Tangipahoa Parish Tourist Commission **Grant Amount: $4,047.00**
Event: Ponchatoula's Antique Trade Days
Grant #543

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

Marketing Grant
FY 2011-2012

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 Tangipahoa Parish Tourist Commission, 13143 Wardline Rd., Hammond, Louisiana 70401, Phone (985) 542-7520 and Email: Emily@tangitourism.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 market Ponchatoula's Antique Trade Days ("Event") scheduled to be held November 4-6, 2011 in Ponchatoula, Louisiana, as set forth in its LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

The goal of this LOT Marketing Grant Program is to fund activities that significantly increase tourism visibility and vitality 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. Qualifying Marketing Expenses. Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the actual incurred cost for qualifying marketing expenses (as defined in the LOT Grant Application Guidelines) associated with implementing the LOT-approved Marketing and Media Plans for the Event. Qualifying marketing expenses include the actual placement costs of media; however, does not include the costs associated with ad creation or media production. Reimbursement shall not exceed the total grant award, and State funds from

any other source may not be applied towards the mandatory cash match to be provided by the Contractor.

b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been acknowledged as an official sponsor of the Event, as set forth herein and in the LOT Grant Application and Guidelines. Grantee must provide complimentary tickets and/or passes to events and activities should any fees be required for admission in a quantity necessary for all appropriate staff to represent Louisiana tourism and monitor the event to ensure compliance and for 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. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the Event, 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 Event. 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. Event Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts to ensure the qualifying of marketing and advertising materials that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and as described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Marketing Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), in advance, prior to

implementing such changes. The Contract Monitor will contact the Grantee within seven (7) business days to notify as to whether the change has been accepted. Grantee shall not request an increase in the maximum amount of the Grant award. Any item that is submitted to the State for reimbursement, and is not listed in the Scope of Work, Marketing Plan, Media Plan, or Budget, that has not been preapproved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any substantial change to this agreement will require 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 is a benefit to both the Grantee and the State to ensure complete compliance with the grant intent. Grantee is required to submit a written notification to the Contract Monitor regarding any changes in the Grantee's contact information. Should 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 **FOUR THOUSAND FOUR HUNDRED FORTY SEVEN AND 00/100 DOLLARS ($4,047.00).** Travel and other expenses not specified in the terms of this agreement are not reimbursable. The Contact Monitor will ensure that all terms and conditions are met prior to authorizing the release of payment.

Payment is contingent upon the availability of funds appropriated that are appropriated by the Louisiana Legislature or may be accrued to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

a. One Payment. Only one payment will be made under this Grant Agreement upon satisfactory completion of the Event. Payment will be made on a reimbursement basis for incurred expenses as specified within this agreement and the Grant application guidelines. Grantee shall mail or hand deliver to the Contract Monitor an original invoice to the State, a Final Report **(Exhibit C),** and all supporting documentation required to verify that the qualifying marketing expenses were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, **due by January 6, 2012**.

b. Original Invoice. The original invoice to the State shall be in the amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee up to the maximum amount of the Grant award. The document submitted as invoice for reimbursement must contain 1) the word "invoice," 2) must not exceed the total grant award 3) must be submitted on Grantee's letterhead, 4) must reference the Event, and 4) must be accompanied by supporting documentation for qualifying marketing expenses for actual incurred cost as detailed in the Final Report (Exhibit C). The original invoice may be mailed or delivered to the Contract Monitor.

c. Final Report. Upon completion of the Event, the Grantee shall submit a Final Report **(Exhibit C)**. The Final Report (Exhibit C) may be mailed or delivered to the Contract Monitor. The Final Report form can be downloaded from LOT's website, **http://www.crt.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 of qualifying marketing expenses actually incurred by the Grantee. List all media types under the appropriate category.
- Support documentation for Media Buys/Proof of Media Purchases – Media invoices and acceptable proof of implementation
- Final Report Summary

LOT reserves the right to require additional information, documentation and/or added deliverables in order to adequately verify compliance with the terms of the Grant Agreement.

Grantee will not receive reimbursement for cancelled media or media not placed by the Grantee for any other reason. Only actual qualifying marketing expenses incurred by the Grantee are eligible for the 50% reimbursement.

d. Payment. The Contract Monitor shall review and verify the original invoice, Final Report **(Exhibit C)**, and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks for full processing.

The State will reconcile the invoice to the supporting documentation and will reduce the payment in the event of any of the following: 1) the request reflects payment for non-qualifying expenses associated with marketing activities, 2) the State has not been acknowledged as a sponsor in accordance with the terms of the guidelines, 3) inadequate supporting documentation for expenses, or 4) noncompliance with the terms of this agreement. The State will notify the Grantee of any inadequacies or deficiencies and will provide 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 in accordance with the terms of 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.

e. Act 12 Clause. Grantee is informed that no funds appropriated under Act 12 of the 2011Regular 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 Grantee executes this agreement and submits to 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. LOT shall submit this 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 72-0949236.

4. Term of Grant Agreement

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

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 Event must be held in Louisiana between July 1, 2011 and June 30, 2012. The Event is scheduled to be held November 4-6, 2011. All approved qualifying marketing expenses must be incurred by June 30, 2012.

Grantee must submit to the Contractor Monitor an original invoice, a Final Report **(Exhibit C)**, and all supporting documentation **due by January 6, 2012**.

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 (email is acceptable) 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.

Except as provided in Section 1 (d), 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 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 payment 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 payment will be issued to the Grantee.

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, the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration auditors shall have the option of auditing all 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.

Tangipahoa Parish Tourist Commission **Grant Amount: $4,047.00**
Event: Ponchatoula's Antique Trade Days
Grant #543

THUS DONE AND SIGNED AT Hammond, Louisiana on the 5th day of October, 2011.

WITNESSES:

Patty Stewart

Sarah Lea

Tangipahoa Parish Tourist Commission

Emily McKneely
Director of Sales
Phone: (985) 542-7520
Email: Emily@tangitourism.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 4th day of October, 2011.

WITNESSES:

Luann Bonne

Department of Culture, Recreation, & Tourism

James L. Hutchinson, Assistant Secretary
Office of Tourism

Tangipahoa Parish Tourist Commission **Grant Amount: $4,047.00**
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Exhibit A 1

Marketing Plan

Event Description

Approximately 15,000 visitors are expected to attend the November, 2011 Antique Trade Days Festival in Ponchatoula, LA. The general market is Louisiana, Mississippi, Alabama, Florida, Georgia, Texas, and Arkansas. During previous years, visitors attending the event hailed from all over the U.S. including New York, Montana, California, and Kansas.

The Antique Trade Days Festival continues to grow. A bi-annual event, the Trade Days event consists of 3 days of fun and revelry. An expanding line-up of music combined with well over 125 antiques vendors, children's area, and great food make this an event that pleases the masses. Amtrak, Canadian National Railroad and the Louisiana Chapter of the Train Collectors Association will host their 4th model train show during the event.

The main focus is the buying/selling of antiques. The crowd consists of attendees looking to make major purchases of antique goods. The Ponchatoula Antique Shop owners as well as the visiting antique vendors, realize the significance of this event to the world of antique lovers. The event is quickly becoming a staple in the United States antiques market.

The City of Ponchatoula, Ponchatoula Chamber, Downtown Marketing Committee, and Tangipahoa Parish CVB work together frequently on miscellaneous projects. This endeavor began with a group of antique merchants who wanted to market themselves to a different age group. Expansion of the festival has created an outlet for additional partners to join the efforts. The Ponchatoula FFA and the Louisiana Chapter of the Train Collectors Association are the most current additions to the team. This event allows for people of all ages and backgrounds to gather for one event.

The TPCVB will provide event organizers with promotion pieces for Tangipahoa Parish. The TPCVB website will allow those attending the event to pre-plan for their stay in the area. TPCVB will also provide printed literature, maps, and coupons to visitors while they are in the Ponchatoula area.

Organizers will designate time on the program for the Lt. Governor, or his designee, to welcome the visitors. CRT approved logo will be placed on event website including the Ponchatoula Chamber and Tangipahoa Parish CVB websites. CRT will be mentioned in all news releases related to the event and will have the opportunity to provide banner/signage at Registration Desk.

The Downtown Merchant's Association budgeted and utilized over $10,000 in marketing funds for past events. A $11,000 + allotment has been designated for the November, 2011 event, which includes a sponsorship by the Tangipahoa Parish Tourist Commission. Should we be awarded Competitive Grant funding, the marketing/media budget will expand accordingly. This funding would further enhance the festival and all associated events and subsidize cuts do to the economic downturn (pending the LOT sponsorship request is granted). Since the expansion to a 3-day event, the financial profile and required funding has been raised substantially. Funds will be utilized for ads in national trade publications, regional publications, and radio advertisements within the southeastern states. Newspaper, local radio, and television ads for the local market

(200 mile radius) will be utilized. The proposed budget does not include endless volunteer hours logged. Volunteers ensure the placement of signage, distribution of flyers, personal meetings with vendors, attendance at other antiques fairs, and etc.

Goals and Objectives

1. To create economic development through festivals/expos in Tangipahoa Parish
    a. This event will create dollars in the Ponchatoula/Tangipahoa Parish tourism community through overnight lodging, restaurants, gas stations, etc. TPCVB will survey local businesses along with local hotels, etc. regarding event weekend impact.
2. To create awareness of Ponchatoula, LA and its many festivals and attractions in order to attract additional visitors throughout the year

Over 15,000 attendees will spend up to three days in the Ponchatoula/Tangipahoa Parish area as vendors or attendees

Target Audience(s)

Over 15,000 attendees will spend up to three days in the Ponchatoula/Tangipahoa Parish area as vendors or attendees. Vendors from all parts of the United States and Canada will attend. Attendees hail from throughout the United States and specifically the southern US. The profile of the average attendee is broad, with a large concentration being: Caucasian, middle age or retirees. These attendees possess an expendable income and are loyal attendees.

Additional Deliverables

The Ponchatoula Antique Trade Days festival will ensure the "Louisiana Pick Your Passion" logo is on all signage. Extensive editorial is expected for the November 2011 event. The Louisiana Office of Tourism's sponsorship will be mention to any travel writer.

Performance Measures

The success of the event will greatly depend on a successful marketing campaign, pleasant weather, and history of the event. The success will be measured by the following:

- Number of repeat vendors
- Number of repeat visitors
- Number of attendees
- Editorial coverage/additional media secured
- Website hits
- 800 number inquiries

Tangipahoa Parish Tourist Commission **Grant Amount: $4,047.00**
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Exhibit A2

Media Plan

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost	50% request of LOT
Antique & Collectors Guide Magazine	TX, LA, MS, AR	¼ page	October	10,000	$200	$100
Southeast Antiquing	GA, AL, FL, LA, MS, TX	¼ page	October	15,000	$200	$100
Antique Digest Magazine	National publication	¼ page	October	20,000	$205	$102.50
Antiques Gazette	Livingston/EBR	½ page	October	7,000	$199.50	$0
Antique & Collectors Guide Magazine	TX, LA, MS, AR	1/4 page	November	10,000	$380	$190
Southeast Antiquing	GA, AL, FL, LA, MS, TX	1/4 page	November	15,000	$499	$249.50
Daily Comet & Courier Newspapers	Houma area	2 col x 6"	11/2/11	25,000	$218.66	$109.33
Times Picayune	Lagniappe	2 col x 3"	10/28/11	144,000	$414.40	$207.20
Advocate	Acadia Ascension Fun Times	2 col x 3"	11/4/11	28,000 25,000 95,000	$791.60	$263.87
Where ya At Magazine	Southshore	¼ page	Oct/Nov	20,000	$1,500	$750
				Totals	**$4,608.16**	**$2,072.40**

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	50% request of LOT
Cox Media	New Orleans, Lafayette, Jackson	30 second commercial	10/25/11 – 11/5/11	$2,450	$1,225
Northshore radio	Houma, Thibodeaux, New Orleans	30 second commercial	11/21/11 – 11/5/11	$500	$250
WSHO	Ralph Songy interview/LA, MS	Interview		$400	$0
Charter Media	St. Tammany and Tangipahoa	30 second commercial		$2,250	$0
			Totals	**$ 5,600.00**	**$ 1,475.00**

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Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Budgeted Cost	50% request of LOT
Misc. bounces around area on digital boards	Lafayette, LA	Digital	October & November	$500	$250
Misc. bounces around area on digital boards	Baton Rouge, LA	Digital	October & November	$500	$0
Misc. bounces around area on digital boards	Jackson, MS	Digital	October & November	$500	$250
			Totals	**$1,500**	**$500**

Tangipahoa Parish Tourist Commission
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Grant Amount: $4,047.00

Exhibit B

Budget

Name of Contractor: **Tangipahoa Parish Tourist Commission**

Name of Event: **Ponchatoula's Antique Trade Days**

Anticipated Income or Revenue

Sources of Revenue	Amounts
Champagne Beverage sponsorship	$ 500.00
T-shirt sales	$ 770.00
LOT Competitive Grant	$ 4,047.00
Vendors/booth rental	$ 6,500.00
Other Sponsorships/ Donations	$1850.00
Total Expected Revenue	**$13,667.00**

Anticipated Expenses

Expense Categories	Total amount
Security	$ 1,200.00
Transportation	$ 125.00
Portalets	$ 125.00
Information booth	$ 100.00
Postage	$ 376.00
Misc. supplies	$ 200.00
Marketing and Advertising	$11,457.73
Total anticipated expenditures	**$ 13,583.73**

Tangipahoa Parish Tourist Commission
Event: Ponchatoula's Antique Trade Days
Grant #543

Grant Amount: $4,047.00

Exhibit C

Louisiana Office of Tourism Marketing Grant

Final Report Form FY 11-12

SECTION I: Grantee Information

Name of Event _____
Event Date _____
Organization _____
Grant Award Amount _____
Primary Contact for Event _____
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 Event**. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

***If awarded a grant, 50% of the grand total spent on qualifying marketing expenses will be reimbursed up to the total amount of the award.

***List only qualifying marketing expenses eligible for reimbursement through the LOT Marketing Grant Program.

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost	50% request of LOT
			Totals		$_____	$_____

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost	50% request of LOT

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		Totals		$_____	$_____

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	50% request of LOT
			Totals	$_____	$_____

Online Placement (Website)

Web Site Name	Web Site Address	Target / Reach	Dates	Actual Cost	50% request of LOT
			Totals	$_____	$_____

Grand total spent on qualifying marketing expenses
$_____

Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award **$_____**

LOT STAFF USE ONLY
LOT Approved Reimbursement Amount $_____

Section III: Reimbursement Documentation for Proof of Media Purchase
Note: All media must include the official Louisiana Office of Tourism logo to be eligible for reimbursement.

- **Proof of Charge from Vendor:** Submit itemized media invoice reflecting date, description and dollar amount. If media is purchased from a third party (e.g. media

buying house or advertising agency), Grantee must provide an invoice from the third party agent **and** an invoice from the media outlet from whom the media was purchased (e.g. Southern Living, USA Today, etc.)

- **Proof of implementation**: Submit proof that activity was performed. Documentation can include any of the following:
  - Original ad placement tear sheets for print advertisements
  - Broadcast log reports indicating actual broadcast times and dates
  - Screenshots for online banner advertisements
  - Billboard photographs showing content
  - Other _____ (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Final Report Summary Format

- A 1–2 page typed detailed summary on the outcome of the Event taking into consideration the goals, objectives and measurable outcome regarding the impact that the Event 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) **Measurements of Performance**- include but are not limited to the following: estimated attendance, 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.

3) **Local/State/Regional Economic Impact**

4) **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 and programs.

5) **Profitability of the Event**

The final report summary should include all five (5) headings mentioned above.