

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 (South Central Motorcoach Assoc. Regional Meeting)

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

CONTRACTOR'S FEDERAL ID#: _____ or _____

SOCIAL SECURITY # _____

CONTRACTOR'S CONTACT PERSON: Stacey Brown, President or Erica Howard

CONTRACTOR'S TELEPHONE: 318-222-9391

EMAIL ADDRESS: sbrown@sbtb.org or ehoward@sbtb.org

TOTAL CONTRACT AMOUNT: \$20,000.00 Amendment Amount: N/A

CONTRACT PERIOD: 7/01/14-12/31/14

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. <u>7513</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 sponsoring activities and hosting the 2014 SCMA/AMA/GMOA Regional Meeting in Shreveport, LA August 17-19, 2014.

Organization Type: Tourism Commission

Contract Monitor: Charlotte Galloway

EXHIBIT A

Agency Name: Department of Culture, Recreation and Tourism
Office of Tourism
Contractor's Name: Shreveport-Bossier Convention and Tourist Bureau
Contract Monitor: Charlotte Galloway

Brief Description of Activities: The State is supporting the Contractor in sponsoring and hosting the **2014 SCMA/AMA/GMOA Regional Meeting and Marketplace** in Shreveport and Bossier City, August 17-19, 2014. The Event presents an opportunity to promote Louisiana tourism resources to include cuisine, sites, events, attractions, and natural and scenic resources in informative, enjoyable and entertaining environments.

Goal: The goal is to utilize the Event to promote Louisiana's tourism resources to an out-of-state audience, by presenting Louisiana as a unique and desirable tourist and travel destination to encourage travel to Louisiana. The State will also receive tourism publicity opportunities and recognition of its sponsorship, which increases the value of the return on the State's investment.

Deliverables: Deliverables include: 1) the successful implementation and hosting of Event activities, 2) recognition of the State for its sponsorship in printed publicity materials, the official itinerary of the Event, internet media, and activities at the Event, 3) speaking opportunities for the State, 4) advertising publicity, and 5) the Final Report (Exhibit C), the invoice, and supporting documentation of activities and expenses.

Performance Measures: The Contractor's performance will be measured by; 1) the number of attendees at the Event and number of out-of-state visitors, 2) the economic impact measured by hotel occupancy or hotel nights generated and state sales revenue generated, 3) the amount of publicity that the State receives as a result of the Event, 4) the feedback provided from attendees, and 5) by the ability of the Contractor to adhere to the terms of the Agreement including all reporting requirements.

Monitoring Plan:

Charlotte Galloway will serve as the State's Contract Monitor and will ensure that activities and deliverables are completed according to the terms of the Agreement.

Contractor Monitor shall:

Review and verify completion of activities to ensure that the goals and objectives have been met, through the use of all available resources and the information provided in the Final Report.

Review the invoice and supporting documentation to ensure compliance with the budget prior to authorizing the release of the payment to Contractor.

Prepare and submit a Contract Performance Evaluation to the Department of Culture, Recreation and Tourism, Office of Management and Finance within 45 days of the completion of activities or the termination or expiration of the Agreement.

Utility of Final Product:

The activities funded under this Agreement support the State's marketing efforts to increase awareness of Louisiana as a desirable travel destination. The mission of the agency is to invite potential tourists, both domestic and international, to visit Louisiana and to return to the state for future visitations, which promotes and assists in the expansion of the Louisiana tourism industry. In compliance with the agency's goals and

objectives, many Event activities will assist in increasing visitor awareness of tourism resources in Louisiana and will result in increases in visitor travel and spending in Louisiana. The Contractor will provide attendees with opportunities to experience events and attractions, and provide FAM tours to destinations to promote tourism resources and to encourage attendees to plan future trips to enjoy Louisiana's tourism offerings.

Exhibit B

Budget

Shreveport-Bossier Convention and Tourism Bureau

**2014 SCMA/AMA/GMOA Regional Meeting & Marketplace
August 17-20, 2014**

Anticipated Income

<u>Income</u>	<u>Amount</u>
Shreveport-Bossier, CTB	\$25,000.00
DCRT, Louisiana Office of Tourism	\$ 20,000.00
Sponsors	\$ 5,000.00
TOTAL REVENUE	\$50,000.00

Anticipated Expenses

<u>Expense Categories</u>	<u>Total</u>	<u>CVB Funds</u>	<u>Allocation of LOT Funds</u>
Convention Facility Rentals	\$14,150.00	\$ 14,150.00	\$ 0.00
Marketing/Publicity Efforts	\$6,000.00	\$0.00	\$6,000.00
Early Bird Reception & Dinner (food & beverages for 350 guests)	\$4,000.00	\$4,000.00	\$ 0.00
Early Bird Event (facilities and equipment rentals, services, set-up, and clean-up)	\$5,000.00	\$0.00	\$ 5,000.00
Entertainment	\$3,000.00	\$ 0.00	\$ 3,000.00
Ice Breaker Dinner (food & beverages for 350 guest)	\$6,000.00	\$6,000.00	\$ 0.00
Ice Breaker Dinner/Reception (facility and equipment rentals, services, set-up and clean-up)	\$6,000.00	\$ 0.00	\$ 6,000.00
Golf Outing/Lunch	\$300.00	\$ 300.00	\$ 0.00
FAM Tours	\$2,000.00	\$ 2,000.00	\$ 0.00
AMA/GMOA/SCMA Staff Rooms	\$3,550.00	\$ 3,550.00	\$ 0.00
OVERALL PROJECTED TOTALS	\$50,000.00	\$ 30,000.00	\$20,000.00
Difference (Overage)			

**The Budget categories listed above reflect an estimated budget and may be adjusted by the agency and /or the Contractor to reflect the actual expense categories that are necessary. Salaries and professional contract services shall be fully disclosed when requesting payments. The State will not pay any cost associated with food and beverages, and travel and related expenses including hotels and travel mileage.*