

CONTRACT FISCAL INFORMATION SHEET

PLEASE COMPLETE THIS FORM AND ATTACH TO CONTRACT WHEN IT IS TIME TO ROUTE CONTRACT FOR APPROVALS AND SIGNATURES.

CONTRACTOR'S NAME: Louisiana Stadium and Exposition District

CONTRACTOR'S ADDRESS: 1500 Girod Street, New Orleans, LA 70113

CONTRACTOR'S FEDERAL ID#: 72-1393506 or

SOCIAL SECURITY # _____

CONTRACTOR'S CONTACT PERSON: Ron Forman, Chairman/Vince Granito (Tulane Univ.)

CONTRACTOR'S TELEPHONE: 504-587-3913 - Vince G. 502-314-7915

EMAIL ADDRESS: vgranit@tulane.edu

TOTAL CONTRACT AMOUNT: \$2,000,000.00 Amendment Amount: N/A

CONTRACT PERIOD: 07/01/11-08/06/30/2012

FUNDING AGENCY: DCRT, Office of Tourism

SOURCE OF FUNDS: Agency Appropriation (N/A)
State: 100%
Federal _____ Percent
Self-generated _____ Percent

Organ. 6786	Object 4160	Sub object	Reporting Cat. 7213
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

Agency appropriation to assist with the planning and implementation of the 2012 NCAA Men's Final Four event to be held in the City of New Orleans, activities to be held Saturday March 31, 2012 through Monday, April 2, 3012 at the Mercedes Benz Superdome.

STATE OF LOUISIANA
PARISH OF EAST BATON ROUGE
PARISH OF ORLEANS

COOPERATIVE ENDEAVOR AGREEMENT

THIS COOPERATIVE ENDEAVOR AGREEMENT is made and entered into by and between the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism, hereinafter sometimes referred to as the "State," and the Louisiana Stadium and Exposition District, officially domiciled at 1500 Girod Street, New Orleans, LA 70113, hereinafter sometimes referred to as "LSED" or "Contractor," under the following terms and conditions:

WITNESSETH:

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

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

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

WHEREAS, in accordance with the Louisiana Constitution (Ancillaries) Article 14, Section 47, the Louisiana Stadium and Exposition District (LSED) is a political subdivision of the State of Louisiana, comprised of all of the territory in the Parishes of Orleans and Jefferson. The LSED was created to plan, finance, construct, develop, maintain and operate facilities located within the district to accommodate the holding of sports events, athletic contests and other events of public interest; as such, the LSED is responsible for activities associated with the Superdome located in New Orleans; and

WHEREAS, in 1939, the National Collegiate Athletic Association (NCAA) created the NCAA Division I Men's Basketball Championship, developed to feature single-elimination tournaments held each spring in the United States, which now consists of 68 college teams divided into four regions, that are organized into single-elimination "brackets". Each team competes in basketball games to determine which teams will participate in the top tier championship games; and

WHEREAS, the final elimination process involves narrowing down the NCAA competition to the Men's Final Four referring to the last four teams remaining in the playoff tournament, also known as "March Madness" or the "Big Dance". The Men's Final Four games are held mostly in March each year. The event has become one the most prominent annual sports events held in the United States; and

WHEREAS, through a competitive bidding process New Orleans was selected as the host city for the 2012 NCAA Men's Final Four event because of available venues, hotel packages, transportation

infrastructure, personnel, the commitment to comply with the required detailed specifications, and because of the collaborative relationships that have been established with other support entities. New Orleans has committed to host a first-class event and to think creatively to enhance the visitor experiences for all participants including student-athletes, family members and guests, coaches, university and other professional administrators, corporate champions and partners, members of the National Association of Basketball Coaches (NABC), media, exhibitors, and fans nationwide; and

WHEREAS, the 2012 Men's Final Four games will be held Saturday, March 31 through Monday April 2, 2012 at the Mercedes Benz Superdome in New Orleans. The maximum capacity of the Superdome is 76,400 plus. The Contractor has projected attendance to be approximately 145,000 for the three-day period. It is estimated that approximately ten percent (10%) of those attending will be from the New Orleans area and the remaining ninety percent (90%) will be out-of-town visitors, who will generate approximately 50,000 hotel room nights to be sold in the New Orleans area; and

WHEREAS, the University of New Orleans, Division of Business and Economic Research in a collaboration with the College of Business conducted an economic impact study of the 2012 NCAA Men's Final Four to determine the potential economic impact of the event on the seven parishes within the metropolitan area, namely, the parishes of Orleans, Jefferson, St. Bernard, St. Tammany, St. John, St. Charles and Plaquemines; and

WHEREAS, the study projected that the event will draw approximately \$134.1 million new dollars to be spent in New Orleans and the surrounding area and parishes, including \$77.0 million in direct spending and \$57.1 million in secondary spending, which will result in approximately \$44.2 million in new earnings that will bring into Louisiana \$10.1 million in tax revenue, of which \$6.1 million will be generated for the state and \$4.0 million for the New Orleans area. It is also estimated that the 2012 NCAA Men's Final Four activities will be responsible for the creation and support of approximately 1,938 full and part-time jobs; and

WHEREAS, in the 2011-2012 Appropriations Act, the Louisiana Legislature appropriated \$2,000,000 in supplemental funding within the Office of Tourism's budget to support the 2012 NCAA Men's Final Four event; and

WHEREAS, the 2012 Men's Final Four games will be broadcast on CBS and it is expected that the games will be viewed by over 50 million people in 185 countries; approximately 1,000 members of the media are expected to be present to provide coverage of the event; and

WHEREAS, through its support of the 2012 NCAA Men's Final Four event, the State will have the opportunity to promote travel and tourism in Louisiana; and

WHEREAS, it is anticipated that the public benefit of hosting an event that draws such a significant number of visitors to the area, attracts such widespread media and public attention, and promotes a positive image and awareness of Louisiana as a venue for major events and as a unique and desirable travel destination is proportionate to the obligations undertaken by the State. This event will benefit Louisiana's overall economy and tourism industry.

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

1. Scope of Services

A. Contractor shall:

1. Use the appropriated funds to supplement administrative costs, facility usage, and other production expenses in order to successfully plan, coordinate, promote, produce, host, and manage all activities associated with the 2012 NCAA Men's Final Four games to be held in the Mercedes Benz Superdome Saturday, March 31, 2012 and Monday April 2, 2012.
2. To the extent allowable by NCAA regulations and in coordination with the NCAA's media rights holders, provide opportunities for the State to promote tourism and travel to and throughout Louisiana, as follows:
 - a. Ensure that the State receives at least one (1) full-page advertisement and one (1) full-page editorial in the Official Game Program that is available for sale to attendees and non-attendees.
 - b. Ensure that the NCAA website <http://www.ncaa.com/finalfour> includes a link to the State's official tourism website <http://www.louisianatravel.com/> or other travel information website provided by the State.
 - c. Ensure that the NCAA Final Four mobile site includes a link to the State's official tourism website <http://www.louisianatravel.com/> or other travel information website provided by the State.
 - d. Ensure that the NCAA Facebook page includes a tab to the State's official tourism Facebook page.
 - e. Use the State's official tourism logo "Louisiana: Pick Your Passion" on printed and other visual promotional materials, when possible.
3. Make available to the State for purchase 6 or more, depending on availability, loge level tournament books (all games) @ \$ 230.00 each to attend the Final Four games to monitor and to promote Louisiana's tourism industry. Access to tickets must be provided at least thirty (30) days prior to the event. Contractor must provide an official confirmation regarding the ability to purchase and seating arrangements must be provided to the State by January 31, 2012.
4. Provide a **Progress Report (Exhibit C)** with the first request for payment. The Progress Report shall include, at a minimum, a copy of the signed agreement with the NCAA to evidence the commitment by the NCAA to hold the 2012 NCAA Men's Final Four games in New Orleans, Louisiana; the preliminary agenda of scheduled activities; progress achieved in attaining the benefits and tourism promotion opportunities for the State; documentation of expenses incurred in compliance with the attached **Budget (Exhibit B)**; and any other information and documentation that indicates progress and/or achievement of the services, goals, objectives, and performance measures set forth in this Agreement.
5. Upon conclusion of the 2012 NCAA Men's Final Four games, Contractor shall submit a **Final Report (Exhibit C) with the final request for payment**. The Final Report shall include, at a minimum, a descriptive summary and supporting documentation that evidence the achievement of the goals, objectives, performance measures, services and deliverables set forth in this Agreement. Contractor shall also provide a copy of the Official Game Program, copies of press releases, newspaper clippings, information on media coverage, and other information to measure the return on the State's investment in the event as a tourism promotion tool. Contractor shall include documentation of expenses incurred in compliance with the attached **Budget (Exhibit B)**. Contractor shall also include a comparative analysis of attendance and economic impact of the NCAA Men's Final Four games in the last three years and any other available information that

addresses the economic impact of the event on the region and state. Contractor agrees to submit the **Final Report** no later than **June 15, 2012**.

B. Contractor shall use its best efforts to obtain from the NCAA, the following benefits for the State:

1. Audio/Video recognition and/or opportunities to broadcast State-provided information that promotes Louisiana travel during open team practices and other non-game events, if possible.
2. Approval to display Louisiana tourism signage at non-game events, if these opportunities are not precluded because of other official NCAA event sponsors.
3. Access to media and VIP shuttles, the media workroom and hotels so that the State will have the ability to issue press kits and other tourism related publicity materials to available media participants.
4. Participation in the "100 Days Out" press conference.
5. An opportunity for the State to welcome visitors to one or more of the following events:
 - a. Bracket Town
 - b. The Big Dance Concert Series
 - c. Final Four Friday Team Practices

2. Payment Terms

In consideration of the services and deliverables described above and the Contractor's compliance with all terms and conditions set forth in this Agreement, the State hereby agrees to pay Contractor a maximum amount of **TWO MILLION DOLLARS AND 00/CENTS (\$2,000,000.00)**. Payments will be made only on approval of the State's Contract Monitor, Jack Warner, his designee, supervisor or successor.

Upon progress and/or completion to the reasonable satisfaction of the State, payments shall be disbursed as follows:

The first payment in the amount of \$ 1,800,000 will be made to the Contractor upon Contractor's submission of an original invoice on organization letterhead (which must list the specific amount of the payment request), a detailed **Progress Report**, a signed **Event Agreement** between the Louisiana Stadium and Exposition District and the NCAA, and documentation to support incurred expenses in compliance with the attached **Budget**.

Upon conclusion of the 2012 NCAA Men's Final Four games, the final payment in the amount of \$200,000 will be made to the Contractor upon Contractor's submission of an original invoice on organization letterhead (which must list the specific amount of the payment request), a detailed **Final Report** which shall include all of the information and deliverables described herein, and documentation to support expenses incurred in accordance with the Budget. All deliverables including the Final Report and any and all requests for payment must be submitted no later than June 15, 2012.

Documentation of expenses may include signed agreements, work orders, copies of paid invoices, or other evidence of costs incurred in compliance with the Budget.

Payment is also contingent on approval of this Agreement by the director of the Louisiana Division of Administration, Office of Contractual Review and the availability of funds to fulfill the requirements of the agreement.

Contractor is informed that 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 Contractor executes a copy of this Agreement and submits to CRT 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. CRT shall submit this Agreement, the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

If it is found in any audit that the Contractor defaulted on the agreement, breached the terms of the agreement, ceased to do business as agreed, or ceased to do business in Louisiana, it shall be required to repay the State in accordance with the State's terms.

3. Taxes

Contractor hereby agrees that the responsibility for payment of taxes from the funds thus received under this Agreement and/or legislative appropriation shall be Contractor's obligation and identified under Federal tax identification number 72-1393506 .

4. Termination for Cause

The State may terminate this Agreement for cause based upon the failure of the Contractor to comply with the terms and/or conditions of the Agreement; provided that the State shall give Contractor written notice specifying Contractor's failure. If within thirty (30) days after receipt of such notice, Contractor shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Contractor in default and the Agreement shall terminate on the date specified in such notice. Contractor may exercise any rights available to it under Louisiana law to terminate for cause upon the failure of the State to comply with the terms and conditions of this Agreement; provided that the Contractor shall give the State written notice specifying the State's failure and a reasonable opportunity for the State to cure the defect.

5. Termination for Convenience

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

6. Remedies for Default

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

7. Ownership

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

To the extent allowable by law, the State agrees to hold confidential that information so designated by Contractor on its own behalf or on behalf of the NCAA or subcontractors that they deem to be proprietary in nature. Such confidential information would place Contract, the NCAA, and/or its subcontractors at a competitive disadvantage if the information became publicly available or available upon an open records/public access request. In the event that the State believes that it must release confidential information designated by the Contractor, the NCAA, or their subcontractors, the State will use best efforts to notify Contractor and the NCAA of its position prior to disclosure.

8. Assignment

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

9. Auditors Clause

The Contractor shall preserve and maintain all records and accounts for a minimum of three years following the termination date of this Agreement. It is hereby agreed that auditors from the Louisiana Department of Culture, Recreation and Tourism, 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 records and accounts of Contractor that relate to this Agreement.

10. Fiscal Funding Clause

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

11. Term of Contract

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

12. Discrimination Clause

The Contractor agrees to abide by the requirements of the following as applicable: Title VI of the Civil Rights Act of 1964 and Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Rehabilitation Act of 1973, as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975, the Fair Housing Act of 1968 as amended, and Contractor agrees to abide by the requirements of the Americans with Disabilities Act of 1990.

Contractor agrees not to discriminate in its employment practices, and will render services under this Agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, or disabilities.

Any act of discrimination committed by Contractor, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

13. Indemnification Clause

Contractor shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any part 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 Contractor, his agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

State shall indemnify and hold harmless the Contractor against any and all claims, demands, suits, and judgments of sums of money to any part 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 State, its agents, servants, or employees while engaged upon or in connection with the services that are the subject of this Agreement.

14. Amendments in Writing

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

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on December 12, 2011.

WITNESSES:

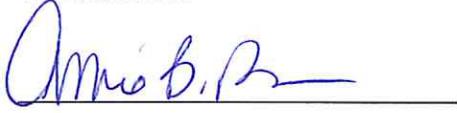
Department of Culture, Recreation and Tourism


Valerie Davis


LeAnne Weill, Interim Assistant Secretary
Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on December 14, 2011.

WITNESSES:

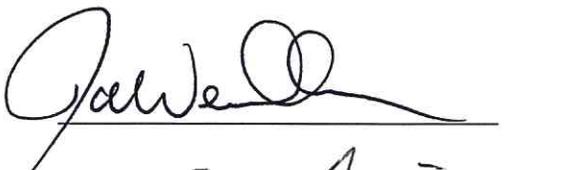

Ann B. B.


Charles R. Davis, Deputy Secretary
Office of the Lieutenant Governor
Department of Culture, Recreation and
Tourism

THUS DONE AND SIGNED AT New Orleans, Louisiana on NOV 29, 2011.

WITNESSES:

Louisiana Stadium and Exposition District


Joe Wells


Ron Forman, Chairman

EXHIBIT A

Agency Name: Office of Tourism
Contractor's Name: Louisiana Stadium and Exposition District (2012 NCAA Men's Final Four - Superdome)
Contract Monitor: Jack Warner

Goal: Funding is being provided in support of the 2012 NCAA Men's Final Four tournament games to be held in New Orleans at the Mercedes Benz Superdome Saturday, March 31, 2012 and Monday, April 2, 2012, to ensure successful production of the event and maximum attendance and media exposure for economic and tourism development purposes. The goal is to generate significant revenue for the tourism industry of the state.

Objectives include:

- Successful production and promotion of the event
- Increased economic activity and tourism development
- Increased opportunities to promote Louisiana's tourism industry (e.g., links from event-affiliated websites to State tourism-related websites, tickets, etc.)
- Improved public perception of Louisiana as a tourism destination
- Maximize opportunities to promote awareness and a positive image of Louisiana as a unique and desirable travel destination
- 145,000 in attendance at the games and event-related activities over the three-day period
- 50,000 hotel room nights sold that can be attributed to the event
- 50 million in viewership
- \$10.1 Million in tax revenue generated

Performance Measures: Contractor's performance will be measured by 1) the number in attendance at tournament games and event-related activities, 2) total number of visitors drawn to Louisiana, 3) the amount of network coverage and ratings, 4) media coverage, 5) the amount of positive publicity that Louisiana receives as an event host, 6) State access to event activities for tourism development and promotion purposes, and 7) economic impact as measured by direct and secondary spending, number of hotel nights purchased, the amount of tax revenue generated, and other relevant measures of economic activity. Contractor's performance will also be measured by the ability to adhere to the terms of this agreement and by the ability to comply with all reporting requirements, including providing adequate supporting documentation for expenses incurred in compliance with the Budget. Other measures of performance include organized event production, publicity, and other managerial factors that ensure the event's success.

Monitoring Plan: The Contract Monitor shall monitor and evaluate the Contractor's performance to ensure that all services and deliverables are provided in compliance with the terms of this Agreement, that progress and/or achievement of the goals and objectives are obtained, and to measure the State's return on investment.

The Contract Monitor shall:

- Communicate with the Contractor as necessary to verify and review services to ensure compliance.
- Review all deliverables, including the invoices and the Progress Report and the Final Report, to ensure satisfactory progress and achievement of the goals and objectives and

compliance with the Agreement, prior to authorizing the release of any payment to Contractor.

- The Contract Monitor will complete a Performance Evaluation and submit to the Office of Management and Finance within 45 days of the termination or expiration of this Agreement.

Utility of Final Product: The State is supporting the 2012 NCAA Men's Final Four tournament, considered a major economic driver for the tourism industry of Louisiana. The goal is to generate substantial visitation, revenue, and economic activity. Publicity for Louisiana, including local, national and international attention associated with the event, will provide marketing opportunities that will directly support the State's tourism mission of inviting local, regional, national and international visitors to Louisiana to improve Louisiana's overall economy.

EXHIBIT B

**Project Budget 2011-2012
Louisiana Stadium and Exposition District
2012 NCAA Men's Final Four**

Anticipated Income or Revenue

<u>Sources</u> (list all sources of revenue)	<u>Amounts</u>
Private Sources	\$500,000.00
State Funding	\$2,000,000.00
Hotel Room Commission (Estimate)	\$800,000.00
Facility Contribution	<u>\$250,000.00</u>
Total Revenue Anticipated for the Event	\$3,550,000.00

Anticipated Expenses

Categories	Total Budgeted	Tourism Appropriation
Administrative Expenses	\$478,500.00	\$82,500.00
BEO/Event Expenses	\$ 157,500.00	\$122,500.00
Control Center/HQ	\$26,000.00	\$00.00
Guest Programs	\$20,000.00	\$00.00
Site Visits/Travel	\$119,600.00	\$00.00
Guest Services/Awards/Mementos	\$ 41,000.00	\$ 00.00
Team Hosts Program	\$21,300.00	\$00.00
Volunteer Services	\$147,000.00	\$110,000.00
Transportation Program	\$450,000.00	\$450,000.00
Superdome Operations	\$1,256,000.00	\$430,000.00
Ticket Expenses	\$ 205,000.00	\$ 205,000.00
Community Initiatives	\$ 20,500.00	\$22,000.00
Fan Event Procurement/Management	\$340,950.00	\$ 200,000.00
Public Relations/Event Marketing	\$361,500.00	\$361,500.00
Game Operations	\$ 16,500.00	\$16,500.00
Total Expense Categories	\$3,661,350.00	\$2,000,000.00

Please note that budget categories listed above in the table, represent only examples of potential budget categories and should be adjusted to accurately represent actual budget projections.

When allocating funds for Professional Service contracts, Contractor must disclose to the State, the names of contractors, contact information, amount being paid and the services being provided.

EXHIBIT C

Progress and Final Report Format

Contractor shall submit a Progress Report with the first request for payment and a Final Report with the final request for payment.

The **Progress Report** shall include, at a minimum, a copy of the signed agreement with the NCAA to evidence the commitment by the NCAA to hold the 2012 NCAA Men's Final Four event in New Orleans, Louisiana; the preliminary agenda of scheduled activities; progress achieved in attaining the benefits and tourism promotion opportunities for the State; documentation of expenses incurred in compliance with the **Budget**; and any other information and documentation that indicates progress and/or achievement of the services, deliverables, goals, objectives, and performance measures set forth in this Agreement.

The **Final Report** shall include, at a minimum, a descriptive summary and supporting documentation that evidences the achievement of the goals, objectives, performance measures, services and deliverables set forth in this Agreement. Contractor shall also provide a copy of the Official Game Program, copies of press releases, newspaper clippings, information on media coverage, and other information to validate the State's investment in the event as a tourism promotion tool. The Final Report shall include documentation of expenses incurred in compliance with the **Budget**. Contractor shall also include a comparative analysis of attendance and economic impact of the NCAA Men's Final Four games in the last three years and any other available information that addresses the economic impact of the 2012 NCAA Men's Final Four games on the region and state. Contractor agrees to submit the **Final Report** no later than **June 15, 2012**.

Documentation of expenses may include signed agreements, work orders, copies of paid invoices, or other evidence of costs incurred in compliance with the Budget.

Format

The following format is recommended for the reports. Be sure to address all reporting requirements.

Goal -State the goal and provide information to support the achievement of the goal.

Objectives – List each objective and provide a list of accomplishments that demonstrate progress and/or achievement of each objective.

Measures of Performance/Outcome – Address items in the Scope of Services and in Exhibit A, which list and describe the measurements of performance.

Tourism Publicity - Provide information regarding all benefits and opportunities to promote tourism that the State received as a supporter of the 2012 NCAA Men's Final Four games. Submit any documentation and list publicity efforts that recognized the State as a supporter and promoted travel and tourism in Louisiana.

Economic Indicators – Provide statistics and/or data to support the projected economic impact of events and activities, including attendance, number of hotel nights purchased and any information that supports the economic impact on New Orleans, surrounding parishes, and the state overall.

Prominent Support/ Partners - Provide a list of collaborations and prominent support that has been provided to the event by other entities, organizations, and individuals.

Tourism Promotion/Travel Information - Provide documentation for media relations and publicity efforts, including copies of magazine articles, newspaper articles, news releases, and/or advertisements that promote the 2012 NCAA Men's Final Four games and/or acknowledge the State's support of the event and its participation.

Accountability for Expenditures – With each request for payment (i.e., invoice) the Contractor is required to provide an **Itemized Cost Report**, accompanied by documentation for expenses as requested in the Payment Terms. Itemized Cost Reports must reflect contract payment terms, must comply with the Budget, and must be supported by documented proof of expenses.