

**STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
GRANT AGREEMENT**

**Project Enhancement Initiative (PEI) Grant
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 "LOT") and the City of West Monroe, 2305 North 7th Street, West Monroe, Louisiana 71291, Phone: (318) 396-2600 and Email: davennorris@hotmail.com (hereafter sometimes referred to as "Grantee") do hereby enter into this agreement ("Agreement") under the following terms and conditions.

1. Scope of Work

Grantee hereby agrees to execute and market the Louisiana Southern Fried Festival ("Project" or "PEI") scheduled to be held May 27-28, 2011 in West Monroe, Louisiana as set forth in its LOT-approved **Business Plan and Media Plan (Exhibits A1 and A2)** and **Budget (Exhibit B)**.

The goal of this LOT Grant Program is to fund projects that significantly increase tourism in Louisiana. Specifically, this grant will assist the LOT in fulfilling its public purpose and statutory mandate to expand and increase the economic impact of tourism on Louisiana through strong, effective public initiatives, and to achieve the following program objectives: (1) to facilitate development of statewide tourism products that will attract visitors and enhance the visitor experience; (2) to strengthen Louisiana's tourism partnerships and alliances to support the State's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

a. Grant Award. Grantee shall be awarded no more than 50% of the total PEI's budget. Grantee must use a minimum of 25% of the grant award, but not more than 50%, for qualifying marketing expenses to implement the LOT-approved Media Plan for the PEI. Reimbursement will only be allowed for eligible project expenses and qualifying marketing expenses as these terms are defined in the LOT Grant Application and Guidelines. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been acknowledged as an official sponsor of the PEI, as set forth herein and the LOT Grant Application and Guidelines. Grantee must provide the State access to the Project/Event for monitoring and economic development purposes. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the PEI, as follows:

- Grantee shall prominently display the official Louisiana Office of Tourism logo on the Grantee's official websites and the official websites of the PEI. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>.
- Grantee shall include a link from the official Louisiana Office of Tourism logo to the LOT's official tourism website www.LouisianaTravel.com.
- Grantee shall prominently display the official Louisiana Office of Tourism logo in all grant-funded printed materials and other visual advertising and publicity, regardless of media.
- For broadcast announcements and scripts, Grantee shall include the following phrase *"Visit LouisianaTravel.com to plan your trip today."*

c. PEI Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts for qualifying marketing and advertising materials funded by the State through the Competitive Grant Program. The materials should include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to this Agreement, the Grantee must submit any such proposed changes to the State in writing (email is acceptable), in advance. The Contract Monitor will notify the Grantee within 7 business days whether the change is acceptable. If the Grantee wishes to propose changes to its LOT- approved Media Plan, Grantee shall send a written request (email is acceptable) to Contract Monitor prior to media placement. Revision of the Scope of Work, Media Plan, Business Plan, or Budget may be allowable, but must have prior written approval from the State. Grantee may not request an increase in the maximum amount of the Grant award. Any item not listed in the Scope of Work, Business Plan, Media Plan, Budget, or that has not been approved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any other change to this agreement requires a written amendment, executed by all parties, as set forth herein.

e. **Communication.** Close communication with the Contract Monitor throughout the term of this Grant Agreement is a requirement and a benefit of the Grant Agreement. Grantee is required to provide the Contract Monitor written notice of changes in the Grantee's contact information. If a period of three months or more lapses without contact, the State may initiate the process of revoking this Grant.

2. **Payment Terms**

In consideration of the work described above, State hereby agrees to pay Grantee a maximum sum of **EIGHTEEN THOUSAND SEVEN HUNDRED FIFTY AND 00/100 DOLLARS (\$18,750.00)**.

This funding is contingent upon the availability of funds appropriated to the State by the Louisiana Legislature or accruing to the State from other sources. There will be two payments made under this Grant Agreement. The grant amount shall be paid in accordance with the following requirements:

a. **First Payment.** The first payment to the Grantee shall be 50% of the grant award rendered upon finalization and execution of the Grant Agreement, including **Exhibits A1, A2 and B (e.g., LOT-Approved Business Plan, LOT-Approved Media Plan, and LOT-Approved Budget)**, any documentation of financial obligations and business commitments already undertaken by the Grantee relevant to the grant-funded aspects of the Project, a **Grant Payment Request Form (Exhibit C)**, and the State's receipt of an original invoice in the amount of 50% of the grant award. The invoice must contain the word "invoice," must reference the PEI, and must be submitted on Grantee's letterhead. The original invoice may be mailed or delivered to the Contract Monitor.

b. **Final Payment.** The final payment of the remaining 50% of the grant award shall be rendered after the completion of the project in accordance with the following:

- Grantee shall submit its typed **Final Report (Exhibit D)**. The PEI Final Report form can be downloaded from the LOT's website

<http://www.cit.state.la.us/tourism/grants.aspx>. Grantee shall complete each section of the Final Report, as applicable, including:

- Grantee Information
 - Reimbursable Media – A report of qualifying marketing expenses actually incurred by the Grantee, along with media vendor invoices and acceptable proof of implementation, documenting that a minimum of 25%, but not more than 50% of the grant award was used for qualifying marketing expenses.
 - Reimbursement Documentation for Project Expenses - Project vendor invoices that reflect qualifying project expenses actually incurred by the Grantee in compliance with the terms of the Grant Agreement.
 - Final Report Summary
- Grantee shall submit an original invoice to the State in an amount not to exceed the remaining 50% of the grant award. The invoice must contain the word “invoice,” must be submitted on Grantee’s letterhead, must reference the PEI, and must include documentation that supports the qualifying project and marketing expenses incurred by the Grantee up to the maximum amount of the Grant award. The original invoice may be mailed or delivered to the Contract Monitor.
 - Grantee shall submit a **Grant Payment Request Form (Exhibit C)**.

Grantee shall submit to the Contract Monitor a **Final Report (Exhibit D)**, an original invoice to the State, a **Grant Payment Request Form (Exhibit C)**, and all supporting documentation required to verify that the qualifying marketing expenses and project expenses were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, **due by June 30, 2011**.

LOT reserves the right to require additional information and deliverables as needed to verify compliance with the terms of the Grant Agreement.

Grantee will not receive reimbursement for cancelled project expenses, cancelled media or media not placed by the Grantee for any other reason. Only actual qualifying marketing expenses and project expenses incurred by the Grantee are eligible for reimbursement.

c. Payments. The Contract Monitor shall review and verify the invoices, reports and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Grant payments usually take 4 -6 weeks.

The State will reconcile the invoice to the supporting documentation. The State will adjust payments downward in the event the invoice includes a request for payment of expenses that are not qualifying marketing or project expenses, the State has not been acknowledged, the documentation to support the expense is missing or inadequate, or for noncompliance with the terms of this agreement. The State will provide the Grantee notice of the defect and a reasonable opportunity to cure. If the Grantee wishes to appeal the State's payment decision, the Grantee must submit a letter in writing to the Contract Monitor within 30 days of notice of the defect.

If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, Grantee will be required to repay the State. If the Grantee defaults on the agreement, breaches the terms of the agreement, or ceases to do business, it shall be required to repay the State in accordance with the State's terms or requirements.

d. Act 11 Clause. Grantee is notified 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 (e.g., a grantee) executes an agreement (e.g., a grant agreement) and submits to the transferring agency (e.g., LOT), for approval, a comprehensive Budget showing all anticipated uses of the appropriation, an estimate of the duration of the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. The transferring agency shall submit the Agreement, the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

3. Responsibility for Payment of Taxes

The Grantee hereby agrees that the responsibility for payment of taxes, if any, from the funds thus received under this agreement and/or legislative appropriation shall be Grantee's obligation and identified under Federal tax identification number 72-6001497.

4. Term of Grant Agreement

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **July 30, 2011**.

The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.

The PEI must be held in Louisiana. The PEI is scheduled to be executed May 27-28, 2011. All approved qualifying project and marketing expenses must be incurred by June 30, 2011.

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

Any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing, duly signed and executed by all parties.

5. Entire Agreement/Order of Precedence Clause

This Agreement and any exhibits specifically incorporated herein by reference, together with the LOT Grant Guidelines and addenda issued thereto by the LOT, the application submitted by the Grantee, constitute the entire agreement between the parties with respect to the subject matter.

In the event of any inconsistent or incompatible provisions, this signed Agreement (excluding the LOT Grant Guidelines and Grantee's Application) shall take precedence, followed by the provisions of the LOT Grant Guidelines, and then by the terms of the Grantee's Application.

6. Termination for Cause

The State may terminate this Agreement for cause based upon the failure of Grantee to comply with the terms and/or conditions of the Agreement, provided that the State shall give

PEI: Louisiana Southern Fried Festival

Grant #184

Grantee written notice specifying Grantee's failure. If within thirty (30) days after receipt of such notice, Grantee shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Grantee in default and the Agreement shall terminate on the date specified in such notice. From the date of the termination, no payments will be made by the State to the Grantee. In the event the Grantee has received payment above and beyond documented eligible expenses, the Grantee shall return all such funds to the State.

7. Termination for Convenience

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

8. Fiscal Funding Clause

The continuation of this Agreement is contingent upon the appropriation and availability of funds to fulfill the requirements of the Agreement. If insufficient monies are appropriated to provide for the continuation of the Agreement, or if such funding is reduced by government action and the effect of such reduction is to provide insufficient monies for the continuation of the Agreement, the Agreement shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated. Grantee acknowledges that the funding for this Agreement is subject to congressional, legislative or administrative action, such as mid-year budget reductions, which could result in a mid-year reduction of funds available to fund this Agreement, which may require amendment or termination of this Agreement.

9. Audit

It is hereby agreed that in accordance with La R. S. 24:513 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.

10. Liability

The Grantee shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from, or by reason of any negligent act or omission, operation or work of the Grantee, his agents, servants, or employees while engaged upon or in connection with services required or performed by the Grantee hereunder.

11. Non-assignability

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

12. Anti-discrimination

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

City of West Monroe
PEI: Louisiana Southern Fried Festival
Grant #184

Grant Amount: \$18,750.00

THUS DONE AND SIGNED AT West Monroe, Louisiana on the 9th day of March, 2011.

WITNESSES:

Jaime Norton
Daven Byrne

City of West Monroe

Dave Norris
Dave Norris
Mayor
Phone: (318) 396-2600
Email: davennorris@hotmail.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 3rd day of March (month), 2011.

WITNESSES:

Reann Borne
Lindsey Schmitt

Department of Culture, Recreation, & Tourism

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

EXHIBIT A1
BUSINESS PLAN

Narrative -Event Description

After partnering with the North Louisiana Celtic Festival for two years, the mayor of West Monroe determined that festival reached its growth potential for our area. The theme was too restrictive. He wanted to create a festival that would eventually become a destination event for tourists. He asked the City employees who had worked on the old festival to develop an idea that would better reflect the interests of Ouachita Parish. The criteria set for the festival was as follows:

- i) The festival was to be engineered and coordinated by City employees
- ii) It was to be a venue for involving as many community partners as possible.
- iii) It was to be held at The Ike Hamilton Expo Center and capitalize on the site's already strong base of western equine and livestock events.
 - (1) a 40 acre equestrian site
 - (2) over 8 acres under one roof
 - (3) Climate controlled arena (a must in LA in May!)
 - (4) RV area suitable for 150 rv's w/water, electric, and sewer

On Memorial Day weekend 2010, after only four short months of planning, the first Louisiana Southern Fried Festival was held. The festival merged sports, music, children's theater, cooking competitions, into a family friendly, "ya'll come join us" kind of a weekend. Attendee's enjoyed fried peanut butter and jelly sandwiches, high school rodeo, lawnmower races, and numerous country western and bluegrass bands. The legendary Kentucky Headhunters was the headliner. (An interesting side note: The Kentucky Headhunters like a local band so much they invited them to be open act for them at other concerts).

With a bit more lead time for the 2011 festival the committee is already scouting out and negotiating with bands and sporting activities (like archery, racing, and the PRCA (Professional Rodeo Cowboy Association)). The committee hopes that having a professional rodeo as an anchor for the event will increase attendance. This thought is based on the fact that with the right marketing bull riding can attract a sell-out crowd to the Ike Hamilton Expo Center. By showcasing the types of events usually held at "The Ike", and promoting them as such during the festival, the venue and its promoters receives an additional marketing boost from the Louisiana Southern Fried Festival.

Project Purpose

- To create a destination event that reflects the diversified interests of Northeast Louisiana.

Goals and Objectives

- To maintain and refine the family friendly event each year and add to attendance at a slow but steady pace.
- To utilize the Ike Hamilton Expo Center to its fullest potential.

- Continue to develop our partnerships with the 8 hotels, numerous restaurants, and 2 television stations with a mile radius of The Ike Hamilton Expo Center and to cultivate new partnerships with local businesses and national corporations.

Target Audience(s)

- Sports competitors interested in rodeo/western events, archery, volleyball tournament, Dock Dogs, Gator 911. This is our draw from areas other than Tier 1. Last year's lawnmower races drew competitors from as far as Nashville.
- Ouachita Parish residents with an emphasis on the West Monroe community.
- Country music enthusiasts

Project Timeline

- 6/15/10 Committee met w/mayor for review, recommendations
- 7/01/10 Committee met to further discuss changes and begin festival time line
- 8/02/10 Committee met to discuss band applications and member assignments
- 9/03/10 Committee is notified of grant opportunity from LOT
- 9/23/10 Grant to be mailed
- 10/05/10 Committee to meet to discuss initial budgeting and sponsorship opportunities
- 10/29/10[?] Received LOT Grant
- 11/11-14/14/10 Committee to attend Festival of Festivals conference in Gonzales. Prepare CVB grant
- 12/04/10 Submit CVB grant, review festival schedule, finalize media plan Continue to submit grant applications (Entergy, Wrangler, Atmos, etc.)
- 1/15/11 Finalize entertainment, ticket pricing, overall review, mayor to sit in on meeting) Results from this meeting: Headliner is still under negotiation
- 1/28/11 Received CVB Grant
- 1/31/11 Billboard art sent to committee for review via email (tabled due to headliner) Petting Zoo confirmed
- 2/01/11 New webpage, facebook announcement, etc. up and running
- Billboard art finalized and order placed (tabled) Webpage update begun and facebook updated. Headliner is still under negotiation. Contract/deposit sent to Dock Dogs and PRCA
- 2/2/11 Received Wrangler Coupon Grant
- 2/4/11 Three committee members attended LAFF. Hired a country music artist at convention.
- 2/7/11 Revised budget and marketing sent to LOT
- 2/8/11 Cooperative agreement for 2012 LOT grant passed
- 2/14/11 Agreement reached with radio marketing group
- 2/15/11 Met with geocachers for out of state marketing/free tickets campaign
- 2/18/11 Cooper Vet sponsorship rec'd for Dock Dogs

- 3/01/11 Billboards go up, print media reviewed, scripts for tv/radio reviewed, begin setting up interview opportunities for April/May
- 3/15/11 Finalize all print media and commercial asap continue weekly updates on both Ike and SF facebook pages. Finalize all prepaid vendor apps. Order admission wristbands, banners, finalize any outstanding contracts
- 3/18/11 Deadline for LOT 2012 Grant
- 4/01/11 Finalize festival layout and scheduling. Update website review budgeting. Set press conference. Weekly meeting begin 4/1/11-5/20/11
- 4/08/11 Some monthly magazine ads to begin specifically Road Travel and Delta Style. Ad this month and cover in May.
- 4/15/11 Continued follow-up on all details
- 4/22/11 Continued follow-up on all details
- 4/29/11 Continued follow-up on all details
- 5/06/11 Weekly papers ads begin. Local posters, brochures, school flyers. Out of town media up and running All contracts, w9's, vendor payments must be on file
- 5/13/11 Interviews, soft start local media
- 5/20/11 Local media blitz begins continue to finalize all small details.

Project Measures of Performance

In year two, we are responding to attendees request to lower admission prices, add vendors, and hold steady on the quality of entertainment. Our desired outcome will be:

- increase attendance by 20-25% (achievable lowering admission prices)
- increase out of town attendance
- provide our community with a safe family friendly event that represents our area
- break even financially

We will measure our success by:

- Overall ticket sales added to comp tickets and volunteers attendance
- Partnering with local hotels who may offer a discount for stays associated with the festival. Discounted rooms will be an indicator of out-of town guests. Those receiving discounted rooms will also receive a voucher for free admission to festival.
- Vouchers and coded out of area coupons will be used to determine out of town attendees.
- Like last year we will host a critique after the festivals with volunteers, vendors, entertainers, and attendees. We will also invite reviews on facebook. Last year's critique was invaluable and provided us with goals for refining the 2011 festival.
- If we can provide a quality festival for our community and come close to the break-even point in just the second year, the festival will become a permanent event on The Ike's calendar.

Successful completion of the event and the number of participants and attendees will be used as a performance measurement. The economic benefit to the state will be measured in public relations value and estimated by the number of attendees during the events of the festival.

City of West Monroe
PEI: Louisiana Southern Fried Festival
Grant #184

Grant Amount: \$18,750.00

Additional Deliverables:

The City of West Monroe will acknowledge the State's sponsorship during the PRCA and throughout the festival. The City of West Monroe will provide LOT with additional advertising through rack cards, geo caching, etc. The City of West Monroe will provide comp tickets upon request.

Proof of Past Performance:

The Louisiana Southern Fried Festival began in 2010 and is an ongoing cultural and sporting event designed to create a cultural identity for West Monroe through music, storytelling, food, and sporting activities; attracting visitors to the area and generating positive publicity for the area as a unique and desirable tourism destination, thereby increasing the economic impact of tourism in North Louisiana. The sponsorship of the festival complies with the Louisiana Office of Tourism's goals and objectives of promoting tourism and travel to the state.

EXHIBIT A2

MEDIA PLAN

PROPOSED LA SOUTHERN FRIED MEDIA BUDGET

MEDIA	Aud Reach	ad size	issue	circulation	budgeted cost	subtotals	request from Lot
Print							
LA Life (sponsor)	LA/texas		Spring	35,000.00	1,250.00		
Delta Style	Ouachita Parish	1/2 pg	April	17,000.00	535.50		
Delta Style	Ouachita Parish	full page	May	17,000.00	864.50		
CENLA							
Focus	13 Parishes	¼ page	May	20,000.00	580.00		436.50
Road Trips	LA, Tex, Ark, Ms	1/2 page	April	56,000.00	600.00		600.00
Road Trips	LA, Tex, Ark, Ms	full w/cover	May	56,000.00	1,600.00		1,600.00
News Star	Ouachita parish	1/4 pg	5 ads/ combo pkg	30,382	1,320.00		
News Star	and surrounding	1/4 pg	coupon	30,382	1,422.00		
Ruston Daily Leader	Ruson/Jonesboro	1/4 pg	wk of May 22	5,592	709.50		
Ouachita Citizen	Ouachita	1/4 pg	wk of May 22	5,200	346.50		
Winnsboro Franklin Sun	Winnsboro/Franklin	1/4 pg	wk of May 22	6,200	346.50		
Concordia Sentinel	Ferriday	1/4 pg	wk of May 22	4,500	346.50		346.50
Richland Beacon	Rayville	1/4 pg	wk of May 22	2,500	456.00		
Caldwell Watchman	Columbia	1/4 pg	wk of May 22	1,400	229.96		
Tensas Gazette	St Joseph	1/4 pg	wk of May 22	1,300	305.54		305.00
Delhi Dispatch	Delhi	1/4 pg	wk of May 22	1,000	315.00		
targeted Rack Cards**	TX, MS, AL		to be used at Dock Dog Events		520.00		
subtotal print media						\$11,747.50	

City of West Monroe
 PEI: Louisiana Southern Fried Festival
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Grant Amount: \$18,750.00

Outdoor	size	dates	City/State		
Billboards (6) Ouachita Parish Bossier Billboard Bossier Billboard Mobile board	jr. standard standard jr.	March-May April May May	Ouachita, LA Bossier, LA Bossier, LA W. Monroe, LA	1,950.00 1,400.00 1,400.00 750.00	
subtotal outdoor media				5,500.00	1,400.00

Radio	call letters	spot length	dates		
Opus Radio People The Hill/ Rick Godley	kxrr, kqlq, kzrz, kmmy kjlo, fm105 Khil	:30 :30 :30	 (2) weeks prior to event 	1,000.00 1,000.00 500.00	
subtotal radio media				2,500.00	

Television					
TV production- Mike Healey tv advertising (+ in-kind)	KTVE	:30	Monroe/Eldorado	452.50 2,500.00	
subtotal television media				2,952.50	

web

web site update	www.lasouthernfr iedfestival.com	2,300.00
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City of West Monroe
 PEI: Louisiana Southern Fried Festival
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Grant Amount: **\$18,750.00**

City website update	<u>www.westmonroe.com</u>	0.00
Sfried Facebook like		0.00
Facebook		0.00

mass email	last year's list of attended	0.00
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subtotal		
web media		2,300.00

TOTAL MEDIA BUDGET	\$25,000.00	\$4,688.00 Requested from LOT
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**EXHIBIT B
 BUDGET**

Name of Grantee: City Of West Monroe
Name of PEI: Louisiana Southern Fried Festival

Anticipated Revenue

Cash On Hand	50,000.00	50,000.00
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Ticket Sales

Adult Guests 4175 @ \$10 ea.	41,750.00	
Kids /Veterans 600 @ free.	0.00	
subtotal admission		41,750.00

Grants and Sponsorships

LOT	18,750.00	
Monroe-West Monroe CVB	20,000.00	
Wangler	3,000.00	
Atmos Energy	750.00	
Pending National Sponsorships (Pendleton Whiskey, Dodge, Coors, US Smokeless Tabacco, Academy Sports)	5,000.00	
Pending Sponsorships/Local (S&J Feed and Seed, J&H Boot and Jeans, West Feed, Community Trust Bank, Capitol One Bank, Brookshires Groc. Walmart, Creed & Creed Attorneys)	8,000.00	
subtotal grants and sponsorships		55,500.00

Other Income

Vendor spaces	4,000.00	
Beauty Pageant entries	900.00	
Kingsland Ranch Steak Cook-Off	750.00	
Fried Food cookoff entries/free	100.00	
T-shirts and Merchandise	2,800.00	
subtotal other revenue		8,550.00

In kind donations

Hilton hotel rooms for bands	7,740.00	
subtotal in kind donations		7,740.00

Total Anticipated Revenue		163,540.00
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Expenses on Following Page

Budgeted Expenses

Received from LOT
 (see attached for
 breakdown)

Musical Entertainment

Headliner/Fri.	7,500.00	
Jane Dear Girls (tent)/Sat.	8,500.00	
Cody McCarver/Fri	3,500.00	
CJ Solar-Solar Heat /Sat.	1,000.00	
6-8 local bands	2,400.00	
sound and lighting	16,100.00	
food/bands	500.00	
subtotal music		\$39,500.00

In-Kind Expenses

Hotel rooms 30 room/2nights/\$129 pn	7,740.00	
subtotal in kind expenses		\$7,740.00

PRCA Rodeo Fri/Sat.

contractor	25,000.00	14,062.00
announcer	1,200.00	
sound tech	600.00	
Barrelman	2,500.00	
prize money	12,000.00	
Dues and Fees	1,400.00	
Judges fees	900.00	
subtotal PRCA	43,600.00	

Additional Entertainment

Dock Dogs	3,500.00	
Gator 911	750.00	
Fried Cook off	100.00	
College Student Movie Competition	100.00	
Kids area (petting zoo, game booths)	3,000.00	
Wood Carver	700.00	
Beauty Pageant	525.00	
subtotal other entertainment		8,675.00

Administration/labor

Staffing and Security	3,800.00	
Ticket/Money Handler	2,800.00	
subtotal admin.		6,600.00

City of West Monroe
 PEI: Louisiana Southern Fried Festival
 Grant #184

Grant Amount: **\$18,750.00**

Advertising

media plan attached

subtotal advertising	25,000.00	4,688.00
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Other

Wristband/tickets 800.00

Travel/Festival Prep 1,500.00

Porta Johns/Mister Fans 3,060.00

Decorations/Misc Supplies 4,000.00

T-shirts 2,500.00

merchandise 400.00

insurance 3,000.00

subtotal other	15,260.00
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Estimated Total Expenses	146,375.00	18,750.00
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Breakdown of LOT request on following page

Requesting from LOT

Professional and Contract Services	Amount of Services
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Classic Pro Rodeo	\$25,000.00
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Professional Cowboys Rodeo Association (PRCA)

RODEO CONTRACT

2019 Owen George Road

Waskom, Texas 75692.

(903) 687-3121 • (903) 935-3121

City of West Monroe
 PEI: Louisiana Southern Fried Festival
 Grant #184
EXHIBIT C

Grant Amount: \$18,750.00

GRANT PAYMENT REQUEST FORM

GRANT PERIOD: January 1, 2011 -- June 30, 2011

PAYMENT REQUEST: First or Second Payment (Circle one)

APPROVED BUDGET CATEGORIES	TOTAL BUDGETED	1 st Payment	2 nd Payment	BALANCE REMAINING
Total PEI Expenses (Funded through the LOT Grant)				
Classic Pro Rodeo Fees	\$14,062.00			
Total Qualifying Marketing Expenses (Funded through the LOT Grant)	\$4,688.00			
TOTAL GRANT AWARD	\$18,750.00	\$9,375.00		\$9,375.00

I certify that this document represents actual costs associated with this referenced PEI. All expenses represented here are directly associated with the PEI and are within the PEI period and terms 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 in regards for a minimum of three years for Louisiana State auditing purposes.

Signature of PEI Representative _____ (Date)

Signature of Fiscal Representative _____ (Date)

Exhibit D

**Louisiana Office of Tourism PEI Grant Final Report
 Grant Cycle - January 1, 2011- June 30, 2011**

Note: This form should be typed.

SECTION I: Grantee Information

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

SECTION II: Reimbursable Media; Qualifying Marketing Expenses

Reimbursable Items –All qualifying marketing and advertising must be directed toward areas **outside a 50-mile radius of the PEI**. At least 66% or 2/3 of the designated marketing area/ media audience must be outside a 50-mile radius of the PEI for the media to be eligible for reimbursement. A minimum of 25% of the PEI grant award, but not more than 50%, must be used for qualifying marketing expenses as listed in the LOT Grant Guidelines. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

***List only qualifying marketing expenses eligible for reimbursement through the Louisiana Office of Tourism Grant Guidelines.

Print Placement (Magazine, Newspaper)

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

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost
Total				\$ _____

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost
Total				\$ _____

Online Placement (Website)

Web Site Name	Web Site Address	Target Audience	Dates	Actual Cost
Total				\$ _____

Postage for Direct Mail

Direct Mail Piece	Target Audience/Mailing List Group	Quantity	Dates	Actual Cost
Total				\$ _____

Grand total spent on qualifying marketing expenses
 \$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must adhere to the logo/mention guidelines listed in the Grant Application and Agreement.

- **Vendor invoice:** Submit itemized media invoice reflecting date, description and dollar amount
- **Proof of implementation:** Submit proof that activity was performed.
 Documentation can include any of the following:
 - Original ad placement tear sheets for print advertisements (verifying name and date of publication)
 - Broadcast log reports indicating actual broadcast times and dates
 - Screenshots for online advertisements
 - Billboard photographs showing content
 - Mailing lists, addresses, postage receipts and a copy of the marketing piece are required for direct mail
 - Other _____ (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Reimbursement Documentation for PEI Expenses

Grantee shall submit project vendor invoices reflecting date, description of project expenses and dollar amount

Section V: Final Report Summary

- A 1–2 page typed detailed summary on the outcome of the PEI taking into consideration the goals, objectives and measurable outcome regarding the impact that the PEI had on tourism in the area and the state, which should include:
 - 1) **Objectives Achieved**-List accomplishments in compliance with the overall

goal of impacting tourism.

- 2) **Estimated Attendance**- Provide an estimate of the attendance for the PEI.
- 3) **Measurements of Performance**- include but are not limited to the following: admissions revenue, event registration and entry fees collected, number of hotel room nights/ occupancy rates/ADR, food and beverage tax and average visitor spending, etc.
- 4) **Local/State/Regional Economic Impact**
- 5) **Media Relations** -Grantee shall include supporting documentation for media relations which may include but are not limited to the following: copies of news releases, newspaper clippings, flyers, programs, itineraries, photographs, programs, etc.
- 6) **Profitability of the PEI**