



STATE OF LOUISIANA  
DEPARTMENT OF CULTURE, RECREATION AND TOURISM  
OFFICE OF TOURISM

TOURISM RECOVERY GRANT PROGRAM

For the purpose of Mitigating and Alleviating Tourism Related Concerns  
Resulting from the  
Deepwater Horizon Oil Spill in the Gulf of Mexico

GRANT AGREEMENT

FY 2010-2011

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 "DCRT") and the Acadiana Center for the Arts, Incorporated d/b/a Louisiana Crossroads, 101 West Vermilion Street, Lafayette, LA 70501, hereafter sometimes referred to as "Grantee", do hereby enter into this grant agreement ("Agreement") under the terms and conditions set forth herein.

1. **Background**

On April 29, 2010, the Governor of the State of Louisiana issued Proclamation No. 20 BJ 2010, extended by Proclamation No. 37 BJ 2010, declaring a State of Emergency for the State of Louisiana due to the predicted impact of oil along the Louisiana coast leaking from the BP - Deepwater Horizon Oil Rig, which created emergency conditions that threaten the natural resources of Louisiana, and the economic livelihood and property of the citizens of Louisiana.

2. **BP Tourism Grant**

In an agreement dated June 1, 2010, BP Exploration & Production, Inc. provided a \$15,000,000 grant (the "BP Funds") to the Department of Culture, Recreation and Tourism to use in addressing tourism concerns in Louisiana resulting from the explosion at the Deepwater Horizon Oil Rig in the Gulf of Mexico on April 20, 2010 and the resulting oil spill (the "Event").

The agreement with BP specifies that the BP Funds shall be used by the Designated State Agency (DCRT) to promote tourism in the state in a manner designed to alleviate or mitigate concerns resulting from the Event; provided for the avoidance of doubt, that the physical location for events promoting such tourism shall not be restricted so long as such events have the purpose and effect of alleviating or mitigating tourism-related concerns in the coastal areas of Louisiana affected by the Event.

The agreement with BP specifies that the BP Funds shall be used by the Designated State Agency (DCRT) no later than six months from the date that cement plugs isolated the reservoir in the well (the "Payment Use Date"). The cement plugs successfully isolated the well on September 19, 2010. Therefore, DCRT must have used (i.e., have a bona fide obligation to spend the funds) by March 19, 2011. The agreement with BP requires the DCRT to send BP a report of disbursements of the BP Funds promptly after the Payment Use Date. That report will include information pertaining to this Grant Agreement.

### **3. DCRT Tourism Recovery Grant Program**

The State bears the responsibility for ensuring that the BP Funds are expended in a manner that achieves the goals of transparency, financial accountability, efficiency, and efficacy with regard to the goals and objectives stated herein, and compliance with the terms of the agreement with BP and all applicable laws that govern the expenditure of public funds.

The goal of the Tourism Recovery Grant Program is to promote and assist the expansion of tourism and the tourism industry in Louisiana.

The primary objective of the Tourism Recovery Grant Program is to fund projects that alleviate or mitigate tourism-related concerns resulting from the Event.

Secondary objectives of the Tourism Recovery Grant Program include strengthening Louisiana's tourism partnerships and alliances that support Louisiana's tourism industry and facilitating the development and the stabilization of tourism products that will reduce concerns regarding seafood safety, fishery products and nature-based tourism assets that attract visitors.

Measurements of performance for the Tourism Recovery Grant Program include improved public perceptions of Louisiana as a tourism destination, increased visitation, increased length of stay, and increased tourism expenditures in Louisiana.

Projects eligible for funding through the Tourism Recovery Grant Program include events, programs, services and other activities designed to alleviate and mitigating tourism-related concerns resulting from the Event; projects designed to stabilize tourism businesses and sites affected by the Event; and marketing, advertising, and public relations efforts that have the purpose and effect of promoting tourism in Louisiana. Eligible projects may also include those that sustain the brand and images of affected

tourism-related businesses; those that retain and expand fishing and other nature-based tourism; and those that create and place broadcast advertising, print and outdoor advertising, internet marketing, e-commerce marketing, and provide other tourism-related marketing and advertising activities.

#### **4. Scope of Work**

Grantee, identified as the Acadiana Center for the Arts, Incorporated d/b/a Louisiana Crossroads, agrees to produce and distribute “Songs from the Coast,” hereinafter sometimes referred to as the “Project,” a one-hour music-based television special that will include acclaimed singers, songwriters, musicians and performers from Louisiana, and may also include special guests as set forth herein and in the attached Exhibits and the Grant Application.

Grantee shall implement the project in such a way that it showcases a picturesque view of Louisiana’s culture, music and tourism assets of the Gulf Coast, presenting venerable artistic traditions. The unique multi-day, five-camera, high-definition video and audio soundstage recording sessions are slated for the Acadiana Center for the Arts, located in Lafayette, and may also include rehearsals and musical performances before live audiences. The Project will also feature new video recordings of the Gulf Coast area and artist interviews recorded at the Acadiana Center for the Arts and potentially coastal sites. Musical performances and interviews will be recorded and edited for the Louisiana Crossroads music-based series.

Contractor shall continue work with Louisiana Public Broadcasting (LPB) to reach distribution networks across the Gulf Coast region, the country, and internationally; having the potential to reach millions of viewers worldwide. The Contractor is expected to continue in the “Project”, towards building collaborations with artists, tourism stakeholders and other partners to produce and distribute high-quality audio and video productions to networks across the region, country and globe. The goal is to promote Louisiana’s artistic and cultural assets, in order to increase visibility, positively impacting the travel industry of the state.

#### **5. Monitoring Plan**

The State has designated Jack Warner, Deputy Assistant Secretary of the Louisiana Office of Tourism, to serve as the Contract Monitor for this Agreement. The Contract Monitor (or his designee, supervisor, or successor) shall monitor the grant to ensure compliance with the terms of this Agreement, as follows:

- a) Grantee will submit at least quarterly Progress Reports of activities with invoices for approved incurred expenses and supporting documentation. A Final Report shall be submitted upon completion of all activities to verify services and expenditures for compliance. The Contract Monitor will review, and validate services prior to authorizing the release of any invoiced payment to Grantee.
- b) The Contract Monitor will also complete a performance evaluation to measure the success of the Project in light of the stated goals, objectives, and measures of performance. The Contract Monitor shall submit the evaluation to the DCRT, Office of Management and Finance within 45 days of the termination or expiration of this Agreement or upon payment of the final invoice.

## **6. Grant Administration**

### **a) Qualifying Expenses**

The Grantee may request reimbursement for actual incurred expenses for those approved qualifying expenditures included in the attached Budget that comply with the goals, objectives, and parameters of the Tourism Recovery Grant Program and the terms of the agreement with BP.

### **b) OLG/DCRT, Tourism Recognition in Marketing/Advertising**

Contractor shall recognize the Louisiana Office of Lieutenant Governor and the DCRT as partners and supporters in all publicity efforts including press releases, speaking opportunities, media coverage, broadcast promotions and printed materials. Grantee is required to acknowledge the State's support by prominently displaying Louisiana's official tourism logo in all publicity and program materials, and shall ensure the placement of the State's logo on the Contractor's official website with a hyperlink to the [www.LouisianaTravel.com](http://www.LouisianaTravel.com) website when possible. Contractor shall verbally refer to the Louisiana.Travel.com website when the opportunity is present. The State's official tourism logo can be found at the Louisiana tourism website <http://www.crt.state.la.us/tourism/grants.aspx>.

The State may withhold payment if the Grantee does not provide proof of this required acknowledgement.

**c) State Access**

Grantee must provide the State with complimentary access to grant-funded activities for monitoring, publicity, and 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.

**d) Program or Project Changes**

If the Grantee wishes to amend or make significant adjustments to program or project services (i.e., changes of major impact to the Scope of Work), Grantee shall send a written request to the State to approve the change at least fourteen (14) business days prior to making the change. Grantee may not request an increase in the maximum amount of the Grant award. If the change is made without prior approval and it is determined by the State to be an unacceptable change, State reserves the right to terminate this Agreement and reclaim funds already disbursed to the Grantee.

**e) Communication**

Grantee is required to provide written communication regarding the Grantee's ability to perform the Scope of Work and achieve the stated goals and objectives in accordance with the timeline set forth herein. Grantee must also discuss adjustments, changes, or questions regarding the grant-funded activities to the Contractor Monitor, Jack Warner, Deputy Assistant Secretary of Tourism by emailing communications to [jwarner@crt.state.la.us](mailto:jwarner@crt.state.la.us) or direct mail at:

Jack Warner  
DCRT, Office of Tourism  
P O. Box 94291  
Baton Rouge, LA 70804

**7. Entire Agreement/Order of Precedence Clause**

This Agreement, together with the Grantee's Louisiana Tourism Recovery Grant Program application and any exhibits specifically incorporated herein by reference, constitute the entire agreement between the parties with respect to the subject matter.

In the event of any inconsistent or incompatible provisions, this signed Agreement (excluding the guidelines and application) shall take precedence, followed by the provisions of the guidelines, and then by the provisions of the application.

## 8. Payment Terms

In consideration of the Grantee's Project, the State hereby agrees to reimburse the Grantee in an amount not to exceed **ONE HUNDRED TWENTY FIVE THOUSAND AND NO/DOLLARS (\$125,000.00)**.

Travel expenses are reimbursable under the terms of this Grant Agreement, and will be reimbursed in accordance with the Louisiana State Travel Regulations, Policy and Procedure Memorandum (PPM 49).

Payment will be made only on approval of the State's assigned Contract Monitor, Jack Warner, Deputy Assistant Secretary of the Office of Tourism, his designee, supervisor, and/or successor.

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

Grantee shall submit to the State at least quarterly original invoices accompanied by a report of services and supporting documentation for approved expenses actually incurred in compliance with the terms of this Agreement (see **Budget, Exhibit B**) up to the maximum amount payable under the terms of this Agreement.

Upon completion of all services and the request for final payment, Grantee shall submit a typed **Final Report** of the Project and services providing details regarding the effectiveness of the Project.

Payment is contingent upon continued availability of funds to fulfill the requirements of this agreement, and is subject to budget reductions imposed by executive and/or legislative action.

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

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 State's terms.

Grantee is informed that no funds appropriated under Act 11 of the 2010 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 (i.e., the Grantee) executes a copy of an Agreement and submits to the transferring

agency (i.e., the State) for approval, a comprehensive Budget showing all anticipated uses of the appropriation, an estimate of the duration of the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. The State shall submit the Agreement, the Budget, and any other required information to the Legislative Auditor for approval at [ebudgets@lla.la.gov](mailto:ebudgets@lla.la.gov).

In the event the State determines that the Grantee failed to use the funds set forth in its budget within the estimated duration of the project or failed to reasonably achieve its specific goals and objectives for the use of the funds, the State shall demand that any unexpended funds be returned to the state treasury unless approval to retain the funds is obtained from the Division of Administration and the Joint Legislative Committee on the Budget. Grantee shall be audited in accordance with R.S. 24:513. If the amount of the public funds received by the State is below the amount for which an audit is required under R.S. 24:513, the State shall monitor and evaluate the use of the funds to ensure effective achievement of the goals and objectives. The State shall forward to the Legislative Auditor, the Division of Administration, and the Joint Legislative Committee on the Budget, a report showing specific data regarding compliance with this Section and collection of any unexpended funds. This report shall be submitted no later than May 1, 2011.

**9. 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 said Grantee's obligation and identified under Federal tax identification number 51-0138288.

**10. Term of Grant Agreement**

This Grant Agreement shall begin on **September 1, 2010** and shall terminate on **June 30, 2011**.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement and the approved Budget. If the Grantee is unable to perform the work or deliver the deliverables agreed to, the Grantee shall so notify the State in writing before the expiration date of said services and thereby acknowledge the automatic cancellation of the grant, unless such notification contains a request for an amendment as provided.

**11. 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 expenses, the Grantee shall return all such funds to the State.

**12. Termination for Convenience**

The State may terminate the 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 further payments will be issued to the Grantee. Any funds previously dispersed but unaccounted for by the date of said termination will be returned to the State by the Grantee within 30 days of termination.

**13. 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 executive changes such as mid-year budget reductions, which could result in a mid-year reduction of funds available pursuant to this agreement, which may require amendment or termination of this Agreement.

**14. Audits**

It is hereby agreed that in accordance with La. R. S. 24:513 auditors from the Louisiana Division of Administration, the Louisiana Department of Culture, Recreation and Tourism, and the Legislative Auditor of the State of Louisiana shall have the option of auditing all accounts of Grantee that are related

to this grant. BP Exploration & Production, Inc. may also be granted reasonable access to records pertaining to this grant.

**15. 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.

**16. 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.

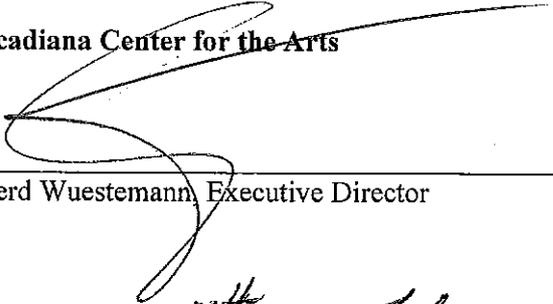
**17. Anti-discrimination**

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.

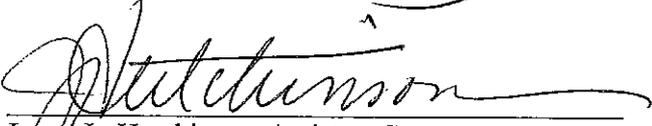
THUS DONE AND SIGNED AT Lafayette, Louisiana on the 1<sup>st</sup> day of March, 2011.

**Acadiana Center for the Arts**

  
\_\_\_\_\_  
Gerd Wuestemann, Executive Director

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 28<sup>th</sup> day of February 2011.

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

  
\_\_\_\_\_  
James L. Hutchinson, Assistant Secretary  
Office of Tourism

**Exhibit A**  
**Project Scope of Work**

**Description of Project:**

The Acadiana Center for the Arts, Incorporated d/b/a Louisiana Crossroads (“Project”) “Songs from the Coast” is a one-hour music-based television special “Project” that will include acclaimed singers, songwriters, musicians and performers from Louisiana, and may include other special guests.

**Goal:** This project is designed to assist the State in stabilizing tourism assets that have been negatively affected by the BP Oil Spill, by marketing and publicizing to broad markets for distribution purposes, high-definition video and audio to various media outlets, including a television show that depicts the music, culture and landscape of the Louisiana Gulf, including coastal areas.

**Objectives:**

1. The Grantee’s overall objective is to partner with broadcast networks on regional, national and international levels to reach thousands of viewers across the county and worldwide through broadcast systems in order to promote tourism resources to include music, talented artists and cultural aspects of Louisiana.
  
2. Grantee shall book artists and produce, record, edit and distribute a one-hour music-based television program that will promote Louisiana’s artistic and cultural assets in order to increase public awareness and interest in the state, presenting it as a unique and desirable tourism travel destination.

**Deliverables:**

Grantee shall submit with any request for payment a Progress Report and invoice on official letterhead. Progress Report shall provided detailed information on services performed to include a list of booked artists, proof of State recognition as a supporter of broadcasts, list of distribution channels, copies of publications or other media pieces that developed as a result of the broadcast program, list of collaborative partners, and copies of videos, CDs and/or DVDs (preliminary and final edits) of the programs. Contractor is also required to submit documentation for expenses, submitted in compliance with the budget such as copies of agreements, expense logs, invoices, requisitions, receipts and other documents of proof of services.

**Performance Measurements:**

Grantee's performance will be measure by the artist selection, quality of audio and video/DVD productions, the quantity of distribution channels and the media reach, particularly the ability to reach out of state audiences, reporting ability in terms of the submission of adequate documentation for expenses, and by recognized feedback the State receives regarding audience reach in terms of media and publicity outlets.

**Exhibit B  
Comprehensive Budget**

**Acadiana Center for the Arts, Incorporated  
Louisiana Crossroads "Songs from the Coast"**

**Anticipated Income or Revenue**

<b><u>Income (Show all sources of income/revenue for this Project)</u></b>	<b><u>Amount</u></b>
Admissions	\$ 3,000.00
Lafayette Economic Development Authority	\$ 20,000.00
DCRT, Louisiana Tourism Recovery Grant	\$125,000.00
<hr/>	
<b>TOTAL</b>	<b>\$148,000.00</b>

**Anticipated Expenses**

**Expense Categories (Show all expenses, by category for this Project)**

<b><u>Expense Categories</u></b>	<b><u>Total Amount</u></b>	<b><u>DCRT Grant</u></b>
Salaries	\$ 7,833.00	\$
Payroll Taxes & Related Benefits	\$ 1,738.00	\$
Artist Fees	\$33,000.00	\$33,000.00
Production Services	\$64,000.00	\$64,000.00
<b>Travel</b>	<b>\$10,000.00</b>	<b>\$10,000.00</b>
Advertising	\$ 5,100.00	\$
Production Supplies	\$ 2,460.00	\$ 1,400.00
Rentals	\$ 3,600.00	\$ 3,600.00
Licensing	\$ 5,000.00	\$ 5,000.00
Insurance	\$ 5,500.00	\$ 5,500.00
Postage	\$ 300.00	\$
Office Supplies	\$ 400.00	\$
Rent and Utilities	\$ 1,979.00	\$
Operating Services (requisitions)	\$ 2,500.00	\$
Legal	\$ 2,500.00	\$ 2,500.00
<hr/>		
<b>TOTAL EXPENSES</b>	<b>\$145,910.00</b>	<b>\$125,000.00</b>

**Regarding Travel** – Contractor is expected to comply with the State’s Travel Guidelines (PPM 49) in all matters regarding travel and related expenditures.

## Exhibit C

### Final Report Format

**Final Report** – Contractor shall submit a Final Report upon conclusion of the event which must be inclusive of the following:

- A 1–2 page typed detailed summary on the outcome of the initiative taking into consideration the goals, objectives and a measurable outcome regarding the impact that the project, which should include:
  - 1) **Goal**-State the goal and provide the overall measurement for achievement of the goal.
  - 2) **Objectives Accomplished**-List accomplishments in compliance with the Scope of Services and the overall goal of mitigating and alleviating tourist concerns as it relates to the Deepwater Horizon Oil Spill in the Gulf and the impact that the project has had on potential tourism visitation to Louisiana.
  - 3) **Estimate the Economic Benefit** - Provide statistics or data to support the economic benefit of the project to the State's tourism industry.
  - 4) **Prominent Support/Tourism Partners**-Provide list of collaborators that have developed and prominent support given in the project.
  - 5) **Tourism Publicity**-Contractor shall submit with the Final Report support documentation for partnerships, public relations activities, copies of magazine articles, advertisements, media editorials or other publicized articles that support or recognize Louisiana tourism in connection with the production of video and audio pieces and shall provide CDs, DVD, and/or video of the productions developed as a result of this project.
  - 6) **Accountability for Expenditures**- Grantee shall submit copies of vendor invoices that reflect actual incurred expenses.

**EXHIBIT D**

Grant Number: \_\_\_\_\_

**ACCUMULATIVE EXPENITRUES - TRACKING FORM**

**GRANTEE:** Acadiana Center for the Arts, Incorporated  
**PROJECT NAME:** Louisiana Crossroads "Songs from the Coast"

**GRANT PERIOD:** \_\_\_\_\_  
**PAYMENT REQUEST #** \_\_\_\_\_

<b>APPROVED BUDGET CATEGORIES</b>	<b>TOTAL BUDGETED</b>	<b>EXPENDED THIS PERIOD</b>	<b>EXPENDED TODATE</b>	<b>BALANCE REMAINING</b>
Artist fees	\$33,000.00			
Production Services	\$64,000.00			
Travel	\$10,000.00			
Production Supplies	\$1,400.00			
Rentals	\$3,600.00			
Licensing	\$5,000.00			
Insurance	\$5,500.00			
Legal	\$2,500.00			
<b>TOTAL</b>	<b>\$125,000.00</b>			

I certify that this document and supporting documentation represents actual incurred costs associated with this referenced project. All expenditures represented here are directly associated with the project and are within the project period of the agreement. Farther documentation for cost and/or services is available and will be provided upon the State's request. Our organization is fully aware that we must comply with the terms of the agreement and we agree to maintain records regarding this agreement for a minimum of three years for Louisiana State auditing purposes.

\_\_\_\_\_  
 Signature of Project Representative (Date)

\_\_\_\_\_  
 Signature of Fiscal Representative (Date)

## The Truth About Louisiana Tourism: Combating the Oil Spill

1. **Legal name of applicant organization(s)** Acadlana Center for the Arts, Inc.  
*(if a coalition or partnership, list all participants)*

2. **If a coalition or partnership which entity will act as fiscal agent?** n/a

3. **Name of Proposal** Louisiana Crossroads presents "Songs from the Coast"

4. **Activity Start Date**

10-02-2010

5. **Activity End Date**

06-30-2011

6. **Is this a first time project/activity/event?**

Yes  No

7. **Project components in this request**

*(check all applicable to this request)*

- Special Tourism Event
- Competition/Sporting Event
- Tourism Conference
- Advertising/ Marketing
- Public Relations Campaign
- Media Familiarization Tour
- Other - please list

Broadcast television special/season pilot episode

8. **Type of organization**

*(if a partnership or coalition, indicate type for each entity involved)*

- City Government
- Parish Government
- Festival
- Association
- Entertainment Venue/Events
- Management Company
- Convention and Visitors Bureau
- Chamber of Commerce
- Regional Tourism Organization
- Attraction
- Other - please list

501 (c)(3) regional arts organization / center

9. **Activity/Event Location Information**

City  Multiple

Parish  Multiple

10. **Legislative District Information** - available at [www.legis.state.la.us/district/zipcode.asp](http://www.legis.state.la.us/district/zipcode.asp)

*Note: Use the address of the location where the majority of activities will occur, otherwise, the address of the applicant organization or organization acting as fiscal agent of a partnership or coalition.*

LA House District 44

LA Senate District 24

US Congressional District 7

11. **Estimated Market Reach for this proposal**

Market (city or location)	Medium print, broadcast, billboard	Message length broadcast time or event length	Frequency estimated # of times audience will see the message	Audience Who will be seeing the message/event?	Audience Reached circulation, viewers, or estimated traffic
Louisiana	TV/Cable	one hour	5x	General	322,000
Gulf Coast	TV/Cable	one hour	1x	General	one million +
United States	TV/Cable	one hour	1x	General	four million
International	TV/Cable	one hour	1x	General	unknown

12. **Contact Name** Todd Mouton
13. **Contact email address** Todd@LouisianaCrossroads.org
14. **Contact phone number** 337-233-7060
15. **Name of official(s) authorized to submit this grant proposal**  
(in the event of a partnership or collaboration list all involved and the organization which they represent)  
Gerd Wuestemann, Executive Director, Acadiana Center for the Arts

## In addition to this form, the applicant must also submit:

16. **A proposal for the project** (*one to two pages*)  
The proposal must:
- Include a plan which outlines the project, including anticipated activities and specific goals.
  - Show how the proposed project responds to the relevant data provided.
  - Illustrate how activity/event will promote a positive, measurable impact on Louisiana tourism by:
    - Increase the economic impact of the tourism industry in Louisiana as measured by total visitor spending;
    - Increase the number of jobs that are tourism related in Louisiana as measured by direct employment within the tourism industry; and/or
    - Increase the tourist intent to visit Louisiana as measured by survey response.
17. **A comprehensive budget for the project** that includes all anticipated sources of revenue and all anticipated expenditures for the project, including the uses of funds provided by through this application (*See Example attached*).

**Applications must be received in office no later than September 20, 2010 and sent to:**

**TOURISM RECOVERY GRANT PROGRAM**  
Louisiana Department of Culture,  
Recreation & Tourism  
*mailing:*  
P.O. Box 94361  
Baton Rouge, LA 70804-9361  
*physical:*  
Capitol Annex, 5th Floor  
1051 North 3rd Street  
Baton Rouge, LA 70802  
*email:*  
gulfrecovery@crt.state.la.us  
phone:(225) 342-8115  
Faxed applications  
will not be accepted.

## Application Checklist

- Completed application form
- A one to two page narrative plan which outlines the project, including anticipated activities and specific goals. Plan should also demonstrate how the applicant is directly impacted by the oil spill and how the activity will promote a positive, measurable impact on tourism.
- A comprehensive budget for the plan as outlined in the one to two page narrative.

# The Truth About Louisiana Tourism: Combating the Oil Spill

The Department of Culture, Recreation & Tourism will award \$1 million in grant funding to one or more applicants for bold, innovative projects that combat the negative impact and perceptions of the oil spill on Louisiana's tourism industry.

## Tourism Recovery Grant Program

The explosion of the Deepwater Horizon Oil Rig and the after affects of the oil spill are now affecting Louisiana's tourism industry. As a result of the damages, BP Exploration and Production, Incorporated granted funding to the State through the Office of Lieutenant Governor and the Secretary of the Department of Culture, Recreation and Tourism and in a written agreement stipulates that funding shall be used to alleviate or mitigate tourism-related damages resulting from the oil spill in the Gulf.

The State has the responsibility for distributing the BP funds with financial accountability and must also take into consideration efficiency in the use of funding involving all events, projects, programs, services, and/or related activities associated with the use of these funds. Therefore, to comply with BP intent the State is requesting that the funds be used only to alleviate or mitigate damages resulting from the after affects of the oil spill in such areas as: fund raising activities and events designed to assist in stabilizing tourism business and sites affected by the disaster, strategies for marketing, advertising, public relations and government relations campaigns. Funding may also be used to sustain the brand and images of businesses affected, management of activities designed to alleviate or mitigate damages, retention and expansion of fishing and nature-based tourism, broadcast advertising, print and outdoor advertising, internet, e-commerce marketing, and other related marketing and advertising activities.

## Grant Criteria

- 1) Proposal should act to sway public opinion about Louisiana being available for tourism.
- 2) Eligible events and projects must promote a positive, measurable impact on Louisiana tourism
- 3) Proposed projects must respond to the relevant data (next page).
- 4) Proposal should be a bold idea that corrects misperceptions about Louisiana tourism.
- 5) Applicants may request up to \$1 million
- 6) Projects must begin after October 1, 2010 and end no later than June 30, 2011, unless it is a proposal for a new, annually occurring event which begins no later than October 1, 2011.
- 7) Statewide, regional and collaborative projects are preferred.
- 8) Collaborative project applications must designate a single fiscal agent.
- 9) Completed grant application materials must be received not later than September 20, 2010, 4:00 pm
- 10) Where applicable, recipient shall acknowledge the Louisiana Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism by prominently placing the State's logo (to be provided by the State) in all printed publicity material and on the recipient's official web site, which shall include a link to the state's official tourism web site: [www.louisianatravel.com](http://www.louisianatravel.com).
- 11) Where applicable, recipient shall acknowledge the Louisiana Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism in broadcast announcements, news conferences, news releases and other publicity associated with the project.

## Possible Activities

Activities that may be considered for funding under this program include but are not limited to:

- Special events
- Advertising and marketing initiatives
- Public relations campaigns
- Media familiarization tours

## Process

- Complete attached application, plan and budget and either:

*mail to:*

Louisiana Department of Culture,  
Recreation & Tourism  
ATTN: Tourism Recovery Grant Program  
PO Box 94361  
Baton Rouge, LA 70804

*(physical address)*

Capitol Annex Building, 5th Floor  
1051 North 3rd Street  
Baton Rouge, LA 70802

*-OR-*

*email application documents to:  
gulfrecovery@crt.state.la.us  
accepted formats are PDF files or  
Microsoft Word and Excel compatible*

- Applications must be received in office by September 20, 2010 4:00 pm.
- Incomplete and/or late applications will not be considered for funding.
- Receipt of application will be confirmed by September 24, 2010, to the provided contact information.
- Award notifications (approved or denied) will be sent the week of September 30, 2010.

# The Truth About Louisiana Tourism: Combating the Oil Spill

## Relevant Data

- 26% of national respondents who were planning to visit Louisiana said they'd postpone or cancel their trips.
- 17% of regional respondents who were planning to visit Louisiana said they'd postpone or cancel their trips.
- 25% of national respondents believe that restaurants that use Louisiana seafood are putting their customers at risk.
- 29% of national respondents are not sure if regulations are in place to ensure that Louisiana does not sell seafood contaminated from the oil spill.
- 58% of regional respondents believe that Louisiana oyster beds are contaminated from the oil spill.
- Additional information is available at [www.crt.state.la.us/tourism/research/researchcurrent.aspx](http://www.crt.state.la.us/tourism/research/researchcurrent.aspx).

## Desired Results to be Achieved

- 1) Increase the economic impact of the tourism industry in Louisiana measured by total visitor spending;
- 2) Increase the number of jobs that are tourism related in Louisiana as measured by direct employment within the tourism industry; and/or
- 3) Increase the tourist intent to visit Louisiana as measured by survey response.

## Submitting Application Materials

Application materials may be printed and sent to the Louisiana Department of Culture, Recreation and Tourism at the PO box address listed through the US Postal Service. Delivery by other courier services should use the physical address. The Department of Culture Recreation and Tourism is not responsible for lost or delayed mail items.

if emailing application materials, documents must be in either PDF (portable document format) or Microsoft Word and Excel compatible format and sent to the email address listed: [gulfrecovery@crt.state.la.us](mailto:gulfrecovery@crt.state.la.us).

Faxed application materials will not be accepted.

Proposal narrative should be concise and written in type no smaller than 10 point, and page margins no smaller than ½ inch.

Proposed budget should be constructed using the attached BUDGET template as a guide, but altered to include any additional categories additional that are relevant to the proposal.

# Louisiana Crossroads

## \$ 125,000

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Louisiana Crossroads presents "Songs from the Coast" is a one-hour music- and location-based television special featuring noted songwriters, musicians and performers Ani DiFranco, Zachary Richard, Allen Toussaint, Sonny Landreth and special guests.

This project is designed to bring households across the country to the edge of Louisiana's picturesque Gulf coast and inside the venerable artistic traditions of the bayou state. This special is also designed as the pilot episode for the Louisiana Crossroads television series, which has been in production as an award-winning regional concert, public radio and Internet broadcast series for nearly a decade.

Louisiana Crossroads – and our pilot episode, "Songs from the Coast" – are focused on creativity, inspiration, the artistic process and the challenges faced by our cultures and culture-bearers every day. Our project is also about the *joie de vivre* that's born from meeting those challenges in new ways, and the resilience that informs the stories and songs born here and celebrated worldwide.

The heart of this project is a unique multi-day five-camera high-definition video soundstage recording session including rehearsals and a performance before a live audience at the new Acadiana Center for the Arts (AcA) theater in Lafayette, which first hosted Ani DiFranco, Zachary Richard and others for a fundraising concert produced by the Louisiana Crossroads directors for Gulf Aid Acadiana on Saturday, Sept. 18, 2010.

"Songs from the Coast" will explore the poignant and edgy folk-pop of Ani DiFranco. The passionate and creative Buffalo, N.Y. native has called New Orleans home for a number of years, and she'll be featured alongside the eloquent sounds of our state's dean of songwriting Allen Toussaint, who has crafted musical gems across the decades and began touring regularly for the first time in decades in the wake of Hurricane Katrina. DiFranco's work places rapid new poem-songs alongside incisive updates of plaintive folk numbers including "Which Side Are You On?," while Toussaint's many compositions include "We Are One," "Yes We Can Can" and "Southern Nights."

Guitarist, pianist, accordionist and vocalist Zachary Richard began issuing calls to cultural action in the early 1970s, and he continues to be a prime mover in the Cajun Renaissance. He is a platinum-selling artist in France and Canada, and one of the founders, along with Louisiana Crossroads Director Todd Mouton, of Gulf Aid Acadiana, which has raised nearly \$50,000.00 to assist our state's fishermen, shrimpers and their families – and coastal restoration efforts – since the Deepwater Horizon oil drilling disaster. Some of Richard's best-known songs include "Côte Blanche Bay," "No French, No More" and "Au Bord de Lac Bijou (On the banks of Lake Bigeaux)."

Virtuoso slide guitarist and Breaux Bridge resident Sonny Landreth's compositions include "Great Gulf Wind" and "Deep South," and he has collaborated with DiFranco, Toussaint and Richard. His unique and otherworldly musical textures have been featured in numerous television and motion picture productions, and they will join Toussaint's Crescent City piano stylings to form the backbone of the musical score for "Songs from the Coast."

Taped rehearsals and a performance before a live studio audience will be rounded out by four days of on-location production along the Louisiana coast designed to place these artists and their compositions completely in context and to lay the groundwork for the Louisiana Crossroads television series, which will explore creativity and inspiration for 13 weeks each year.

Louisiana Crossroads has produced more than 160 live events and more than 60 live radio and Internet broadcasts in 17 venues in nine Louisiana cities, and we have met with a variety of potential video production and broadcast partners as we've awaited completion of our soundstage home base in Lafayette. We have worked with Louisiana Public Broadcasting (LPB) to develop our project budget, and hope to partner with them and their distribution networks to reach viewers across the Gulf Coast region, the country and worldwide. LPB reaches 322,000 viewers each week, and through the Public Broadcasting System has access to more than four million viewers.

Zachary Richard hosted and produced "Against The Tide" with LPB, and that history of the Acadians and Cajuns has since been distributed by LPB and aired on international public television networks. Louisiana Crossroads Director Todd Mouton recently assisted with the production of the internationally distributed "Music Voyager: Lafayette" program which will premiere on LPB and likely at the AcA this fall. That show is also slated for carriage in a variety of American public television markets, a number of international markets and via in-flight and various Internet "channels."

We have also worked with several talented independent videographers, filmmakers and producers over the years, and explored options for broadcast through multi-state commercial broadcast and cable networks. We plan to produce, edit and air this project in the first few months of 2011 and to begin production of our first full season of television shows soon thereafter. We also believe our efforts will generate a great deal of media attention, which will serve to widen our audience reach.

Louisiana Crossroads was born as a partnership between the Acadiana Arts Council (now the Acadiana Center for the Arts/AcA), regional public radio station KRVS 88.7 FM/[krvs.org](http://krvs.org), the Lafayette Economic Development Authority, the Louisiana Endowment for the Humanities, and many other private and public funders. Our goal since day one has been to create the Louisiana-based music television show our home state deserves, and to contextualize stunning live performances and rare collaborations with interviews and visits captured in Louisiana's many vibrant locales – from small towns and rural landscapes to bustling cityscapes, and from rich swampland to brackish marsh and beyond.

The AcA theater has been purpose-built for audio and video production. The theater's acoustically isolated studio-quality environment offers flat floor and raked seating configurations, and will provide us with the controlled, predictable production environment required for capturing the unexpected, spontaneous and intimate musical collaborations that have long been the hallmark of Louisiana Crossroads.

Over the years we have reunited musical partners, explored artists' shared influences, and touched on everything from First Nations chants to jazz oboe in the company of leading roots artists from Ireland to India, and we've of course continue to cover the many corners of the Sportsman's Paradise. Louisiana Crossroads alums include Marcia Ball, the subdudes, Jerry Douglas, Anders Osborne, Susan Cowsill, Henry Butler, Zachary Richard, Theresa Andersson, Tab Benoit, Big Chief Monk Boudreaux and dozens of other artists.

Adversity spawns opportunity, and preparation enables growth and success. Louisiana's cultures have been founded on and reinvented in the face of countless challenges, and this project will launch the Louisiana Crossroads television series in a unique and compelling fashion. Our cultural arts attract visitors whose attention renews our time-tested forms of expression, and "Songs from the Coast" will offer a wide invitation to everyone to join these essential processes here at home.

**Louisiana Crossroads presents "Songs from the Coast"**  
**Detailed Budget**

INCOME	DETAILS	TOTALS	TOURISM OIL SPILL GRANT FUNDS
<b>Admissions</b>			
Live Performance	\$3,000	<b>\$3,000</b>	
<b>Sponsorships</b>			
Lafayette Economic Development Authority	\$15,000	<b>\$15,000</b>	
<b>In-Kind</b>			
Louisiana Public Broadcasting	\$3,370	<b>\$3,370</b>	
<b>Tourism Oil Spill Grant Funds</b>	\$124,236	<b>\$124,236</b>	
<b>TOTAL INCOME</b>		<b>\$145,606</b>	

EXPENSES	DETAILS	TOTALS	TOURISM OIL SPILL GRANT FUNDS
<b>Salaries and Wages</b>			
LC Director (1 month)	\$4,583		
LC Administrative Director ( 1 month)	\$3,250	<b>\$7,833</b>	
<b>Payroll Taxes &amp; Related Benefits</b>			
LC Personnel - SEP	\$242		
LC Personnel - Payroll Taxes	\$633		
LC Personnel - Health Insurance	\$863	<b>\$1,738</b>	
<b>Artist Fees</b>			
Ani DiFranco - live performance/on location interviews	\$12,000		
Sonny Landreth - live performance/on location interviews	\$8,000		
Zachary Richard - live performance/on location interviews	\$8,000		
Allen Toussaint - live performance/on location interviews	\$12,000	<b>\$40,000</b>	<b>\$40,000</b>
<b>Professional Services</b>			
Producer	\$3,000		
Director/DP	\$3,000		
Editor/Post-Production Coordinator	\$3,000		
Captioning - Offline	\$1,500		
Field Digital Still Photography	\$220		
Field Camera	\$6,800		
Off-Line Logging Station	\$2,400		
Jib	\$1,200		
Transmission	\$750		
CGI/FX	\$600		
Audio Production	\$1,500		
Location - HD Remote Truck - setup with crew	\$4,000		
Location - HD Remote Truck - (per day) with crew	\$16,000		
Avid Symphony (Editor included)	\$14,000		
Overtime Allowance	\$1,000	<b>\$58,970</b>	<b>\$55,600</b>

**Louisiana Crossroads presents "Songs from the Coast"**  
**Detailed Budget**

EXPENSES	DETAILS	TOTALS	TOURISM OIL SPILL GRANT FUNDS
<b>Travel</b>			
	LC Personnel - 800 miles @ .47/mile	\$376	
	LC Personnel Meals	\$200	
	Artist Travel	\$2,500	
	Artist Lodging	\$1,200	
	Crew Lodging	\$1,200	
	Artist Hospitality/Meals	\$1,250	
	Crew Meals	\$1,000	
		<b>\$7,726</b>	<b>\$7,726</b>
<b>Advertising/Marketing</b>			
	Graphic Design	\$3,000	
	Newspaper	\$1,600	
	Radio	\$500	
		<b>\$5,100</b>	<b>\$5,100</b>
<b>Production Supplies</b>			
	Digital High Definition Cassettes	\$1,960	
	Additional Supplies Allowance	\$500	
		<b>\$2,460</b>	<b>\$2,460</b>
<b>Rentals</b>			
	Acadiana Center for the Arts Theater	\$3,600	
		<b>\$3,600</b>	
<b>Licensing</b>			
	Music Rights/Royalties	\$5,000	
		<b>\$5,000</b>	<b>\$5,000</b>
<b>Insurance</b>			
	Errors & Omissions Insurance	\$3,500	
	Production Insurance	\$2,000	
		<b>\$5,500</b>	<b>\$5,500</b>
<b>Postage/Shipping</b>			
	LPB Shipping Costs	\$200	
	Production Postage	-\$100	
		<b>\$300</b>	<b>\$150</b>
<b>Office Supplies</b>			
		\$400	<b>\$400</b>
<b>Rent and Utilities</b>			
		\$1,979	<b>\$1,979</b>
<b>Operating Services</b>			
		\$2,500	<b>\$2,500</b>
<b>Legal</b>			
		\$2,500	<b>\$2,500</b>
<b>TOTAL EXPENSES</b>		<b>\$145,606</b>	<b>\$124,236</b>

**Louisiana Crossroads presents "Songs from the Coast"  
Professional Services**

Ani DiFranco  
c/o Karla Fleming  
karla@flemingartists.com

Sonny Landreth  
1709-D Mills Highway  
Breaux Bridge, LA 70517

Zachary Richard  
802 Cayret St.  
Scott, LA 70583

Allen Toussaint  
c/o Tom Gold  
The Rosebud Agency  
636 Shrader Street  
San Francisco, CA 94117

Production Personnel  
To be determined based on project funding