



## 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: New Orleans Convention and Visitors Bureau

CONTRACTOR'S ADDRESS: 2020 St. Charles Ave., Baton Rouge, LA 70130

CONTRACTOR'S FEDERAL ID# or

SOCIAL SECURITY # 72-0540607

CONTRACTOR'S CONTACT PERSON: Kim Priez or J. Stephen Perry

CONTRACTOR'S TELEPHONE: 504-566-5011/504.566.5033

EMAIL ADDRESS: kpriez@neworleanscvb.com

TOTAL CONTRACT AMOUNT: \$ \$683,200.00 Amendment Amount: N/A

CONTRACT PERIOD: 7/01/12- 06/30/12

FUNDING AGENCY: DCRT, Office of Tourism

SOURCE OF FUNDS: Agency Appropriation (N/A)  
State: \_\_\_\_\_ Percent  
Federal \_\_\_\_\_ Percent  
Self-generated 100 Percent

*MW*  
Organ. 6786 Object 3000 Sub object 38 Reporting Cat. 7313  
Organ. \_\_\_\_\_ Object \_\_\_\_\_ Sub Object \_\_\_\_\_ Reporting Cat. \_\_\_\_\_  
Organ. \_\_\_\_\_ Object \_\_\_\_\_ Sub Object \_\_\_\_\_ Reporting Cat. \_\_\_\_\_

### BRIEF DESCRIPTION OF SERVICES:

Contractor shall be responsible for managing services and maintaining fiscal responsibility for retaining the services of five (5) international tourism representatives, whose specific purposes are to promote Louisiana tourism resources and assets in foreign countries, with the goal of keeping Louisiana competitive in the tourism industry.

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CHECK OFF IF APPLICABLE TO THE CONTRACTOR AND **PROVIDE THE NECESSARY DOCUMENTATION:**

**CORPORATIONS:**

\_\_\_\_\_ **Nonprofit Corporation**  
*(Requires Board Resolution of Authority)*

\_\_\_\_\_ **Business Corporation**  
*(Requires Board Resolution of Authority and Disclosure of Ownership)*

X  **Louisiana Commissioned Agency (Not for Profit)**

\_\_\_\_\_ *Limited Liability Company*

\_\_\_\_\_ **Out of State Corporation**  
*(Requires Certificate of Authority to do business in Louisiana and requires agency justification)*

\_\_\_\_\_ *Limited Liability Company*

\_\_\_\_\_ **Sole Proprietor**  
*(Requires statement written on company letterhead/stationary stating that the person is indeed the sole owner and as such has the authority to sign on behalf of the company)*

\_\_\_\_\_ **Out of State Contractor**  
*(Requires agency justification)*

\_\_\_\_\_ **Contractor is a Consultant**  
*(Requires resume if contracting with individual or sole proprietor of a company)*

\_\_\_\_\_ **Advance Payment**  
*(Requires justification from contractor and agency approval)*

\_\_\_\_\_ **Multiyear Contract**  
*(Requires agency justification)*

\_\_\_\_\_ **RFP Contract**

STAFF PERSON TO MONITOR CONTRACT: Mike Prejean

**STATE OF LOUISIANA  
PARISH OF EAST BATON ROUGE  
PARISH OF ORLEANS**

**COOPERATIVE ENDEAVOR AGREEMENT**

THIS COOPERATIVE ENDEAVOR is entered into by and between the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism, hereinafter sometimes referred to as the "State" or "LOT", and the New Orleans Convention and Visitors Bureau (NOCVB), officially domiciled at 2020 St. Charles Ave., New Orleans, Louisiana 70130, hereinafter sometimes referred to as "Contractor" or "NOCVB".

**WITNESSETH:**

WHEREAS, Article VII, Section 14(c) of the Constitution of the State of Louisiana provides that "for a public purpose, the state and its political subdivisions...may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual"; and

WHEREAS, in accordance with La. R.S. 51:1254, the Office of Tourism was established to be responsible for the design, plan, development and implementation of the effective and accurate promotion of Louisiana's history, culture, art, folklife, recreational and leisure opportunities, natural and scenic resources, transportation, cuisine, sites, attractions, accommodations and events, and the Office of Tourism is mandated to encourage and assist local governmental and private sector development for the promotion of tourism; and

WHEREAS, in accordance with La. R.S. 51:1255, the Office of Tourism is also mandated to cooperate with all governmental agencies, tourists, promotion agencies, private industry, and private nonprofit associations and organizations in promotion, advertising, and publicity of the state, including cooperative advertising, formation of local promotion groups, and other activities necessary and proper to promote and assist in the expansion of tourism and the tourism industry in Louisiana; and

WHEREAS, in accordance with the Office of Tourism's Master Plan to expand and increase the economic impact of tourism on Louisiana through strong and effective public initiatives, the State and the Contractor desire to collaborate in the promotion of Louisiana, as a unique tourism travel destination by cooperating in funding, directing, and supporting efforts to maintain five Foreign Representatives ("Agents") working in international markets to represent Louisiana tourism products as described below; and

WHEREAS, the State's intent is to collaborate with the Contractor in providing direction and financial assistance to maintain knowledgeable Agents with offices located in foreign countries, whose primary focus is marketing Louisiana's tourism assets and resources. This collaboration greatly enhances the parties' ability to reach a broader marketing base, with the results being greater public relations exposure in the international markets of Canada, France (with Belgium), Germany (with Austria & Switzerland), Mexico, and the United Kingdom (with Ireland); and

WHEREAS, the public purpose of this cooperative endeavor is the expansion and promotion of tourism and the tourism industry in Louisiana, resulting in increased economic activity and tax revenues for the state and local government. The objectives are to attract visitors to Louisiana, to maintain competitiveness

in the tourism industry, and to promote a positive image of Louisiana as a tourism destination in the targeted markets; and

WHEREAS, based on past experiences in collaborating with the Contractor in maintaining international representation for Louisiana tourism in the aforementioned markets, the State has a demonstrable, objective and reasonable expectation of receiving a benefit or value at least equivalent to the amount to be expended through this cooperative endeavor.

NOW THEREFORE, in consideration of the mutual covenants herein contained, the parties hereto agree as follows:

**Scope of Services**

The **State** hereby agrees to:

1. Provide a maximum funding level of \$683,200.00 (72% of total funding) to be used toward the cost of maintaining the services of five (5) Foreign Representatives (Agents) to provide marketing and public relations services for the purpose of promoting the tourism products of Louisiana in Canada, France/Belgium, Germany/Austria/Switzerland, Mexico, and the United Kingdom/Ireland for a twelve-month (12) period.
2. Provide ongoing consultative and advisory services to NOCVB, to ensure mutual understanding and agreement regarding work initiatives.
3. Provide current tourism-related promotional materials to Agents to be used for distribution and display at international marketing events.
4. Coordinate the use of Agents for the purpose of promoting Louisiana with other tourism entities located outside of the New Orleans metropolitan area.
5. Provide direction to the Contractor regarding the State's international marketing priorities to be implemented in their Louisiana promotional efforts, sales missions, and special marketing events.

The **Contractor** hereby agrees to provide the following services as provided herein and in greater detail in Exhibits A, B and C, which are by this reference incorporated herein:

1. Maintain management and fiscal responsibility for the activities of the said five (5) Foreign Representatives dedicated toward the marketing of Louisiana tourism interests in Canada, France (with Belgium), Germany (with Austria and Switzerland), Mexico, and the United Kingdom (with Ireland); enter into agreements with each Agent; and manage each agreement and Agent to ensure that all requirements for programs, activities, and initiatives are fully understood. Additional details regarding required services have been provided in the Statement of Work, Exhibit C.
2. Provide consultation and supervision, request regular (at least monthly) feedback from all Agents, and provide support staff to assist the Agents in their efforts at international marketing events and when engaging in missions, as may be necessary. Contractor is responsible for all expenses associated with support staff.
3. Ensure that Agents provide the following minimum monthly services on behalf of the state: 1) minimum of eight (8) travel trade sales calls in person to travel representatives, 2) provide at least

ten (10) media pitches per month and 3) make at least twenty (20) telemarketing calls to potential travelers or agents of potential travelers regarding Louisiana tourism industry opportunities, which calls shall be reported in the monthly report to be provided to the State when requesting monthly payments.

4. Contractor shall keep the State apprised of all Agent activities. Contractor must notify the State of relevant developments, market trends, challenges, opportunities, and other changes that will affect the achievement of the objectives of this endeavor. Contractor shall notify the State in advance of any adjustments to the scope of the Agents' work in response to said changes, such as changes in promotional materials, marketing areas of concentration, developing sales missions, public relations missions, business missions, or tours, etc.
5. Respond to the State's Contract Monitor and LOT representatives' requests for marketing related or public relations information so that the State will have the ability to evaluate and/or measure each Agent's performance. Upon completion of all services, and with the request for the last payment, Contractor shall complete a performance evaluation which shall summarize initiatives, events, activities, and efforts with measurable results to determine whether or not the goals and objectives were achieved.
6. Make payments to the Agents for services, which fees are inclusive in the total maximum amount payable under the terms of this agreement.
7. Require that each Agent submit a Monthly Activity Report that represents the individual markets. All monthly reports shall be submitted to the State when requesting the monthly payment. Reports shall include comprehensive information regarding efforts and sales activities engaged in by the Agents and their responsible staff. See Exhibit C for details.

The Monthly Activity Reports shall also include at minimum, the following information:

- 1) Number of travel trade sales calls made in person to travel industry representatives
  - 2) Number of media pitches made
  - 3) Number of telemarketing calls to potential travelers or agents
  - 4) List of notable initiatives
  - 5) Details regarding media stories generated, and include name of the publication. Also attach copies of articles that are the result of publicity efforts
  - 6) Copies of consumer advertisements regarding Louisiana travel
  - 7) Information regarding the representation of the State's interest at trade and consumer trade shows
  - 8) Information regarding familiarization trips ("FAM trips") hosted, if any
  - 9) Provide a list of other relevant tourism events, meeting and/or conferences attended or organized for the purpose of promoting tourism.
8. Ensure that each international office conducts research and provides a research report to include the latest data and/or information that is available, which provides an annual review of all tour operators and other trade programs presently promoting the New Orleans metropolitan area and Louisiana within each market. The Agents' research should also include information that is derived directly from the tour operators and airlines that presently serve the New Orleans metropolitan area and Louisiana. This report will be collected annually, and must represent a 12 month period (July 1 – June 30), to be submitted with the final Monthly Activity Report and invoice.

### **Payment Terms**

The State hereby agrees to provide a maximum fee of **SIX HUNDRED, EIGHTY THREE THOUSAND, TWO HUNDRED US DOLLARS (\$683,200.00)**, the State's share of expenses (72% of the total partnership cost) for maintaining the offices and services of five foreign tourism Agents, as per the attached budget, Exhibit B. All travel and other expenses constitute part of the total maximum payable, therefore will not be reimbursed or paid separately.

Upon satisfactory completion of services, payments shall be made to the Contractor in the following manner:

Contractor shall submit to the State, Monthly Activity Reports prepared by each of the five foreign Agents, which shall be accompanied by a monthly original invoice at a maximum amount not to exceed **FIFTY SIX THOUSAND, NINE HUNDRED, THIRTY THREE US DOLLARS AND THIRTY-THREE CENTS (\$56,933.33)**, the State's share of the total monthly fee to be paid for maintaining the five foreign Agents. Upon receipt of the invoice and monthly reports, and verification of reported information by the State's Contract Monitor, the State shall make payment to the Contractor, contingent upon the following:

- The approval of this agreement by the Louisiana Division of Administration, Office of Contractual Review
- Receipt of the Monthly Activity Reports and an original invoice in compliance with the terms
- Satisfactory approval of the monthly activities by the State's Contract Monitor
- The State's continued availability of funds to fulfill the requirements of the agreement

The International Programs Manager of the Office of Tourism, Mike Prejean, or his supervisor or successor, is responsible for reviewing all submitted information to ensure the performance of services in compliance with the terms of the Scope of Services. Therefore, the State reserves the right to reduce any maximum monthly payment for inadequate performance or for non-compliance with the terms of the Scope of Services. Should a reduction in payment be necessary, the Contract Monitor will notify the Contractor regarding the cause, and the Contractor will be given the opportunity to reconcile the matter or concern prior to the adjustment.

Contractor is informed that no funds appropriated under Act 13 of the 2012 Regular Legislative Session shall be transferred to an entity which is not a budget unit of the State unless the Contractor executes a copy of this Agreement and submits to the State 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 Louisiana Legislative Auditor for approval.

If the Contractor 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.

### **Taxes**

Contractor hereby agrees that the responsibility for payment of taxes from the funds thus received under this Contract and/or legislative appropriation shall be Contractor's obligation and identified under federal tax identification number **72-0540607**.

**Termination for Cause**

The State may terminate this agreement for cause based upon the failure of Contractor to comply with the terms and/or conditions of the agreement; provided that the State shall give Contractor written notice specifying Contractor's failure. If within thirty (30) days after receipt of such notice, Contractor 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 Contractor in default and the agreement shall terminate on the date specified in such notice. Contractor may exercise any rights available to it under Louisiana law to terminate for cause upon the failure of the State to comply with the terms and conditions of this agreement; provided that the Contractor shall give the State written notice specifying the State's failure and a reasonable opportunity for the State to cure the defect.

**Termination for Convenience**

The State may terminate the Contract at any time by giving thirty (30) days written notice to the Contractor. The Contractor shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

**Remedies for Default**

Any claim or controversy arising out of this contract shall be resolved by the provisions of La. R.S. 39:1524 - 1526.

**Ownership**

All records, reports, documents and other material delivered or transmitted to Contractor by the State shall remain the property of the State, and shall be returned by Contractor to the State, at Contractor's expense, at termination or expiration of this contract. All records, reports, documents, or other material related to this contract and/or obtained or prepared by Contractor in connection with the performance of the services contracted for herein shall become the property of the State, and shall, upon request, be returned by Contractor to the State, at Contractor's expense, at termination or expiration of this contract.

**Assignment**

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

**Auditor's Clause**

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 DCRT auditors shall have the option of auditing all accounts of the Contractor and/or the Agents that relate to this contract.

**Fiscal Funding Clause**

The continuation of this contract is contingent upon the legislative appropriation of funds to fulfill the requirements of the contract. If the legislature fails to appropriate sufficient monies to provide for the continuation of the contract, or if such appropriation is reduced by the veto of the Governor or by any means provided in the appropriations act to prevent the total appropriation for the year from exceeding revenues for that year, or for any other lawful purpose, and the effect of such reduction is to provide insufficient monies for the continuation of the contract, the contract shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated.

**Term of Contract**

This contract shall begin on **July 1, 2012** and shall terminate on **June 30, 2013**.

**Discrimination Clause**

The Contractor 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 1975, the Fair Housing Act of 1968, as amended, and Contractor agrees to abide by the requirements of the Americans with Disabilities Act of 1990.

Contractor agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, or disabilities. Any act of discrimination committed by Contractor, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this contract.

**Indemnification Clause**

Contractor 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 Contractor, his agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

**Amendment Clause**

Any alteration, variation, modification, or waiver of provisions of this contract/agreement shall be valid only when it has been reduced to writing, executed by all parties and approved by the Director of the Louisiana Division of Administration, Office of Contractual Review.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on September 6, 2012.

**WITNESSES:**

**Louisiana Office of Tourism**

Maple Curcio  
Christa Talley

Kyle Edmiston 9/6/12  
Kyle Edmiston, Assistant Secretary

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on September 9, 2012.

**WITNESSES:**

**Office of the Lieutenant Governor  
Dept. of Culture, Recreation & Tourism**

Ami B.B.  
Linda C. Smith

Charles R. Davis  
Charles R. Davis, Deputy Secretary

THUS DONE AND SIGNED AT New Orleans, Louisiana on Oct 1, 2012.

**WITNESSES**

**New Orleans Convention and Visitors Bureau**

Kym Pius  
James Holter

J. Stephen Perry  
J. Stephen Perry, President

## Exhibit A

**Agency:** DCRT, Office of Tourism  
**Contractor:** New Orleans Convention and Visitors Bureau (NOCVB)  
**Contract Monitor:** Mike Prejean, International Program Manager of the Office of Tourism

**Purpose:** The Contractor and the State are collaborating to maintain five (5) Foreign Representatives (Agents) dedicated to marketing Louisiana tourism products, resources and/or assets in Canada, France/Belgium, Germany/Austria/Switzerland, Mexico, and the United Kingdom/Ireland. The Contractor will act as liaison between foreign Agents and the Office of Tourism to represent the interest of the Louisiana tourism industry.

**Goal:** The goal is to continue in the promotion and expansion of the Louisiana tourism industry in foreign countries, for the purpose of increasing economic activity and tax revenues for the state, as well as local governments.

**Objective:** The objectives are to attract visitors to Louisiana, maintain competitiveness in the tourism industry, promote a positive image of Louisiana as a tourism destination in the targeted foreign markets, and to increase the number of international visitors that are vacationing in and/or traveling to Louisiana.

**Performance Measures:** The Contractor's performance will be measured by the ability of the Contractor to maintain compliance with the requirements of the Scope of Services, including the providing of Monthly Activity Reports that includes relevant information regarding delivered services provided by each Agent. Agent performance measurements will be based on the number of international inquiries received, number of visitors to Louisiana from areas being represented, number of sales calls performed, relevant participation in travel and trade events that will benefit Louisiana's tourism industry, lead generation and partnerships developed, number of FAM tours, sales missions, media activities, and the amount of collateral materials distributed from inquiries.

### Monitoring Plan:

Mike Prejean, the International Programs Manager of the Office of Tourism, or his supervisor or successor, will serve as the State's Contract Monitor and will ensure that services and deliverables are completed to the reasonable satisfaction of the State on a monthly basis as follows:

Contract Monitor shall:

- Provide ongoing consultative and advisory services to NOCVB, to ensure mutual understanding and agreement regarding working initiatives.
- Coordinate the providing of current tourism-related promotional materials to Agents to be used for distribution and display at international marketing events.
- Coordinate the use of Agents for the purpose of promoting Louisiana with other tourism entities located outside of the New Orleans metropolitan area.
- Provide direction to the Contractor, regarding the State's international marketing priorities to be implemented in their Louisiana promotional efforts, sales missions and special marketing events.
- Review and verify the Monthly Activity Reports to ensure compliance with the terms of the agreement, and secure any missing information.
- Review and approve invoices and work product to insure compliance with the payment terms prior to authorizing any release of payments to Contractor.

- Upon completion of all services, the Contract Monitor will submit the final performance evaluation to the Office of Management Finance within 45 days of the termination or expiration of the contract.

**Utility of Final Product:**

The services and information that will be provided by the Foreign Representatives under the terms of this agreement will assist Louisiana in strengthening and supplementing the State's international tourism marketing efforts to reach foreign visitors. Efforts will also support the State's overall tourism goal to increase visitors to Louisiana and maximize the economic impact of the international tourism market potential, through the promoting of Louisiana as a unique and desirable tourism destination.

**Exhibit B**

**INTERNATIONAL OFFICE BUDGETS**

**July 1, 2012 – June 30, 2013**

**FY 2012 - 13 Budget**

**CANADA BUDGET**

	<b>Budgeted LOT Cost</b>
<b>Account Services:</b> Includes all operational expenses and activities incurred on behalf of the Louisiana Office of Tourism, including but not limited to staffing, office operations, postage/shipping, telephone, development and printing of collateral and operation materials, storage of collateral and operational materials and other business expenses	\$96,000
<b>Promotions/Marketing:</b> Includes Pow Wow USA, Lt. Governor's Tourism Summit, registration/booth fees, travel for consumer and trade shows as noted in marketing plan. Internet and social media marketing, trade familiarization trips, tour operator co-op marketing partnerships, membership cost in TMAC and Discover America and costs for attendance at scheduled meetings and Canadian Sales Mission.	\$89,900
<b>Public Relations/Events:</b> Includes but is not limited to press release translation and distribution, media and trade events coordination and attendance, media familiarization tour programs, clipping services	\$2,000
<b>Total Contract Budgeted</b>	<b>\$187,900</b>
<b>LOT Contribution - 100% Total</b>	<b>\$187,900</b>

## FRANCE & BELGIUM BUDGET

	Budgeted Cost	LOT Cost
<b>Account Services:</b> Includes all operational expenses and activities incurred on behalf of the Louisiana Office of Tourism, including but not limited to staffing, office operations, postage/shipping, telephone, development and printing of collateral and operation materials, storage of collateral and operational materials and other business expenses	\$98,700	\$64,155
<b>Promotions/Marketing:</b> Includes Pow Wow USA, Lt. Governor's Tourism Summit, Forum des Ameriques Global USA Workshop, Tour Operator Road Shows , Le Monde a Paris Travel Show, Internet and Social Media Marketing, Trade Familiarization Trips, Cooperative Marketing Programming, Visit USA France and Belgium Memberships	\$85,300	\$55,445
<b>Public Relations/Events:</b> Includes but is not limited to press release translation and distribution, media and trade events coordination and attendance, media familiarization tour programs, clipping services	\$12,000	\$7,800
<b>Total Contract Budgeted</b>	<b>\$196,000</b>	<b>\$127,400</b>
<b>LOT 65% participation</b>		<b>\$127,400</b>
<b>LOT Contribution to Total</b>		<b>\$127,400</b>

**GERMANY/AUSTRIA/SWITZERLAND BUDGET**

	<b>Budgeted Cost</b>	<b>LOT Cost</b>
<b>Account Services:</b> Includes all operational expenses and activities incurred on behalf of the Louisiana Office of Tourism, including but not limited to staffing, office operations, postage/shipping, telephone, development and printing of collateral and operation materials, storage of collateral and operational materials and other business expenses.	\$94,000	\$61,000
<b>Promotions/Marketing:</b> Includes Lt. Governor's Tourism Summit, Internet and Social Media Marketing, Visit USA Austria, Germany and Switzerland Memberships, Visit USA Trade Shows, Consumer Travel Shows, Deep South USA Travel Agent Event, Cooperative Marketing Programs.	\$52,500	\$34,225
<b>Public Relations/Events:</b> Includes but is not limited to press release translation and distribution, media and trade events coordination and attendance, media familiarization tour programs, clipping services	\$18,500	\$12,025
<b>Total Contract Budgeted</b>	<b>\$165,000</b>	<b>\$107,250</b>
<b>LOT 65% participation</b>		<b>\$107,250</b>
<b>LOT Contribution to Total</b>		<b>\$107,250</b>

**UNITED KINGDOM / IRELAND BUDGET**

	<b>Budgeted Cost</b>	<b>LOT Cost</b>
<b>Account Services:</b> Includes all operational expenses and activities incurred on behalf of the Louisiana Office of Tourism, including but not limited to staffing, office operations, postage/shipping, telephone, development and printing of collateral and operation materials, storage of collateral and operational materials and other business expenses.	\$102,000	\$66,300
<b>Promotions/Marketing:</b> Includes Lt. Governor's Tourism Summit, World Travel Market (WTM) London, UK, Pow Wow USA , Holiday World Trade, Media & Consumer Show (Dublin), London Destinations Show, Bon Voyage Consumer Show, Tour America Consumer Show (Dublin), UK Visit USA Trade Road Shows, Kuoni Trade Road Show, Deep South Mission, Trade Familiarization Trips, Cooperative Marketing Programs, Visit USA UK & Ireland Memberships, UK Sales Mission	\$107,300	\$69,745
<b>Public Relations/Events:</b> Includes but is not limited to press release translation and distribution, media and trade events coordination and attendance, media familiarization tour programs, clipping services	\$44,700	\$29,055
<b>Total Contract Budgeted</b>	<b>\$254,000</b>	<b>\$165,100</b>
<b>LOT - 65% participation</b>		<b>\$165,100</b>
<b>LOT Contribution to total</b>		<b>\$165,100</b>

**MEXICO BUDGET**

	<b>Budgeted Cost</b>	<b>LOT Cost</b>
<b>Account Services:</b> Includes all operational expenses and activities incurred on behalf of the Louisiana Office of Tourism, including but not limited to staffing, office operations, postage/shipping, telephone, development and printing of collateral and operation materials, storage of collateral and operational materials and other business expenses.	\$76,000	\$49,400
<b>Promotions/Marketing:</b> Includes LA Tourism Summit, Mexico Sales Mission, Expomayoristas Trade Shows, ARLAG Trade Show, Cooperative Marketing Programs	\$48,200	\$31,330
<b>Public Relations/Events:</b> Includes but is not limited to press release translation and distribution, media and trade events coordination and attendance, media familiarization tour programs, clipping services	\$22,800	\$14,820
<b>Total Contract Budgeted</b>	<b>\$147,000</b>	<b>\$95,550</b>
<b>LOT 65% participation</b>		<b>\$95,550</b>
<b>LOT Contribution to Total</b>		<b>\$95,550</b>
<b>Total Cost of All Agents</b>	<b>\$949,900.00</b>	

<b>State Cost</b>	\$683,200.00 (71.92%)
<b>GNOCVB Cost</b>	\$ 266,700.00 (28.08%)
<b>Total Partnership Cost</b>	\$949,900.00 (100%)

## Exhibit C

### STATEMENT OF WORK

NOCVB will hire Agents, maintain and manage the services to be provided by each Agent representing the various countries, and report to the State on a monthly basis the activities in compliance with the Scope of Services. Contractor will also report to the State any challenges being faced, extraordinary events, and any expectations that are not being met by the Agents as developments occur. The Contractor is also required to ensure the fulfillment of all services, take corrective action if necessary, and do all things necessary to ensure the achievement of goals and objectives.

The goal for this endeavor is to continue in the promotion and expansion of the Louisiana tourism industry in foreign countries, to increase economic activity and tax revenues for the state, as well as local governments. The intent is to maximize Louisiana's visibility as a travel destination in the markets of Canada, Europe and Mexico. The Louisiana Office of Tourism has developed a tourism marketing approach that includes increasing consumer and trade awareness by engaging in public relations activities, through utilizing proven methods for reaching consumers.

1. **Approach** - New Orleans and Louisiana continue to enjoy strong business relationships with the international tourism consumer and travel trade industry, however, it has been noted through discussions with travel partners and in research of consumer behavior, that New Orleans and Louisiana would benefit more effectively, using a more balanced marketing approach. In this endeavor Louisiana and New Orleans' will strive to effectively share messages equally among trade professionals and the targeted traveling consumers.
2. **Fiscal Responsibilities** - Subject to the terms and conditions set forth herein, NOCVB, in partnership with the Louisiana Office of Tourism and acting as the Louisiana Office of Tourism's fiscal agent in this cooperative effort, agrees to contract with and manage the services of Foreign Agents in the markets of Canada, France (with Belgium), Germany (with Austria & Switzerland), Mexico, and the United Kingdom (with Ireland) to provide international tourism marketing and public relations representation for the Louisiana Office of Tourism and NOCVB in each of these markets.
3. **Focus on Target Markets** - In order to increase the number of visitors to New Orleans and Louisiana from the targeted markets specified in this contract, activities performed by Contractor under this contract shall include, but not be limited to, the following:

Agents shall:

- a. Update the Louisiana tourism message to consumers by assisting the Louisiana Office of Tourism and the NOCVB in focusing on consumer events that will maximize and strengthen media and public relations efforts in international markets through special events, targeted festivals, trip giveaways and promotions.
- b. Focus on consumer-based tourism promotions by identifying advertising opportunities which simultaneously augment Louisiana and New Orleans' appeal to consumers and reveal cost-effective mass marketing.
- c. Participate in select tourism and travel trade efforts.

- d. Implement Promotions/Direct Mailings to stay connected to top tour operators.
  - e. Implement and/or participate in educational workshops, seminars and develop incentive packages designed for top tour operators to push Louisiana packages to their top customers through their communications.
  - f. Assist in identifying new itineraries or new themes that would appeal to each international market.
4. **Trade Fairs/Shows** – Each Agent shall recommend to NOCVB and LOT concurrently those consumer shows, festivals, special events and trade fairs in which NOCVB/LOT should participate, and assist NOCVB/LOT at these special events outlined in NOCVB’s / LOT’s Annual Marketing Plan. The NOCVB and LOT must approve the Agent’s participation.
5. **Familiarization Tours** - In cooperation with at least one airline, each Agent shall identify a number of the top clients that have the potential to develop incentive travel packages and/or who have wholesale/FIT business clients who can potentially be invited on a familiarization tour of New Orleans and Louisiana, during the period of the contract. It is anticipated that six (6) to ten (10) participants would be included in the group and the Agent or selected staff shall be responsible for escorting the group throughout the tour. The Agent will be responsible for arranging the familiarization tour participants and proposing appropriate components for itinerary.
6. **Sales Trips** - Each Agent shall in cooperation with a NOCVB/LOT representative, arrange sales calls in each international market and plan one annual sales trip (may take place in conjunction with trade fairs/shows). The Agent shall be responsible for arranging all on-site components of sales calls, including but not limited to meals, travel, scheduling and communication with sales office.
7. **Sales Calls** – Each international office shall engage in at least 38 sales calls per month representing Louisiana tourism as follows: a minimum of eight (8) direct travel/trade sales calls each month to travel industry account representatives, ten (10) media pitches per month, and twenty (20) additional telemarketing calls each month to potential travelers or to agents of potential travelers.

Sales calls shall emphasize (1) the variety of attractions that are available in the New Orleans metropolitan area and other areas of Louisiana, including museums, historic homes and gardens, tours, cruises, etc.; (2) the unique cuisine and entertainment offered; (3) tax-free shopping program for international visitors; (4) the warm, sunny climate of the region; (5) the unique cultural and historical attributes of the lifestyle, architecture and historic districts; and (6) the geographic and cultural diversity available within Louisiana, thus providing multiple opportunities for holiday trips. NOCVB and LOT will provide the Agents with information to be used in such sales calls. These sales calls shall result in eighteen (18) tentative leads and five (5) service leads to be provided to NOCVB for distribution to LOT and NOCVB members.

8. **Tourism Information Service** – Each international office shall provide a dedicated telephone line to be answered “**Destination New Orleans and Louisiana**” to respond to trade and consumer requests for destination information.
9. **Liaison/Miscellaneous Projects** – Each international office shall respond on an “as needed” basis to a variety of requests from NOCVB and LOT as are appropriate and not inconsistent with this Contract.

- 10. Research** – Each international office shall conduct ongoing research that must include an annual review of all tour operators and other trade programs that are presently promoting the New Orleans area and Louisiana, within each market. This research must include information directly derived from the tour operators and airlines that presently sell travel products for the New Orleans metropolitan area and Louisiana. Research will also include a staff visit to New Orleans and Louisiana for a structured discussion with the Louisiana Office of Tourism, NOCVB staff, and other travel industry representatives. A research report shall be provided which must include the tour operator company name, key contact, address, phone, fax, city packages, group tours provided, New Orleans and other Louisiana hotels used, annual volume by room nights, percentage of individuals and percentage of group business. This report must be developed based on a 12-month period (July 1– June 30), and submitted with the last request for payment.
- 11. New Programs and Expansion of Current Programs** – Each international office shall assist in retaining and/or expanding current programs to bring visitors to New Orleans and Louisiana. Program information shall be provided to the NOCVB/LOT as tour operators launch their USA products.
- 12. Visibility** - To create increased visibility of the New Orleans and Louisiana area in the trade and consumer media, each international office shall perform the following public relations activities:
- a. Organize and escort a minimum of one press trip for consumer journalists and trade press.
  - b. Act as liaison office for individual journalists in each market, serving a targeted number of thirty six (36) journalists to address/fulfill information needs whenever possible (including news releases, press kits, photos, videos, slides, etc.), and when necessary, refer them to NOCVB, LOT or other CVBs as necessary, for further assistance.
  - c. Distribute to the media, periodic press releases annually prepared by NOCVB and LOT, which will highlight upcoming events and information that may be of potential interest to each foreign market. Additionally each international office shall:
    - i. Follow up with the media to ensure coverage and provide copies of press reports to NOCVB and LOT;
    - ii. Initiate special features on New Orleans and Louisiana in travel publications and assist Louisiana in responding to individual requests from journalists;
    - iii. Work with appropriate airlines to encourage visitations to New Orleans and Louisiana as a travel destination, and
    - iv. Encourage promotional features in airline magazines and newsletters to be provided to the travel trade industry.
  - d. Work with the trade press to encourage publicity in each market to inform of any special functions, or featured event to which NOCVB and LOT are being presented. This would include press relations on NOCVB's and/or the LOT's behalf prior to and during any trade shows, such as those outlined in NOCVB's and

LOT's marketing plan, special trade missions, etc., inviting press to events when appropriate, and working to create press opportunities, interviews, etc.

- e. Maintain a current photo and slide library that represents New Orleans and Louisiana for promotional and information purposes.
- f. Take advantage of any unplanned media opportunities and special promotions which occur during the year, and utilize the opportunity to obtain additional visibility for the Louisiana tourism industry.