

# CONTRACT FISCAL INFORMATION SHEET

PLEASE COMPLETE THIS FORM AND ATTACH TO CONTRACT WHEN IT IS TIME TO ROUTE CONTRACT FOR APPROVALS AND SIGNATURES.

CONTRACTOR'S NAME: Independence Bowl Foundation

CONTRACTOR'S ADDRESS: 401 Market Street, Suite 120  
Shreveport, LA 71101

CONTRACTOR'S FEDERAL ID# 72-0927228

\_\_\_\_\_ or SOCIAL SECURITY #

CONTRACTOR'S TELEPHONE # (318) 221-0712

CONTRACT AMOUNT \$300,616.00

CONTRACT PERIOD From: July 1, 2014 To: June 30, 2015

SOURCE OF FUNDS: State: \_\_\_\_\_ Percent  
State: \_\_\_\_\_ Percent  
Federal \_\_\_\_\_ Percent  
Self-generated 100 Percent

Organ. 6786 Object 4160 Sub Object \_\_\_\_\_ Reporting Cat. 7513 *mw*

Organ. \_\_\_\_\_ Object \_\_\_\_\_ Sub Object \_\_\_\_\_ Reporting Cat.

Organ. \_\_\_\_\_ Object \_\_\_\_\_ Sub Object \_\_\_\_\_ Reporting Cat.

BRIEF DESCRIPTION OF SERVICES: The State is providing funding in support of the 2014 Duck Commander Independence Bowl Game to be held at the Independence Stadium on Saturday, December 27, 2014 in Shreveport, Louisiana; the Event attracts approximately 36,000 visitors to the Shreveport-Bossier area with an economic impact of approximately \$7,000.000 to 10,000.000 annually and is televised nationally on ESPN, which generates positive publicity for Louisiana.

**“ATTACHMENT A” PLAN**

**NAME OF CONTRACTING PARTY:** Independence Bowl Foundation, Inc.

**NAME AND BRIEF NARRATIVE OF PROGRAM OR PROJECT:**

The State is providing funding in support of the Duck Commander Independence Bowl Game to be held at the Independence Stadium on Saturday, December 27, 2014 in Shreveport. The Event attracts approximately 36, 000 visitors to the Shreveport-Bossier area with an economic impact of approximately \$7, 000,000 to 10,000,000 annually and is televised nationally on ESPN, which generates positive publicity for Louisiana.

**Program Goals, Objectives, Expected Outcomes/Results Activities and Related Performance Measures (Duplicate pages as needed for each goal identified). What are the goals, objective(s), expected outcomes/results for this program:** Indicate the goals/objectives for this program. Indicate the expected outcomes/results for each goal. Explain how each goal, objective, outcome/result is measured. Identify activities that will be implemented to achieve expected outcomes, the person(s) responsible for implementing the activity, and the expected completion date.

1. **Program Goal** (*Goals are the intended broad, long-term results. The goal is a clear concise statement of the general end purposes toward which efforts are directed*).

The State’s goal is to carry out the Legislative intent to provide funding in support of the Event and to ensure that the State receives a reasonable return on its investment by utilizing this Event as an opportunity to attract visitors, maintain awareness and to promote a positive image of Louisiana as a unique and desirable travel destination.

2. **Program Objective(s)** (*Objectives are intermediate outcomes--specific, measurable steps towards accomplishing the goal. They identify the specifics of the expected outcomes and results to be achieved*).

- 1) Successful planning and implementation of the Event and associated activities.
- 2) Adequate Event publicity to maximize attendance (minimum of 40,000 expected), and to increase the economic impact of the Event on the city and state.
- 3) Public acknowledgements of the State’s support of the Event in print and broadcast advertising, website media including social media, press releases, at media events, during the Event and in other publicity settings, and Louisiana tourism signage prominently displayed at the Event.
- 4) Publicity opportunities provided to the Office of the Lieutenant Governor or designated representative(s) to speak at the Kickoff Luncheon and attend the Event, media events, and other associated Event activities to represent Louisiana’s tourism industry, and to acknowledge the State’s support.

3. **Relevant Activity (Activities)** (*An activity is a distinct subset of functions or services that will be implemented within a program.*)

- 1) Provide the State with at least two (2) full pages of editorial space in the Event program that is distributed at the Event. Content to be provided by the State upon the Contracting Party’s request for the information (notice of requests must be provided to the State at least 14 days prior to the due date).
- 2) Opportunity for the Office of the Lieutenant Governor or designated representative(s) to speak on behalf of Louisiana’s tourism industry at the Duck Commander Kick-off Luncheon.
- 3) Provide the State with all available sponsorship benefits applicable to funding level, to include tickets and passes to Event activities including 1) one hundred (100) Premium Game Tickets, 2) ten (10) Club Level Seats for the game, 3) twenty (20) Sideline Bench Tickets to game, 4) four (4) VIP Parking Passes to the Event, 5) two (2) Invitations (for two guest each) to the Team Announcement Party, 6) two (2) invitations (for two guest each) to the Chairman’s VIP Reception, 7) four (4) Tailgate Party Tickets, 8) opportunities for at least two (2) tourism representatives to provide input on promotional activities of the Event, and 9) invitation and access for the Lieutenant Governor and his designated staff or other representatives(s) to attend and speak at the Kickoff Luncheon.
- 4) Recognize the State as an official sponsor of the Event by inserting the State’s official tourism logo “**Louisiana Pick Your Passion**” in promotional materials, through social media, and verbally acknowledge the State’s support during the Event and when promoting the Event.
- 5) Prominently display Louisiana tourism signage at the Event, and acknowledge the State’s sponsorship support on the video screen at the Event. Request Louisiana

- tourism signage (at least 14 days prior to Event).
- 6) Ensure that the State receives a Louisiana tourism banner ad with the “**Louisiana Pick Your Passion**” logo with a link to LouisianaTravel.com on the official Independence Bowl website. Information regarding use of the State’s tourism logo is available with instructions for downloading at <http://www.crt.state.la.us/DOCUMENTARCHIVE/>.
  - 7) **Provide advance notices (at least 14 days prior) of Event activities** and the necessary tickets and passes to attend activities so that the Lieutenant Governor or his staff and designated representative(s) can plan attendance, and actively participate in pre-Event activities, game activities, media events and other associated activities to represent Louisiana’s tourism industry and acknowledge the State’s support of the Event.
  - 8) Provide the State’s tourism representative (s) access to available media at the Event to promote Louisiana’s tourism industry.
  - 9) Provide quarterly Progress Reports of activities and Cost Reports with supporting documentation for expenses as required.

4. **Performance Measure(s)** *(Measures the amount of products or services provided and/or number of customers served. Specific quantifiable measures of progress, results actually achieved and provided for to assess the program impact and effectiveness.)*

- 1) Number in attendance at the Event.
- 2) Economic impact of the Event on the city and state (measured by hotel occupancy percentages, consumer spending, and tax revenue generated).
- 3) Number of tickets sold, and number of out-of-state visitors that attended the Event.
- 4) Television ratings and the amount of media coverage provided.
- 5) Amount of tourism publicity the State received in conjunction with publicizing and promoting the Event.
- 6) The submission of timely and complete Progress and Cost Reports.
- 7) The submission of adequate supporting documentation for expenses as budgeted in Attachment B.
- 8) The ability of the Contractor to provide adequate documentation confirming that the State received publicity benefits as agreed.

**“ATTACHMENT B”**

Budget Page 1 of 3

**Project Budget (2014 -2015 )**

**Independence Bowl Foundation, Inc.**

**Anticipated Income or Revenue**

<u>Sources (list all sources of revenue)</u>	<u>Amounts</u>
Incoming Event Participation Fees	\$ 42,000.00
Foundation Contributions (Event Sponsors, year-round events, parking fees, Licensed merchandise sales, advertising fees)	\$3,009,338.00
State Funding	\$ 300,616.00
City Funding	\$ 240,000.00
Parish Funding	\$ 60,000.00
Ticket Sales	<u>\$1,183,800.00</u>
<b>Total Revenue</b>	<b>\$ 4,835,754.00</b>

**Anticipated Expenses**

<u>Expense Categories</u>	<u>Total Amount</u>	<u>Amount of State Appropriation</u>
Salaries	\$ 306,000.00	\$ 0
Related Benefits	\$ 68,000.00	\$ 0
Travel	\$ 33,800.00	\$ 0
<b>Operating Services</b>		
Advertising	\$ 141,000.00	\$ 0
Printing	\$ 53,600.00	\$ 0
Maintenance of Equipment	\$ 750.00	\$ 0
Maintenance of Office	\$ 0.00	\$ 0
Rentals	\$ 66,000.00	\$ 0
Dues and Subscriptions	\$ 12,000.00	\$ 0
Telephones	\$ 12,000.00	\$ 0
Postage	\$ 16,000.00	\$ 0
Utilities	\$ 0.00	\$ 0
Other	\$ 1,626,900.00	\$ 0
Office Supplies	\$ 22,000.00	\$ 0
Professional & Contract Services	\$ 14,000.00	\$ 0
Other Charges (Team Payouts)	\$ 2,400,000.00	\$ 300,616.00
Acquisitions & Major Repairs	\$ 0	\$ 0
<b>Total Use of the Appropriation</b>	<b>\$4,772,050.00</b>	<b>\$300,616.00</b>

*(Budget categories listed above reflect a typical budget and may be adjusted by the State and Contracting Party to reflect actual categories necessary for each individual program. Salaries and Professional & Other Contract Services shall be detailed using pages 2 and 3 of Attachment B).*