

West Baton Rouge Convention and Visitors Bureau
PEI: Oldies But Goodies Fest & Smoking Oldies
BBQ Cook-Off
Grant #513

Grant Amount: \$5,000.00

STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
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 and Visitors Bureau, 2750 N. Westport Dr., Baton Rouge, LA 70767, Phone: (225) 344-2920 and Email: sslam@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 Oldies But Goodies Fest & Smoking Oldies BBQ Cook-Off ("Project" or "PEI") scheduled to be held September 17-18, 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.

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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

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documentation required to verify that the qualifying marketing expenses and project expenses were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, **due by November 18, 2011.**

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.

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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 September 17-18, 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 November 18, 2011**.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. If the Grantee is unable to perform the work or deliver the deliverables within the term of the Agreement, the Grantee shall so notify the State in writing (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 payments will be made by the State to the Grantee. In the event the Grantee has received payment above and beyond documented eligible expenses, the Grantee shall return all such funds to the State.

7. Termination for Convenience

The State may terminate this Agreement at any time by giving thirty (30) days' written notice to Grantee. In the event that the Grantee is not in compliance with the terms of this Agreement at the time of termination, no 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

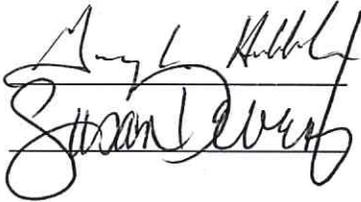
**West Baton Rouge Convention and Visitors Bureau
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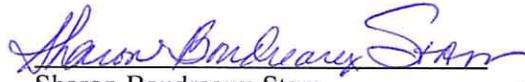
with Disabilities Act of 1990. Grantee agrees not to discriminate in its employment practices, and will render services under this agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation or disabilities. Any act of discrimination 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 26 day of September, 2011.

WITNESSES:

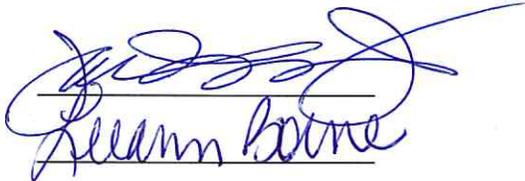


**West Baton Rouge Convention and Visitors
Bureau**


Sharon Boudreaux-Stam
Executive Director
Phone: (225) 344-2920
Email: sstam@westbatonrouge.net

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 21st day of September (month), 2011.

WITNESSES:



**Department of Culture, Recreation, &
Tourism**


James L. Hutchinson, 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. Oldies But Goodies Fest is in its sixth year. It has become a successful annual event in West Baton Rouge Parish with attendance increasing every year. The two day event hosts a State IBCA Championship BBQ Cook-off on Saturday with a Professional Division as well as an Amateur Division. Volunteers from throughout the Baton Rouge area show up to be judges for the BBQ contest. Over \$6,000 in prizes and special awards are given to the participant winners. Musical entertainment, food and beverage vendors and activities for the children are all part of the days activities. The Sunday activities begin early with a Fun Poker Run benefiting the St. Jude Dream Foundation averaging over 100 riders who travel through West Baton Rouge and two other adjoining parishes before returning to the festivals grounds. Family oriented activities and other events begin at noon each day with dancing to the 50' & 60's music. Entertainment such as "Na Na Sha", Vince Vance & the Valiants, Brandon Bennett, as well as other Louisiana entertainment highlight the two day event. The always popular Hula Hoop, Costume, Jitterbug and Twist dance contests take place throughout the day as well as an Antique Car Show and contest.

The original event was held at the West Baton Rouge Conference Center. Because of the increase in attendance, last year's event was moved to the West Baton Rouge Multi Purpose Arena to accommodate the crowd and ensures a no-rain delay event. 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 years attendance was estimated at 8000 people.

PEI Goals and Objective:

- Oldies but Goodies Fest provides a family-oriented festival regardless of socio-economic level
 - The only festival of its' kind in the state of Louisiana
 - A festival that provides an opportunity for interaction between children and parents
 - A festival that allows the opportunity to promote the culinary aspects of Louisiana's great foods.
 - The festival highlights Louisiana's musical entertainment.

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- The festival is free and open to the public with no admission charge.
- The festival brings the memories of what once was into the limelight. Provides the opportunity to hear and experience the past in a fun and entertaining way.
- For Oldies but Goodies Fest to draw over 8,000 tourists and residents of Louisiana to West Baton Rouge Parish.
 - To Promote to 80% of attendees outside of West Baton Rouge Parish (the location of the event)
 - To Promote to families through advertising, Face Book and the WBR Web site.
 - To increase hotel occupancy for the 2 day event.
 - To increase the overall economic impact of West Baton Rouge, the region and the state.
- Oldies Fest provides 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
- Oldies but Goodies Fest drew tourists from outside of Louisiana to West Baton Rouge Parish.
 - Over 25 out-of-state BBQ teams their families and friends 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 Parish
 - Antique car owners, travel to West Baton Rouge from throughout Louisiana to highlight their automobile and participate in the award programs.
- Louisiana food vendors were showcased
 - Louisiana-style food including Jambalaya, Seafood Dishes and other items were sold at the event showcasing the Louisiana offerings of our great food!

PEI Timeline:

June: Develop Budget
Book Bands
Contact Major Sponsors

July: Send out letters to potential sponsors
Begin Committee Meeting & Set future dates for meetings
Send out BBQ Entry forms to IBCA Members
Confirm stops for Poker Run
Solicit Vendors
Inflatable's
Sno-Mobile
Food
Daiquiris
Beer

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- Cokes
- Lemonade
- Get Vendor Forms & Liability forms completed and signed
- Confirm Miller Lite Stage
- Develop promotional materials
 - Flyers/Brochures
 - Ads for Media & Advertising
 - Website Update
- Solicit Volunteers
- Book Coke Trailer
- Book Coke Product
- Book Beer Products
- Schedule Ads for Media/Advertising
- Get numbers from American Gateway Bank & Iberville for mail outs
- Get T-shirts designed and ordered
- Get Banners and Signs ordered
- Trophies ordered from Gold star
 - BBQ Contest
 - Children's BBQ Contest (1st Place Trophy, Ribbons by Entergy)
 - Hula-Hoop Contest (Ribbons)
 - Twist Contest
 - Jitterbug Contest
 - Antique Car Contest
- Press Release – Send to LTPA for distribution

August:

- Certificates for BBQ Contest made
- Numbers for dance Contestants made
- Numbers for Antique Cars made & ballots
- Registration forms:
 - BBQ Judges (sign in sheet)
 - Antique Cars
 - Poker Run
 - Dance Contest (Sign in sheet)
 - Hula-hoop Contest (Sign in sheet)
- Secure Tents from Sheriff
- Set up for Electrical work through Parish
- Approve road closure for Sunday
- Reserve AV Equipment for Sunday
- Reserve:
 - Radios
 - Golf Carts
 - Port a lets (4)
 - Fans
 - Erwinville Stage

Sept.: Go through all Supplies and reorder or buy what is needed

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Cards for Poker Run
Board for Poker Run
BBQ Supplies
Children's Games
Inside games
Secure Photographer & Videographer
Secure Round the clock Security
Secure Prisoners for clean up on Monday Morning or as needed
Secure Work Release
Fans from Community Center
Sept. 16th: Set up day and BBQ Teams arrive on Friday

PEI Measures of Performance:

Oldies But Goodies Fest 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 businesses within and outside of West Baton Rouge Parish have visitors attending local establishments for food and drink daily during the festival
- Estimate of crowd attendance for two days.
- The feedback of attendees at the Louisiana Travel Tent is extremely helpful. The distribution of Louisiana Travel Guides 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 participants registered for the BBQ cook-off, the various contests, Poker Run and Antique Car show.
- Responses on Face Book page and web site.

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 for LOT representative to appear on stage during event to promote Louisiana and Louisiana Office of Tourism.

Proof of Past Performance:

- Attendance for Oldies But Goodies Fest has increased from 1000 visitors the first year of the event (2006) to over 8,000 at the event in 2010.

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- Hotel occupancy has increased for Oldies Fest weekend by 20%.
- Vendors showed increase in sales at the 5th Annual Oldies but Goodies Fest (2010)

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Exhibit A2

Media Plan

PRINT (MAGAZINE/NEWSPAPER)					
Publication Name	Market(s)	Ad size	Issue Date	Circulation No.	Budgeted Cost
Louisiana Life Magazine	LA, MS, TX	1/2 Page	July/August 2011	35,000	\$1,795.00
Thunder Roads of Louisiana	LA, MS, TX	Full Page	August 2011 Issue	75,000	\$750.00
Thunder Roads of Louisiana	LA, MS, TX	1/2 Page	Sept. 2011 Issue	75,000	\$375.00
Louisiana Road Trips	LA, AR, MS, TX	1/2 Page	August 2011 Issue	56,000	\$600.00
LA Newspaper Program	SW & SE Louisiana	2 x 4 Ad	8/29 & 9/05/2011	408,605	\$2,680.00
Total Print					\$6,200.00

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Exhibit B

PEI Budget

**Grantee: West Baton Rouge Convention and Visitors
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Sources of Revenue:

Amounts:

Cash on Hand	\$34,895
Vendor Fees	\$500
BBQ Entry Fees	\$3,800
IBCA Added Money	\$1,050
<u>Corporate Sponsors:</u>	
Placid Refining Co.	\$500
Lake After Hours	\$250
Superior Office Products	\$250
American Gateway Bank	\$200
Fire Tech	\$500
Hunt Odom, DDS	\$100
Hank's Pontiac	\$50
Proceeds from Event Merchandise	\$2,000
LOT Grant	\$5,000
<u>Total Expected Revenue</u>	<u>\$49,095</u>

Expense Categories:

**Total
Amount**

**LOT
Grant**

Advertising & Marketing:

Country Roads (August & September Issues)	\$1,190	
Ascension Parish Magazine (August & September Issues)	\$1,100	
Louisiana Road Trips (August 2011)	\$600	\$600
West Side Journal	\$1,575	
LA Newspaper Program (2X4 Ad, 3 zones, 2wks.)	\$2,680	\$1,480
Louisiana Life Magazine (July/August 2011)	\$1,795	\$1,795
Thunder Roads of Louisiana (August 2011)	\$750	\$750
Thunder Roads of Louisiana (September 2011)	\$375	\$375
LTPA Press Release	\$30	
The Advocate	\$2,600	
WAFB	\$3,375	
104.1 The Brew	\$745	
101.5 WYNK	\$1,722	
96.1 The River	\$1,584	
102.5 WFMF	\$1,584	
Lamar Advertising (August/Sept.-I-10 Baton Rouge)	\$1,000	

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Lamar Advertising (August-1-10 New Orleans)	\$500	
Color Copies for Inserts in Bank Statements	\$900	
Entertainment:		
Rougon Band	\$650	
Na Na Sha Band	\$3,250	
Vince Vance & the Valiants	\$5,500	
Classic Sounds by Jude (Music for Festival)	\$1,000	
Radios (In-Kind)	\$0	
T-Shirts	\$1,800	
Golf Carts	\$450	
Port a lets	\$390	
Ice	\$75	
Work Release	\$200	
Security	\$4,475	
Food & Beverage for Volunteers, Entertainment & Staff	\$1,200	
Pay out to BBQ Winners	\$6,000	
Total Expenses:	\$49,095	\$5,000

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Exhibit C

Louisiana Office of Tourism PEI Grant Final Report FY 11-12

SECTION I: Grantee Information

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

SECTION II: Reimbursable Media; Qualifying Marketing Expenses

Reimbursable Items –All qualifying marketing and advertising must be directed toward areas outside a 50-mile radius of the PEI. A minimum of 25% of the PEI grant award, but not more than 50%, must be used for qualifying marketing expenses as listed in the LOT Grant Guidelines. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

***List only qualifying marketing expenses eligible for reimbursement through the LOT Grant Guidelines.

Print Placement (Magazine, Newspaper)

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

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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.