

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: Shreveport-Bossier, CTB

CONTRACTOR'S ADDRESS: 629 Spring Street, Shreveport, LA 71101

CONTRACTOR'S FEDERAL ID#72-0695867 or

SOCIAL SECURITY # _____

CONTRACTOR'S CONTACT PERSON: Stacey Brown, President

CONTRACTOR'S TELEPHONE: 318-222-9391

EMAIL ADDRESS: sbrown@sbtb.org

TOTAL CONTRACT AMOUNT: \$39,630.00 Amendment Amount: N/A

CONTRACT PERIOD: 7/01/13-6/30/14

FUNDING AGENCY: DCRT, Office of Tourism

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

Organ. 6786	Object 3000	Sub object <u>04</u>	Reporting Cat. 7413 <u>nu</u>
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

The State is providing funding to the Contractor to supplement cost associated with implementing the 2013-2014 "Explore Louisiana North Marketing Plan".

CHECK OFF IF APPLICABLE TO THE CONTRACTOR AND **PROVIDE THE NECESSARY DOCUMENTATION:**

CORPORATIONS:

Nonprofit Corporation (Tourism Commission)
(Requires Board Resolution of Authority)

Business Corporation
(Requires Board Resolution of Authority and Disclosure of Ownership)

Limited Liability Company

Out of State Corporation
(Requires Certificate of Authority to do business in Louisiana and requires agency justification)

Limited Liability Company

Sole Proprietor
(Requires statement written on company letterhead/stationary stating that the person is indeed the sole owner and as such has the authority to sign on behalf of the company)

Out of State Contractor
(Requires agency justification)

Contractor is a Consultant
(Requires resume if contracting with individual or sole proprietor of a company)

Advance Payment
(Requires justification from contractor and agency approval)

Multiyear Contract
(Requires agency justification)

RFP Contract

STAFF PERSON TO MONITOR CONTRACT: Jack Warner, Deputy Secretary

**STATE OF LOUISIANA
PARISH OF EAST BATON ROUGE
PARISH OF CADDO**

COOPERATIVE ENDEAVOR AGREEMENT

THIS COOPERATIVE ENDEAVOR AGREEMENT (“Agreement”) is entered into by and between the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism, hereinafter referred to as the “State” or “LOT,” and the Shreveport-Bossier Convention and Tourist Bureau, d/b/a Louisiana North Coalition whose domicile is 629 Spring Street, Shreveport, Louisiana 71101; hereinafter referred to as “Contractor.”

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 Office of Tourism was established to be 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, site, attractions, accommodations, and events and the Office of Tourism is mandated to encourage and assist local governmental and private sector development for the promotion of tourism; and

WHEREAS, in accordance with La. R.S. 51:1255, the Office of Tourism is mandated 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 tourism and the tourism industry in Louisiana; and

WHEREAS, La. R.S. 33:4574 commissions the Shreveport-Bossier Convention and Tourist Bureau to expand and increase the economic impact of tourism in Bossier and Caddo Parishes; and

WHEREAS, the Shreveport-Bossier Convention and Tourism Bureau serves as the fiscal agent for the Louisiana North Coalition, which is a consortium of 82 cities located in a 29 parish area in the northern region of the state, whose mission includes fostering a spirit of partnership within North Louisiana Parishes to develop and implement innovative and effective programs and initiatives that will grow the tourism industry through a collaborative partnership; and

WHEREAS, the mission of the Louisiana North Coalition (“Coalition”) is to “bring more visitors to the region known as Louisiana North; get them to stay longer; and spend more money”; and

WHEREAS, the State desires to cooperate with the Contractor by providing supplemental funding to assist in the implementation of the Coalition’s 2013-2014 Explore Louisiana North Marketing Plan - a tourism development and marketing initiative hereinafter referred to as “Plan”; and

WHEREAS, the Plan was developed with the goal of increasing awareness of the Louisiana North brand, by promoting leisure, group, and convention travel, using targeted demographic information. The

marketing strategy incorporates the creation of promotional materials, participation in trade and trade shows, use of internet marketing, tours, and other efforts to showcase the unique assets of North Louisiana, presenting the region as a desirable tourism destination; and

WHEREAS, the implementation of the Plan includes collaborative efforts among the Coalition partners to produce publicity brochures and other promotion materials/items, media tools and kits, website expansions, creation and distribution of monthly newsletters, sales calls and missions, media familiarization tours, participation in consumer trade shows, and other activities designed to develop, improve, and promote the travel industry in North Louisiana; and

WHEREAS, the public purpose of this endeavor is to increase the economic impact of tourism in North Louisiana, which will result in a greater tax base for localities and the state; and

WHEREAS, it is anticipated that the public benefit of maintaining awareness and a positive image of the state as a unique and desirable travel destination is proportionate to obligations undertaken by the State. Louisiana's economy and tourism industry will benefit from this endeavor.

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

Scope of Services

The Contractor hereby agrees to furnish the following services as provided herein and in greater detail in Exhibit A, which is by this reference incorporated herein:

Contractor shall collaborate with North Louisiana parishes including: Avoyelles, Bienville, Bossier, Caddo, Caldwell, Catahoula, Claiborne, Concordia, Desoto, East Carroll, Franklin, Grant, Jackson, LaSalle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Rapides, Red River, Richland, Sabine, Tensas, Union, Vernon, Webster, West Carroll and Winn to plan and implement marketing activities to promote Louisiana leisure, business, convention and tourism travel under the **Plan**.

1. **Administrative and Program Responsibilities** – Maintain responsibility for collaborative efforts among tourism industry partners in the region to: 1) produce, develop, and improve area brochures and other publicity items (including the Coalition promotional brochure and bag); 2) create media tools and kits for distribution, 3) maintain the Coalition website, and encourage website enhancements and expansions among Coalition partners; 4) create and distribute at least quarterly newsletters among tourism partners for distribution in various public outlets; 5) make sales calls to travel agencies and industry partners to share tourism information, and to encourage travel missions among industry stakeholders; 6) plan and implement media familiarization tours; 7) encourage Coalition partners to share regional and statewide tourism information regarding tourism assets and opportunities; 8) actively participate in, and encourage Coalition partners to participate in consumer travel and trade shows; and 9) work with Coalition partners to identify other ways to develop, improve and promote tourism in the region and state.
2. **Fiscal Responsibilities** – Maintain financial accountability for spending in compliance with the Budget (Attachment B), by organizing and maintaining financial documents, and managing the cost of services and activities.
3. **Regional Planning Meetings** – Coordinate and implement at least four (4) quarterly regional meetings (to be scheduled in various cities in North Louisiana) to plan activities, develop timelines, and ensure follow-up and the accomplishment of the goals and objectives established in the Plan.

4. **Consumer Travel/Trade Shows** – Plan marketing strategies based on statistical data for participation in the nine (9) Consumer Travel and/or Trade Show/Expos (see Exhibit A), including outdoor recreation shows aimed at leisure travelers. Contractor shall target specific demographics, with the primary focus on the states of Texas, Alabama, Mississippi, and Tennessee as follows:
 - a) Coordinate plans with Coalition and tourism industry partners, to attend consumer travel and trade shows to work booths and to coordinate participation in other tourism related activities/events to promote the region and state;
 - b) Coordinate and facilitate mailing and shipping needs for participation in consumer travel and trade shows;
 - c) Coordinate and facilitate exhibit presentations (signage, decorations, information / material displays) at consumer travel and trade shows;
 - d) Encourage all participants to compile, provide, and exchange information regarding their area’s tourism assets and resources, as well as statewide tourism assets to stay informed and promote Louisiana’s statewide tourism assets and opportunities.

5. **Media/Tour Operators Familiarization Tours (FAM)** - Contractor shall plan and implement the four (4) Media FAM tours listed in Exhibit A during the Contract period. Contractor shall coordinate efforts with Coalition and industry partners in the North Louisiana region to provide both complimentary and/or reduced rates to tour group operators, travel agents, travel writers, public media sources and other stakeholders in the industry. The intent is to acquaint FAM tour participants with a host of specific travel information to promote the tourism assets and resources of North Louisiana. Contractor shall contact the LOT International Programs and Services representative to provide input and offer suggestions, to assist in identifying tourism partners, and developing itineraries of activities, that will result in reduced cost or no cost when possible.

6. **Prominent Recognition of the State’s Contributions and Support** – Contractor shall acknowledge the State’s support of the implementation of the Plan’s events and activities in the following manner:
 - a) Ensure that Coalition partners who participate in consumer travel and trade show events acknowledge the State’s support by prominently displaying the State’s Official Louisiana Tour Guide and other promotional items (provided by the State) at booth exhibits;
 - b) Ensure that the State’s official tourism logo “**Louisiana Pick Your Passion**” is prominently displayed in print media/advertisements, promotional brochures, and on other publicity items that are being distributed for Coalition and industry partners at events and activities;
 - c) Verbally acknowledge the State’s support of the Coalition in broadcast announcements, during media FAM tours and other media events, and acknowledge the LouisianaTravel.com website when opportunities are available, including in news releases, public media and other publicity settings;
 - d) Prominently display Louisiana tourism signage with the appropriate “**Louisiana Pick Your Passion**” logo at booth exhibits and at travel and trade show events that are sponsored by the State; and
 - e) Prominently insert Louisiana’s official tourism logo “**Louisiana Pick Your Passion**” on the *Explore Louisiana North* website homepage, www.exploreloouisiananorth.org, with hyperlinks to www.LouisianaTravel.com and any other official websites that are used to promote the Coalition. Encourage all Coalition partners and affiliated parishes in and near the region to do the same.

Instructions regarding the use of the State's official tourism logo and requirements are available at the State's website <http://www.crt.state.la.us/tourism/grants.aspx>.

Reporting

Progress Reports – At least quarterly and when requesting any payment, Contractor shall submit to the State a Progress Report listing and detailing activities that have taken place, such as; the number of trade shows attended, number of leads generated at trade shows, number of planning meetings hosted and attended, number of FAM tours and number of articles that were derived from FAM tours, updates to the Coalition website, Louisiana tourism publicity received as a result of marketing efforts, and Contractor shall report any significant changes in economic activity in the area. Contractor shall also submit copies of marketing tools and publicity items developed for public distribution, and a detailed Summary of Outcome (see Attachment C) for each Consumer travel or trade show attended. The Progress Reports must be must accompanied by supporting documentation of activities.

Final Report - Upon completion of all activities, Contractor shall submit a **Final Report** of all activities, providing an analysis of the outcome of this endeavor, which must show the accomplishment of the stated goals, objectives and provide measures of performance as listed in Attachment A.

Payment Terms

In consideration of the benefits and activities described above, the State hereby agrees to pay the Contractor a maximum amount of **THIRTY-NINE THOUSAND SIX HUNDRED THIRTY and 00/DOLLARS (\$39,630.00)**. Travel and other reimbursable expenses shall not be paid or reimbursed. Payment will be made only on approval of Jack Warner, Deputy Assistant Secretary of the Office of Tourism, his supervisor, designee or successor.

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

At least quarterly, Contractor shall submit: **1) a Progress Report** and Summary of Outcomes for each consumer travel or trade show attended, **2) an original dated invoice** on organization letterhead for the total amount being requested, **3) an itemized list of events attended** and the total charge for participating in each event (billable as per the attached Budget, Exhibit B), and **4) documentation confirming recognition of the State in publicity efforts**. Upon verification of activities, services, and benefits in compliance with the terms, the Contract Monitor will authorize the release of payment.

Payment is also contingent upon the approval of this Agreement by the Louisiana Division of Administration, Office of Contractual Review and the availability of funds to meet the obligation.

Contractor is informed that no funds appropriated under Act 14 of the 2013 Regular Legislative Session shall be transferred to a entity which is not a budget unit of the State unless the Contractor executes a copy of the Agreement and submits to 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 Louisiana Office of Tourism shall submit the Agreement, the Budget, and any other required information to the Louisiana Legislative Auditor for approval.

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 the Contractor's obligation and identified under the Federal tax identification number 72-0695867.

Termination for Cause

The State may terminate this Agreement for cause based upon the failure of 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 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.

Termination for Convenience

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

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.

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 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.

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 the 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.

Auditors Clause

It is hereby agreed that in accordance with La R. S. 24:513, the Legislative Auditor of the State of Louisiana and/or the Office of the Governor, Division of Administration and/or the Department of Cultural, Recreation and Tourism auditors shall have the option of auditing all accounts of Contractor that relate to this Agreement.

Fiscal Funding Clause

The continuation of this Agreement is contingent upon the legislative appropriation of funds to fulfill the requirements of the 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 Agreement, the Agreement shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated.

Term of Contract

This contract shall begin on **July 1, 2013** and shall terminate on **June 30, 2014**.

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, 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.

Indemnification Clause

Contractor shall indemnify and hold harmless the State against any and all final judgments of sums of money to any party for loss of life or injury or damage to person or property to the extent that any such final judgment results from any negligent act or omission of the Contractor, his agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

Amendment Clause

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 the 29th day of September, 2013.

WITNESSES:
Tourism

Department of Culture, Recreation and

[Signature]
Maureen Curran

Kyle Edmiston 9/3/13
Kyle Edmiston, Assistant Secretary
DCRT, Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 10th day of September, 2013.

WITNESSES:

Judy K. Halber
Charlotta L. L...

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

THUS DONE AND SIGNED AT Shreveport, Louisiana on the 30 day of September, 2013.

WITNESSES:

Shreveport-Bossier Convention and Visitors Bureau

Stacy A. Brown
Stacy Brown, President

THUS DONE AND SIGNED AT Shreveport, Louisiana on the 25th day of SEPTEMBER, 2013.

WITNESSES:

Louisiana North Coalition

[Signature]
[Signature]

Johnny Wessler
Johnny Wessler, Executive Director

Exhibit A

Agency Name: DCRT, Office of Tourism
Contractor's Name: Shreveport-Bossier CTB d/b/a Louisiana North Coalition
Contract Monitor: Jack Warner

Goal: The goal in this endeavor is to increase the economic impact of tourism in North Louisiana, which will result in a greater tax base for localities and the state; and

Objectives:

Objectives include implementation of the Plan to include planning meetings, the production of publicity materials, participation in consumer trade shows, website marketing, upgrades and expansions, monthly newsletters, sales calls, media missions, media familiarization tours, and other collaborative efforts designed to develop, improve and promote travel opportunities and tourism resources that are available in North Louisiana.

Contractor shall implement and/or participate in the following trade shows and FAM tours:

2013-2014 Consumer Travel/Trade Shows	Date of Event
Southeast Texas Great Outdoors Expo – Beaumont, TX	July 19-21, 2013
Louisiana Outdoor Expo – Lafayette, LA	July 26-28, 2013
Miss-Lou Conference – TBA	August, 2013
Southern Women's Show - Birmingham, AL	Oct. 3-6, 2013
Dallas Travel and Adventure Show – Dallas, TX	Nov 2 -3, 2013
Mississippi Garden Show, Biloxi, MS	Spring 2014
Southern Women's Show, Memphis, TN	March 7-9, 2014
Southern Women's Show – Nashville, TN	March 27-30, 2014
Jackson Garden and Patio Show – Jackson, MS	March 14-16, 2014

FAM Tours (Media/Journalist, Tour Operators)	Date
North American Travel Journalist (Journalist)	October 8-10, 2013
Kaleo Tours FAM (Tour Operators)	November 6-9, 2013
Media FAM (TBA) Romantic North Louisiana	Spring 2014
Media FAM (TBA) – New Attractions	Fall/Spring 2014

Deliverables include the following:

- Successful implementation of the 2013-14 Louisiana North Marketing Plan
- Participation in consumer travel and trade shows and FAM Tours
- Progress Reports and Final Report providing details of efforts and results, including information on sales calls, missions and other initiatives with Coalition and tourism partners
- Ongoing updates and maintenance of the Louisiana North Coalition website, www.exploreloouisiananorth.org
- Documentation of acknowledgement of the State's support in printed publicity materials, including the Louisiana North Outdoor Guide and promotional bags
- Copies of media releases and articles generated regarding tourism activities in the Coalition parishes
- Prominent placement of the State's official tourism logo "Louisiana Pick Your Passion" in publicity materials and on the website www.exploreloouisiananorth.org and [8](http://www.shreveport-

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bossier.org and other parish partner websites with links to **www.LouisianaTravel.com** to promote Louisiana's tourism industry.

- Copies of promotional brochures, media kits, newsletters, and other publicity materials

Performance Measures: The Contractor's performance will be measured by the results derived from the marketing efforts to include: 1) the number of trade shows attended, 2) number of leads generated at trade shows, 3) number of planning meetings hosted and attended, 4) number of articles derived from FAM tours, 5) amount of Louisiana tourism publicity received as a result of marketing efforts, 6) quality of the marketing tools developed, 7) Louisiana tourism publicity on Coalition partners websites, 8) quality and usefulness of the of the information provided on the Coalition website, 9) outcomes from trade shows (inquiries generated), 10) events generated, such as conventions, sports activities, business conferences, etc.; and 11) the Contractor's ability to provide complete and timely reports, and supporting documentation for activities and expenses. The overall measurement is increased travel to the area, and increases in business income and tax revenue.

Monitoring Plan:

Jack Warner, the Deputy Assistant Secretary of the Office of Tourism (or his designee, supervisor, or successor) will serve as the State's Contract Monitor, and will ensure the Contractor's adherence to the terms of the Agreement in the following manner:

Contract Monitor will:

- Maintain regular contact with the Contractor to provide guidance as needed on behalf of the State.
- Confirm and verify services, activities, and benefits prior to authorizing the release of payment for any invoice.
- Review information provided in Progress Reports, as well as the Final Report to ensure compliance and to measure the effectiveness of results relative to the stated goals and objectives, based on performance measures.
- Complete and submit to the Office of Management and Finance a performance evaluation of within 45 days of the termination date of the Agreement.

Utility of Final Product:

The services, activities and benefits described in this agreement will assist the State in promoting awareness and a positive image of North Louisiana as well as the rest of the state as a tourism destination. Louisiana's overall economy and tourism industry will benefit from the publicity and marketing efforts that are performed as a result of this endeavor. This endeavor will result in increased travel to the state and increased tax revenue.

EXHIBIT B
2013-2014 PROJECT BUDGET
Shreveport – Bossier Convention & Tourist Bureau
Explore Louisiana North

Projected Income/Revenue

DCRT, Office of Tourism	\$39,630.00
Louisiana North CVB's	\$39,000.00
Shreveport-Bossier CVB	\$10,000.00
Group Travel Piece Buy-In	\$ 6,000.00
BP Grant	\$10,370.00
Contingency Funds (Brought Forward from 2012-13)	\$19,220.00
Total Revenue Expected for the Project	\$124,220.00

Anticipated Expenses

Consumer Travel/Trade Shows	LA North	LOT	Budget Total
Southeast Texas Great Outdoors Expo – Beaumont, TX	\$0.00	\$2,520.00	\$2,520.00
Louisiana Outdoor Expo – Lafayette, LA	\$500.00	\$2,420.00	\$2,920.00
Miss-Lou Conference – Natchez, MS	\$0.00	\$330.00	\$330.00
Birmingham Women's Show, AL	\$500.00	\$4,330.00	\$4,830.00
Dallas Travel and Adventure Show, TX	\$1,000.00	\$4,680.00	\$5,680.00
Jackson Garden and Patio Show – Jackson, MS	\$500.00	\$3,030.00	\$3,530.00
Mississippi Garden Show - Biloxi, MS	\$500.00	\$2,530.00	\$3,030.00
Memphis Women's Show	\$500.00	\$4,330.00	\$4,830.00
Nashville Women's Show	\$500.00	\$4,330.00	\$4,830.00
<i>Booth Decorations</i>	\$0.00	\$1,130.00	\$1,130.00
<i>Travel Partnership with Parishes (\$500x29)</i>	\$14,500.00	\$0	\$14,500.00
<i>Sub-Total Trade Shows</i>	<i>\$18,500.00</i>	<i>\$29,630.00</i>	<i>\$48,130.00</i>
MEDIA OPPORTUNITIES/FAM TOURS	LA North	LOT	Budget Total
North American Travel Journalist	\$5,000.00	\$0	\$5,000.00
Kaleo Tours FAM (Tour Operators)	\$0.00	\$0	\$0.00
Media FAM (Romantic North LA)	\$0.00	\$5,000.00	\$5,000.00
Media FAM (Off the Beaten Path-new attractions)	\$0.00	\$5,000.000	\$5,000.00
<i>Sub-Total Media/FAM Tours</i>	<i>\$5,000.00</i>	<i>\$10,000.00</i>	<i>\$15,000.00</i>

MARKETING COLLATERAL	LA North	LOT	Budget Total
Louisiana North Outdoor Guides (Qty-50,000)	\$6,740.00	\$0	\$6,740.00
Louisiana "Logo" Bags	\$6,000.00	\$0.00	\$6,000.00
Promotional Items	\$3,500.00	\$0.00	\$3,500.00
Creative Designs (Graphics/Art)	\$1,500.00	\$0.00	\$1,500.00
Postage	\$2,000.00	\$0.00	\$2,000.00
Website Updates and Maintenance	\$2,000.00	\$0.00	\$2,000.00
Storage	\$2,000.00	\$0	\$2,000.00
<i>Sub-Total- Marketing Collateral (Promo Items)</i>	<i>\$23,740.00</i>	<i>\$0</i>	<i>\$23,740.00</i>
ADMINISTRATIVE/OPERATING EXPENSES	LA North	LOT	Budget Total
Salary – Executive Director	\$30,000.00	\$0	\$30,000.00
Office Supplies	\$2,585.00	\$0	\$2,585.00
Constant Contact E-Newsletter	\$1,500.00	\$0	\$1,500.00
LTPA Membership	\$365.00	\$0	\$365.00
Flickr	\$50.00	\$0	\$50.00
Facebook Ads (3 months @ \$450)	\$1,350.00	\$0	\$1,350.00
Legislative Advocacy	\$1,500.00	\$0	\$1,500.00
<i>Sub-Total – Operating/Public Relations</i>	<i>\$37,350.00</i>	<i>\$0</i>	<i>\$37,350.00</i>
GRAND TOTAL	\$84,590.00	\$39,630.00	\$124,220.00

**ATTACHMENT C
Consumer Travel/Trade Show
Summary of Outcomes**

Name of Organization: Shreveport-Bossier, CVB (Louisiana North Coalition)

Name of Event: *(Consumer Travel/Trade Show, etc.):*

Event Location *(city, state):*

Date(s) of Event:

Was the Event done in conjunction with CVBs or other Community Partners?

If yes, please list Community Partners and CVBs and note their involvement:

Nature of Event *(trade/consumer show):*

Estimated Overall Attendance:

Number of Scheduled Meetings:

Number of Leads Generated:

Event Itinerary *(Please attach event program and/or itineraries):*

List panels/discussions attended and/or participated in:

Was the booth location adequate?

Was LOT signage hung at the event?

Was publicity materials distributed? If so, what?

Were the logistics involved in setting up the booth good/adequate/poor?

Did attendees sign up to receive follow – up information?

Shreveport-Bossier (LA North) Goal and Objectives for Attending:

Were goals achieved? Explain:

Were Objective(s) met? Explain:

Summary of Actions/Outcomes: *Please address whether the event met the expectations and objectives.*

<i>Print Name</i>	<i>Signature</i>	<i>Date</i>
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Supplemental information to be submitted:

1. Copy of the completed Shreveport-Bossier (La North) booth registration
2. Photos of the booth display, showing LOT signage
3. Supporting documentation to confirm activities includes list of leads, sign-in sheets, programs from events, copies of registration confirmation, copies of promotional materials, etc.