\$ 3,000.00
Design a Kite Sales	\$ 1,000.00
LOT Grant	\$ 5,000.00
Total Expected Revenue	\$ 40,261.00

Anticipated Expenses

<u>Expense Categories</u>	<u>Total Amount</u>	<u>LOT Grant</u>
<u>Advertising & Marketing</u>		
Louisiana Cookin (Jan-Feb 2013)	\$975.00	
Travel 50 and Beyond (Spring issue)	\$2,750.00	
Country Roads (Feb & Mar issues)	\$1,190.00	
Baton Rouge Parents Mag (Feb & Mar issues)	\$2,000.00	
Baton Rouge Parents Banner Ad (Feb & Mar)	\$2,000.00	

West Baton Rouge Convention & Visitors Bureau
 PEI: Kite Fest Louisiana
 Grant # 526

Grant Amount: **\$5,000.00**

<u>Expense Categories</u>	<u>Total Amount</u>	<u>LOT Grant</u>
<u>Amount</u>		
Ascension Parish Magazine (Feb-Mar)	\$1,100.00	
West Side Journal	\$1,575.00	
Louisiana Road Trips (Mar 2012)	\$690.00	\$690.00
Kiting Magazine (Winter/Spring issues)	\$1,380.00	\$1,380.00
Gambit (NOLA Pub)	\$1,020.00	
Gambit (Best of NOLA banner Ad)	\$1,260.00	
Daily Advertiser Banner Ad	\$500.00	
Cox Banner Ad	\$300.00	
LTPA Press release	\$30.00	
The Advocate (in-kind)	\$0	
WBRZ	\$1,650.00	
102.5 WFMF	\$882.00	
101.5 WYNK	\$855.00	
96.1 The River	\$837.00	
WYNK, WFMF & 96.1 The River Banner Ad's	\$144.00	
Lamar Advertising (Feb-Mar/I-10 Baton Rouge)	\$1,500.00	
Color Copy inserts in Bank Statements	\$900.00	
Entertainment:		
Central Texas Cloud Chasers	\$2,500.00	\$2,500.00
Austin End of the Line Flying Team	\$1,100	\$430.00
Classic Sounds by Jude (Music for Festival)	\$2,000.00	
Lodging for Kite Teams	\$4,290.00	
Sales Booth (cold drinks, water & beer)	\$2,000.00	
Radio's (in-kind)	\$0	
Kite Making Supplies	\$100.00	
State Liquor Permit	\$25.00	
T-Shirts	\$1,700.00	
Design-A-Kite Supplies	\$100.00	
Golf Carts	\$660.00	
Port-A-Lets & Dumpsters	\$350.00	
Ice	\$500.00	
Tables & Chairs	\$433.00	
Tents	\$0.00	
Work Releases	\$1,700.00	
Security	\$2,000.00	
Food & Beverage for Volunteers, Staff & Kite Teams	\$1,200.00	
Directional Signage	\$0	
<u>Total Expenses:</u>	<u>\$39,571.00</u>	<u>\$ 5,000.00</u>

PEI: Kite Fest Louisiana

Grant # 526

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost
Total				\$ _____

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost
Total				\$ _____

Online Placement (Website)

Web Site Name	Web Site Address	Target Description	Dates	Actual Cost
Total				\$ _____

Grand total spent on qualifying marketing expenses

\$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must include the official Louisiana Office of Tourism logo to be eligible for reimbursement.

- **- Proof of Charge from Vendor:** Submit itemized media invoice reflecting date, description and dollar amount. If media is purchased from a third party (e.g. media

PEI: Kite Fest Louisiané

Grant # 526

buying house or advertising agency), Grantee must provide an invoice from the third party agent **and** an invoice from the media outlet from whom the media was purchased (e.g. Southern Living, USA Today, etc.)

- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:
 - Original ad placement tear sheets for print advertisements
 - Broadcast log reports indicating actual broadcast times and dates
 - Screenshots for online banner advertisements
 - Billboard photographs showing content
 - Other _____ (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Reimbursement Documentation for Project Expenses

Grantee shall submit project vendor invoices or other supporting documentation reflecting date, description of project expenses and dollar amount.

Section V: Final Report Summary Format

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

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