



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

**Competitive Grant Program  
FY-14**

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 Sci-Port Discovery Center 820 Clyde Fant Parkway Shreveport, LA 71101, Phone: 318-424-8673, email: [jmcmem@sciport.org](mailto:jmcmem@sciport.org) (hereafter sometimes referred to as “Grantee”) do hereby enter into this agreement (“Agreement”) under the following terms and conditions.

**1) Scope of Work**

The goal of the LOT Competitive Grant Program “Program” is to encourage and support marketing initiatives for tourism events that attract and retain visitors to the state and have a positive impact on Louisiana’s tourism economy. Specifically, the funds that are provided under the terms of the Program are intended to assist the LOT in fulfilling its public purpose and statutory mandate, La. R.S. 36:208(F), to be responsible for performing the functions of the state relating to promotion and advertisement of the historical, cultural, recreational, and commercial sites, events, and assets of the state; encourage and promote tourism and the tourist industry for the benefit of the people of this and other states and as a developing economic resource; and cooperate with local tourist promotion and convention agencies. The Program is designed to achieve the following tourism objectives: (1) strengthen Louisiana’s tourism partnerships and alliances; 2) support Louisiana’s tourism industry as a whole; and (3) increase visitation, length of stays, and visitor spending in Louisiana.

- a. **Event Marketing.** In accordance with the LOT’s stated goal and objectives, the Grantee hereby agrees to market the Lego© Castle Adventure (“Event”) scheduled to be held October 5, 2013 – January 12, 2014 in Shreveport, LA as set forth in the LOT approved Marketing Plan, Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).
- b. **Qualifying Marketing Expenses.** Upon completion of the Event, the Grantee may request reimbursement up to 50% of actual incurred costs for qualifying marketing expenses as defined in the LOT Grant Application and Guidelines (“Guidelines”). The Guidelines are accessible at <http://www.crt.state.la.us/tourism/grants.aspx>, and must be complied with when implementing the LOT approved Marketing and Media Plans. Grantees who are hosting first-time events may request reimbursement of up to 66% as specified in the Guidelines. For the purpose of this Program, qualifying marketing expenses are defined as the actual placement costs of media that is specifically targeted or directed to areas located outside of a 50-mile radius of the Event. LOT will not reimburse the Grantee for costs that are associated with ad creation or media production. Grantee shall not apply any State funds that are provided from other state sources towards the mandatory cash match that must be provided by the Grantee, under the terms of this Agreement. The total reimbursement shall not exceed the total amount of the LOT approved grant award.
- c. **Event Advertisements.** At least seven business days prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts, to ensure compliance and the eligibility of marketing and advertising materials, and resulting

expenses that will be funded by the State through the Program. Advertising materials must include the State's official tourism logo and/or verbiage, and must comply with the LOT January 1, 2012 Style Guide ("Guide") that has been established for logo placement (available at <http://www.crt.state.la.us/DOCUMENTARCHIVE/PassionLogo/BrandGuidelinesGuide.pdf>). LOT will not reimburse the Grantee for media and advertising media materials that have not been approved by the State as noted under the terms of this Agreement.

- d. **LOT as Official Sponsor.** Marketing and advertising expenses qualify for reimbursement only when the Grantee acknowledges LOT as an official sponsor of the Event as set forth herein and in the Guidelines.

Grantee shall:

- Prominently display the State's official tourism logo in all grant-funded printed promotional materials, visual advertising, and other publicity pieces that are distributed to the public to promote the Event, regardless of the media source.
  - Prominently display the State's official tourism logo on the Grantee's official Event websites and other prominent websites used to promote the Event. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>. The Guide for the proper placement of the logos is accessible at the website noted above in Item c.
  - Maintain an active link from the State's official tourism logo to the LOT's official tourism website [www.LouisianaTravel.com](http://www.LouisianaTravel.com) for the full term of this agreement.
  - Verbally recognize the State's support in all broadcast announcements/media scripts that are to be reimbursed by the State. Grantee shall include in all announcements and broadcast scripts, the following phrase "*Visit LouisianaTravel.com to plan your trip today.*"
  - Provide complimentary tickets and/or passes to the Event and related activities that are associated with the Event (if tickets are required for admission) in quantities necessary for LOT's staff to monitor compliance, and carry out its legal responsibilities regarding the promotion of Louisiana tourism. Grantee shall contact the State regarding such access at least fourteen (14) days prior to the date(s) of the Event.
- e. **Changes to Agreement.** The Grantee may submit a written request, by mail or email, to the Contract Monitor for proposed changes to the Media Plan, Marketing Plan, or Budget (Exhibits A1, A2, and B). The Grantee shall not request an increase in the maximum amount of the Grant award. The Contract Monitor will provide a written response of approval or rejection of the request to the Grantee within seven (7) business days. Other than as described herein, any changes to this Agreement will require a written amendment executed by all parties.
- f. **Communication.** Regular communication with the Contract Monitor is required (at least quarterly) throughout the term of this Agreement and is beneficial to both the Grantee and the State to ensure compliance with the terms of the Agreement and the Guidelines. The Grantee is required to submit a written notification to the Contract Monitor of any changes in the Grantee's contact information. Should a period of three months or more lapses without the Grantee communicating with the State's Contract Monitor, the State may at its option, initiate the process of revoking this Grant and terminating this Agreement.

The State's Contract Monitor for the Competitive Grant Program is:

Judy Halloran  
Phone: 225-342-8121  
Email: [JHalloran@crt.la.gov](mailto:JHalloran@crt.la.gov)  
Mailing Address: PO Box 94291, Baton Rouge, LA 70804-9291

- g. **Final Report.** Upon completion of the Event, the Grantee shall submit a Final Report as specified in Exhibit C. The Final Report may be mailed or delivered to the Contract Monitor. The Final Report form can also be downloaded from the LOT's website, <http://www.crt.state.la.us/tourism/grants.aspx>. Grantee shall complete each section of the Final Report, as applicable, which include:
- **Section I** - Grantee's Name and Contact Information
  - **Section II** - Reimbursable Media – Qualifying Marketing Expenses listed under the appropriate media categories of the actual expenses incurred by the Grantee
  - **Section III** - Documentation to support the reimbursement request for Media Purchases, which may include media invoices, advertising tear sheets, logs, and other acceptable documents as proof of advertising placement.
  - **Section IV** – Final Report Summary – Provide details of the outcome of the Event as noted in Exhibit C.

## 2) Payment Terms

- a. **Maximum Payment.** In consideration of Grantee's compliance with all terms of the Program, the State hereby agrees to pay the Grantee a maximum sum of **FIVE THOUSAND DOLLARS (\$5,000.00)**. Travel and other expenses that are not specified in the terms of this Agreement are not reimbursable.
- b. **One Payment.** It is anticipated that there will be a single payment made under this Grant Agreement. No payment shall be made until after the Event. Payment will be made on a reimbursement basis for qualifying marketing expenses actually incurred by the Grantee as specified within this Agreement and in accordance with the Guidelines.
- c. **Original Invoice.** After completion of the Event, the Grantee shall deliver to the Contract Monitor an original invoice on organization letterhead, the Final Report (Exhibit C), and all supporting documentation for preapproved qualifying expenses that have been incurred by the Grantee in compliance with the terms of this Agreement. The invoice submitted to the State shall reflect 50% (or 66% for first-time events) of the actual cost to the Grantee, up to the maximum amount of the Grant award.
- The invoice must: 1) be submitted on Grantee's official letterhead, 2) contain the word "invoice," 3) not exceed 50% of incurred cost (66% for first-time events) up to the total amount of the grant award, 4) reference the Event, 5) be accompanied by supporting documentation for actual costs incurred, and 6) be accompanied by the detailed Final Report (Exhibit C).
- d. **Payment Reductions.** The State reserves the right to reconcile the invoice to the supporting documentation, and will reduce the payment in the event of any of the following:

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1) an expense submitted to the State for reimbursement, but not preapproved by the State, 2) the request reflects reimbursements for non-qualifying expenses, 3) the State has not been acknowledged as a sponsor in media promotions in accordance with the terms of this Agreement, 4) inadequate supporting documentation for expenses, or 5) noncompliance with terms of this Agreement.

LOT reserves the right to request and require additional information or documentation in order to adequately verify compliance with the terms of the Agreement.

**NOTE:** Grantee will not receive reimbursement for cancelled media or media purchased, but not placed by the Grantee.

- e. **Discrepancies.** The State will notify the Grantee of any inadequacies or deficiencies and will allow the Grantee reasonable opportunity to cure any defects. 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 any defect.
- f. **Processing.** After verifying the compliance, the Contract Monitor will authorize the payment of the invoice. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.
- g. **Use of Funds.** The Grantee shall be liable for all grant funds that have not been used in accordance with the terms and conditions of this Agreement and the Program Guidelines. If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, the Grantee will be required to repay the State in accordance with the terms set by the State. If the Grantee defaults on the Agreement, breaches the terms of the Agreement, ceases to do business, or ceases to do business in Louisiana, it shall be required to repay the State in accordance with the State's terms or requirements.
- h. **Availability of Funds.** Payment is contingent upon the availability of funds that are appropriated by the Louisiana Legislature or may be accrued to the State from other sources.

### 3) Act 14 Clause

Grantee is informed that no funds appropriated under Act 14 of the 2013 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 Grantee executes this Agreement and submits to the 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 LOT shall submit this Agreement, the Budget, and any other required information to the Legislative Auditor for approval at [ebudgets@lla.la.gov](mailto:ebudgets@lla.la.gov).

### 4) 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 72-1136273.

**5) Term of Grant Agreement**

- a. This Grant Agreement shall begin on July 1, 2013 and shall terminate on March 31, 2014.
- b. The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.
- c. The Event is scheduled to be held October 5, 2013 – January 12, 2014 in Shreveport, LA.
- d. Grantee must submit to the Contractor Monitor an original invoice, a Final Report (Exhibit C), and all supporting documentation due by February 28, 2014.
- e. If the Grantee is unable to deliver the State benefits as specified, or perform the work within the term of the Agreement, the Grantee shall 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.
- f. Except as provided in Section 1 (e), any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing and executed by all parties.

**6) Entire Agreement/Order of Precedence Clause**

This Agreement and any exhibits specifically incorporated herein by reference, together with the Guidelines and addenda issued thereto by the LOT, and 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 Guidelines) shall take precedence, followed by the provisions of the Guidelines, and then by the terms of the Grantee's Application.

**7) 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.

**8) 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.

**9) 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

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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 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.

#### **10) 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 and/or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Grantee that are related to this grant.

Any quasi public agency or body as defined in La. R.S. 24:513 A (1)(b) shall designate an individual who shall be responsible for filing annual financial reports with the Legislative Auditor and shall notify the Legislative Auditor of the name and address of the person so designated (La. Rev. Stat. 24:513 H (2)(a)).

#### **11) 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.

#### **12) Non-assignability**

The Grantee shall not assign any interest in this Agreement 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.

#### **13) 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.

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THUS DONE AND SIGNED AT Shreveport, Louisiana on the 14 day of August, 2013.

**WITNESSES:**

[Signature]

[Signature]

Ann Eumarolo  
for Sci-Port Discovery Center

Kowitry Washington 8/14/13

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 14 day of August, 2013.

**WITNESSES:**

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

[Signature]

[Signature] 8/12/13

Kyle Edmiston, Assistant Secretary  
Office of Tourism

[Signature]

## **Exhibit A 1 Marketing Plan**

### **Event Description**

Sci-Port: Louisiana's Science Center, a 92,000 sq ft hands-on science and entertainment center in Shreveport, LA, the 2012 Louisiana Attraction of the Year as determined by the Louisiana Travel Promotion Association and voted one of the Top Ten Science Centers in the USA by *Parents Magazine* (we are the only mid-sized city on the list and the only one in the south), will host the Traveling Exhibition LEGO® Castle Adventure from Oct. 5, 2013 – Jan. 12, 2014. The temporary exhibition will complement Sci-Port's permanent exhibit galleries featuring nearly 300 exhibits and daily-changing programs, demonstrations and hands-on programs led by Sci-Port's education staff. Additionally, Sci-Port is a member of the Association of Science-Technology Centers and is a LA Space Consortium member.

In LEGO® Castle Adventure, children and families are transported to a LEGO® kingdom where they too can become master castle builders, using one of the greatest building materials of all time – LEGO® bricks!

Visitors will be immersed in castle life through experiences designed specifically for children and families. Enter the LEGO® kingdom's royal castle to sit in their majesties' thrones and view the royal family's portrait – made out of LEGO® bricks – and a LEGO® suit of armor. Attendees may also view the king's secret treasure room filled with LEGO® jewels.

Even the youngest of builders will enjoy putting together their own LEGO® castle creation. LEGO® models of real-world castles Blarney, Arundel and Neuschwanstein offer insights about how castles were planned and built. Age-appropriate build areas for Apprentice Builders (toddlers), Journeymen Builders (ages 3–6) and Master Builders (ages 7 and older) allow children to use their newfound knowledge to create their own unique structures.

Plus, Sci-Port will be the last stop for this traveling exhibition before it is retired indefinitely. This offers the opportunity to partner with the Indianapolis Children's Museum (who designed the exhibition) for a closing celebration – complete with representatives from the Indianapolis Children's Museum and LEGO®, Sci-Port members and donors, Louisiana elected officials and the Louisiana Office of Tourism.

### **Goals and Objectives**

One of the foundations of science literacy is to develop an interest in science in a safe and engaging environment. Informal venues such as Sci-Port, and traveling exhibitions like LEGO® Castle Adventure, help make learning be both entertaining and exciting.

Our primary goal of hosting LEGO® Castle Adventure is to create an extraordinary family learning experience that allows visitors to discover the world of castle-building using LEGO® bricks.

An objective of hosting this exhibition is sparking our visitors' creativity and skill to plan, build and run a castle. Planning is a crucial component of building any entity – castles included. Our visitors will understand that each part of a castle is built for a purpose.

Additional objectives include attracting new visitors and giving members and past visitors a reason to return again ("nothing new" is an often cited reason for lack of repeat visitation). These visits will help increase our ancillary revenue streams through complementary programming for the exhibition; café

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sales; gift store purchases; memberships, IMAX ticket sales and admission fess – all of which benefit the Shreveport-Bossier area.

Ultimately, LEGO® Castle Adventure will provide a creative outlet for modern-day castle builders of all ages.

Visitor outcomes:

- Education
- Scientific engagement
- Family learning
- Enjoyment

Sci-Port outcomes:

- Maintain and increase visitorship (Using attendance numbers, plus 10%, from the same time period 2011-12 as a benchmark, as 2012 had Titanic, which is a different audience appeal than LEGO® s and that exhibit has blockbuster, record attendance numbers in museums nationwide)
- Increase in Membership (Anticipate increase in those who join or renew as part of Sci-Port's annual Membership program in order to see the exhibition)
- Increase in revenue program attendance (Increase in number of people who attend revenue-based programs/events such as lectures, camps, Scout events, IMAX or LEGO®-themed programs)
- Increase in overall revenue (Via café sales, one-time admissions, IMAX, etc.)
- Increase in gift store sales (Net revenue of items sold in store)

In an attempt to increase the diversity of visitors to the Center and provide new educational opportunities, Sci-Port decided to host traveling blockbuster exhibitions **BODIES REVEALED** and *Titanic: The Artifact Exhibition* in calendar year 2012. Both exhibitions proved greatly successful, making LEGO® Castle Adventure the logical, next step for the Center and a return to appealing to our core audience of school-aged visitors. Since there is demonstrated interest in these traveling exhibitions, bringing LEGO® Castle Adventure to Sci-Port can ensure our core audience is satisfied and the new audiences **BODIES REVEALED** and *Titanic: The Artifact Exhibition* brought to the Center will return to see LEGO® Castle Adventure.

Of course, it would not be possible to succeed in hosting such a traveling exhibition as LEGO® Castle Adventure without the partnerships within the Shreveport-Bossier and regional community. These groups and people enhance our programs and provide volunteer hours. LEGO® partnerships include:

- Local engineering societies, architects and builders for programs on design and construction
- Barksdale Air Force Base personnel
- Bossier, Caddo and DeSoto Parish schools (Sci-Port has one teacher “on loan” from each parish to facilitate local classroom visits and afterschool programs, ensure that all programs/exhibits offered meet state-mandated curriculum standards, and to offer continuing education credits to classroom teachers)
- Regional partnership with the Central Louisiana Community Foundation and the T.R.E.E. House Museum in Alexandria, LA for LEGO outreach robotic programming - members of the T.R.E.E. House will receive free admission to LEGOs through the end of December as part of a membership trade we've arranged with them and the Central LA Community Foundation – Oct. 15-19
- Local Scout groups who will participate in engineering and LEGO programs to earn badges

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- artspace (Shreveport Regional Art Center) and the Multicultural Center of the South are partnered with Sci-Port on a Joint Field Trip Adventure for schools outside the local area to enjoy all three facilities for one price - LEGO®s will be prominently featured as the reason to participate in this school program in the fall (Robinson Film Center may become a fieldtrip partner in the fall as well - in the works)!
- We will also work with Downtown Development Authority to promote this exhibition through their weekly eBlasts, as well as the Shreveport-Bossier CTB's Shreveport-Bossier FunGuide website.
- The Red River Revel Arts Festival is the week prior to the opening and the Festival Plaza is also part of Sci-Port's parking lot. We will work with Festival organizers and City of Shreveport to promote the Exhibit to Revel attendees, encouraging discount opportunities for visitors.
- We are exploring partnerships with the independent, educational toy stores in town to promote this exhibit (one is owned by a long-time Sci-Port donor and former board chair who is still actively involved in Sci-Port operations).

### Target Audience(s)

We plan to reach and attract audiences from out-of-area regions such as south Arkansas; east Texas; south Louisiana and parishes along the Mississippi border. The target audiences for LEGO® Castle Adventure include elementary students; families that value educational experiences and those in the 20s-30s age bracket who grew up with the classic set of building blocks.

Schools are a primary source of visitorship, and the Joint Fieldtrip Program for out of area schools (120 miles outside Shreveport) will help reach our goal. The package of three venues, one price, coordinated through one of the partners (Sci-Port handles this) makes visiting easy and gives schools a reason to visit Shreveport-Bossier.

Using Ticketmaster/VISTA software to track visitors' zip codes (each is asked upon payment at the ticket counter), past traveling exhibitions have shown that roughly 44 percent of visitors are from outside Caddo and/or Bossier Parishes. Approximately 27 percent of the visitors were from out-of-state. (Notably, 16.5 percent of visitors were from Texas, but this accounted for 20 percent of our attendance-based revenue.) Seven percent came from the Ruston/Monroe area; 7 percent from Alexandria/Rapides area; 2 percent from Lafayette area; <1 percent each from New Orleans and Baton Rouge.

An added benefit for the Shreveport-Bossier area is its immediate impact on tourism and economic development. With the exhibit having such a widespread appeal and the fact that it will retire once its run at Sci-Port is completed, people from outside of the Ark-La-Tex will visit our facility for this exciting exhibition and potentially for an overnight stay in Shreveport-Bossier.

Based on 2011 attendance, with a 10 percent anticipated increase in attendance due to LEGO®, we predict the following attendance by month for the run of the Exhibition. Note: revenue programs include things such as birthday parties, camps, scout events and special event rentals.

### ATTENDANCE

2011	ACTUAL	10% Increase
OCTOBER		
General	2101	2311.1
Schools	3895	4284.5
Memberships	1264	1390.4
Revenue Programs	3076	3383.6

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TOTAL	10336	11369.6
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NOVEMBER

General	2439	2682.9
Schools	5355	5890.5
Memberships	1709	1879.9
Revenue Programs	1636	1799.6
TOTAL	11139	12252.9

DECEMBER

General	3048	3352.8
Schools	4961	5457.1
Memberships	2397	2636.7
Revenue Programs	1211	1332.1
TOTAL	11617	12778.7

JANUARY

General	4467	4913.7
Schools	2058	2263.8
Memberships	2135	2348.5
Revenue Programs	1581	1739.1
TOTAL	10241	11265.1

TOTAL FOUR

MTHS	43333	47666.3
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### Marketing & Promotional Strategies

Media Plan – Please fill out Exhibit A2 to include with marketing plan

### Additional Deliverables

The LOT logo will be incorporated into all marketing materials mentioned in the attached marketing plan, including online advertising and radio spots. Additionally, the LOT logo will be placed on print pieces, including downtown Shreveport street banners, teacher guides, posters, postcards, member event materials and press releases.

Sci-Port will also invite any LOT representative to speak at any of the opening events for LEGO® Castle Adventure. The LOT will be noted as a sponsor of the exhibition in our 2013-14 Visit Planner & Programs Catalog that will be emailed to approximately 18,000 educators in the tri-state region. This 12 page e-publication is used to assist teachers in planning their classroom visit to Sci-Port.

Publicity for the Louisiana Office of Tourism's sponsorship of LEGO Castle Adventure at \$10,000 will come in the following forms:

1. Recognition among Sci-Port's *DNA Society*, in the annual report and other publications. The *DNA Society* is an elite group of contributors who are the "essential building blocks of life" for the science center, supporting the center at the highest levels.
2. Recognition in the *Visit Planner and Program Catalog*, available online for educators to plan their classroom visits to Sci-Port; recognition in educator workshops accompanying the exhibit.

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3. LOT logo or name, as appropriate, associated with any printed material including curriculum and communications about the program.
4. LOT logo or name on banner outside building, at entrance to exhibit and on any marketing and advertising placed after gift is made.
5. Feature story and recognition on [www.sciport.org](http://www.sciport.org) as a *DNA Society* Project Donor. Sciport.org receives approximately 30,000 hits/month.
6. Recognition in one of Sci-Port's eNews blasts, sent on the 1<sup>st</sup> and 15<sup>th</sup> of each month, with link to the feature story on our website.
7. Link to your website from [sciport.org](http://sciport.org).
8. Recognition at the following conferences: ASTC (the Association of Science-Technology Centers), LSTA (Louisiana Science Teachers Association) and NSTA (National Science Teachers Association) should Sci-Port be selected as a presenter to discuss the exhibit and its programming
9. Press releases as appropriate to local and regional TV and print media
10. Facebook posts on Sci-Port's website of media events, including a tag to LOT's Facebook page

### Performance Measures

In the target audience question, we show the 10 percent increase by visitor category we anticipate (refer to this chart). How do we evaluate this? Each person that purchases an admission ticket to Sci-Port is asked for his or her zip code.

Based on the success of both **BODIES REVEALED** and *Titanic: The Artifact Exhibition*, we can predict that about half of the projected attendance for LEGO® Castle Adventure will be from out of the Shreveport-Bossier area. Attendance numbers (for onetime visitors, Member visits and school visits) are tracked on a daily basis through Ticketmaster/VISTA. Using last year's numbers for this time period (Oct. 5, 2012 – Jan. 12, 2013), we will be able to determine whether LEGO® Castle Adventure appealed to audiences just as *Titanic: The Artifact Exhibition* did. We will also be able to see if we experienced an overall increase in attendance to the Center and the percentage in increase for each type of audience (Member visits, senior citizens, military, school groups, etc.).

Finally, one of the indicators with merit will be the number of new and renewed Memberships during this period. Using our Member and donor tracking software, The Raiser's Edge, we can determine if we had a higher retention of our Members during this time period than 2011 and if we had new Members sign up during this time period than 2011. We can also compare café sales and gift shop sales to the same time period when we did not host a traveling exhibition in 2011. Ultimately, we need to analyze whether or not people recognize we are offering unique exhibitions.

### LEGO® Castle Adventure PR & Marketing Plan

#### August 2013

- Announce the opening date of LEGO® Castle Adventure with press conference for media and elected officials – highlight that this is the last stop for the Exhibition before retirement

#### September 2013

- *TravelHost* advertising begins in the Southeast region with circulation of 200,000 monthly
- LAMAR billboards begin in both local areas and regional (Shreveport-Bossier, LA; Longview, TX; Texarkana, TX; Tyler, TX; El Dorado, AR; Alexandria, LA; Monroe, LA; Ruston, LA)
- Bi-weekly eNewsletters begin featuring LEGO® Castle Adventure (Sept. 1 & 15) sent to over 6,500 subscribers

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- Social media plan begins (including Facebook ads, Twitter updates, tumblr posts and Blogger posts)
- LA Field Trip Guide is sent to 15,000 teachers, featuring the Joint Field Trip Adventure (a partnership between Sci-Port, artspace and the Multicultural Center for the South specifically for schools 120 miles outside of Shreveport-Bossier; Sci-Port's third of the full-page ad will feature LEGO® Castle Adventure)
- Local print advertising begins
  - *SB Magazine* (11,000 printed each month for 4 months)
  - *The Forum* (23,000 printed bi-weekly for 9 issues; 50,859 reached each issue)
  - *CityLife* (12,000 printed each month for 2 months)

#### October 2013

- Oct. 1 & 15 eNewsletters continue
- Push LEGO® Castle Adventure-themed birthdays through Jan. 2014
- Social media ads and updates continue throughout the month
- Begin promoting the Exhibition through LouisianaTravel.com (Oct. - through the end of Dec.)
- Oct. 3 – Sci-Port goes live on NBC 6 for weekly morning segment to promote upcoming opening weekend
- Media Preview set for Thursday, Oct. 3
- Press Release for opening date of Oct. 5 goes out on Thursday, Oct.5 to local and regional media via VOCUS software, courtesy of Shreveport-Bossier Convention and Tourist Bureau
- Member Preview set for Thursday, Oct. 3 with new programs for Members and Non-Members
- Open LEGO® Castle Adventure to public on Saturday, Oct. 5
- Adult mixer featuring LEGO® Castle Adventure, Oct. 19
- Annual Tricks & Treats event featuring “Haunted Castles” with LEGO® Castle Adventure, Oct. 26
- Receive analytics from social media sites on posts regarding LEGO® Castle Adventures

#### November 2013

- Nov. 1 & 15 eNewsletters continue
- Social media updates continue, pushing for attendance during holidays
- TV commercials in central Louisiana begin, encouraging those traveling through/to Shreveport to experience LEGO® Castle Adventure
- Run a sponsored listing in the Louisiana Travel eNewsletter, sent to over 200,000 subscribers
- Nov. 20 – advertising on Orbitz.com begins (specifically on searches for hotels 50 – 200 miles outside of Shreveport-Bossier) and runs through end of December
- Holiday Day Camps, featuring LEGO® Castle Adventure, set for Nov. 25-27
- Receive analytics from social media sites on posts regarding LEGO® Castle Adventure

#### December 2013

- Dec. 1 & 15 eNewsletters continue
- Social media updates continue, pushing for attendance during holidays
- Holiday Day Camps, featuring LEGO® Castle Adventure, set for Dec. 26, 27 & 30
- Receive analytics from social media sites on posts regarding LEGO® Castle Adventure

#### January 2013

- Jan. 1 eNewsletter highlights closing date of Jan. 12, 2014
- Holiday Day Camps, featuring LEGO® Castle Adventure, set for Jan. 1-3

Grantee: Sci-Port Discovery Center  
Event: Lego© Castle Adventure

Grant Amount: \$5,000.00  
Grant: #859

- Jan. 9 – Sci-Port goes live on NBC 6 morning show to promote final weekend
- Final weekend press release goes out Jan. 9
- Receive analytics from social media sites on posts regarding LEGO® Castle Adventure

**Exhibit A2  
 Media Plan**

**Print Placement (Magazine, Newspaper)**

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Actual Cost	LOT Match
LA Field Trip Guide	Private & public schools in La.; southern MS counties	½ page	Fall 2013	15,000	\$950	\$316
TravelHost	Regional (Nashville, Tn., to Savannah, Ga., to Raleigh-Durham, Nc.)	1/3 block	Oct. – Dec. 2013	200,000	\$1,800	\$900
IN Magazine	East Texas	Full page	Nov. – Dec.	30,000	\$1,494	\$747
<b>Totals:</b>					\$4,244	\$1,963

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT Match
KLAX – Alexandria, La.’s ABC affiliate	Central La. covering 18 parishes	:30	Nov. 1 – Dec. 31	\$1,500	\$750
<b>Totals:</b>				\$1,500	\$750

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Actual Cost	LOT Match
LAMAR	Texarkana, Tx.	400 x 1400 pixels digital	Oct. – Jan. 16 weeks	\$2,600	\$1,300
LAMAR	Tyler, Tx.	400 x 1400 pixels digital	Oct. – Jan. 13 weeks	\$6,000	\$3,000
<b>Totals:</b>				\$8,600	\$4,300

Grantee: Sci-Port Discovery Center  
 Event: Lego© Castle Adventure

Grant Amount: \$5,000.00  
 Grant: #859

**Online Placement (Website)**

Website Name and Address Ex: the Advocate / theadvocate.com	Target / Reach	Dates	Actual Cost	LOT Match
Facebook / Facebook.com	Families with children up to 250 miles out	Oct. 5 – Jan. 5, 2014	\$1,200	\$600
Louisiana Travel banner (10,000 impressions each time) / louisianatravel.com	Visitors to Louisiana	Nov. 21 – 28 & Dec. 20 - 27	\$400	\$200
<b>Totals:</b>			\$1,600	\$800

<b>Grantees Grand Total</b>	<b>\$15,944</b>
LOT 50% Match Grant Total	\$7,813
<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$

**Exhibit B**

LEGO Castle Adventure

Department	Description	Budget
<i>Income</i>		
	Grant Funds/Other (LOT Grant)	\$5,000
	The Jerry and Frank Moore Foundation (Grant to support Traveling Exhibitions)	\$1,000
	CVB Out of Area marketing grant (pending)	\$15,000
	Community Foundation of Shreveport-Bossier	\$75,000
	Charge General Admission (non-Members) a \$2 fee to see exhibit (anticipate 13,258 General Visitors - see Question #4)	\$26,516
	Other grants (pending)	\$25,000
	Gift Shop revenue (themed merchandise)	\$10,000
	Revenue Programs (LEGO-themed, fee-based events/ programs)	\$3,500
	Special Event Rental - LEGO	\$5,000
	<b>Total Income:</b>	<b>\$166,016</b>

Expense

	Freight	\$10,000
	Exhibit license/rental fee**	\$75,000
	2x Weekend staff salaries	\$14,000
	Programming development costs (early & upper elementary; middle and high school)	\$10,000
	Promotional events	
	Brochures/printing (includes in-kind)	\$7,000
	Print advertising/magazines (includes in-kind)	\$40,000
	Radio/Billboard/TV/Internet (includes in-kind)	\$10,000
	Dedicated reserve	
	<b>Total Expense:</b>	<b>\$166,000</b>

**Net Income:**

**\$ 16**

\*\*Sci-Port has been paying on the licensing fee for 3 years now.

Grantee: Sci-Port Discovery Center  
 Event: Lego® Castle Adventure

Grant Amount: \$5,000.00  
 Grant: #859

**Exhibit C**  
**Louisiana Office of Tourism Competitive Grant Program**  
**Final Report Form FY 14**

**SECTION I: Grantee's Contact Information**

Name of Event: \_\_\_\_\_  
 Event Date: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Grant Amount: \_\_\_\_\_  
 Primary Contact (POC): \_\_\_\_\_  
 POC - Phone Number: \_\_\_\_\_  
 POC - Email: \_\_\_\_\_

**SECTION II: Reimbursable Media; Qualifying Marketing Expenses**

*Reimbursable Items* –All qualifying marketing and advertising must be directed towards areas outside a 50-mile radius of the Event. Qualifying marketing expenses include the actual placement costs of media, but will not be applied to ad creative or media production expenses.

\*\*If awarded a grant, 50% (or 66% for first-time events) 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	Match Amount
<b>Totals:</b>					\$	\$

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Market Area (DMA)	Spot length/ Frequency	Broadcast Dates	Actual Cost	Match Amount
<b>Totals:</b>				\$	\$

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Actual Cost	Match Amount
<b>Totals:</b>				\$	\$

**Interactive Advertising / Web Banners**

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target Audience / Reach	Dates	Actual Cost	Match Amount
<b>Totals:</b>			\$	\$

**Marketing Promotional Video** - Only \$2,500 of grant award can be used towards a single marketing promotional video

Company Producing Video	Target Audience	Dates video	Actual Cost	Match

Grantee: Sci-Port Discovery Center  
 Event: Lego© Castle Adventure

Grant Amount: \$5,000.00  
 Grant: #859

		will air		Amount
<b>Totals:</b>			\$	\$

Grantees grand total spent on qualifying marketing expenses	\$
Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award or 66% for first-time events	\$
<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$

**Section III: Documentation to Support the Reimbursement Requests (Proof of Media Purchases)**

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

- **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 which the media was purchased.
- **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:**

- Prepare and submit a one to two (1-2) page typed summary of the outcome of the Event, taking into consideration the goals, objectives, measures of performance, and the impact that the Event had on tourism in the area and the state, which should include:
  - 1) **Objectives Achieved** – Based on the Program objectives listed on page 1 of this Agreement, list accomplishments that show achievement of the overall goal of impacting tourism.
  - 2) **Measurements of Performance** – Provide measurable data or figures that indicate performance outcome, which may include but are not limited to the following: estimated attendance, admissions revenue, vendor registrations, public entry fees collected, etc.
  - 3) **Economic Impact** - Provide available economic impact information (number of hotel room nights generated, occupancy rates/ADR, food, beverage, and other tax revenue generated, and visitor spending, etc.) for the local community, region, and state.
  - 4) **Media Relations** – Provide supporting documentation for media relations that may include but are not limited to the following: copies of news releases, newspaper clippings, articles from various media publications, flyers, itineraries, photographs and programs.
  - 5) **Profitability of the Event** – Provide the total estimated cost of producing the Event this year, and the total estimated income generated from sales, vendor registrations, and entry fees, if applicable.

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