

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 CVB (Sponsorships-Travel Showcases)

CONTRACTOR'S ADDRESS: 2020 St. Charles Ave., New Orleans, LA 70130

CONTRACTOR'S FEDERAL ID# or

SOCIAL SECURITY #

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: \$175,000.00 Amendment Amount: N/A

CONTRACT PERIOD: 10/15/14- 03/31/15

FUNDING AGENCY: DCRT, Office of Tourism

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

Organ. 6786	Object 3000	Sub object _____	Reporting Cat. 7513
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____
_Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

Cooperative Endeavor to host and sponsor activities at the Travel South USA International Showcase and the National Tour Association's Travel Exchange Showcase, both held in New Orleans. The NOCVB and State in a unified effort will present a positive image of Louisiana as a unique and desirable tourism travel destination at both events. The State will also receive tremendous marketing/publicity benefits associated with promoting activities.

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

ORGANIZATION TYPE: Not-for-profit Corporation

CONTRACT MONITOR: Misty Shaw, Programs and Services

EXHIBIT A

Agency: Department of Culture, Recreation and Tourism, Office of Tourism
Contractor: New Orleans Convention and Visitors Bureau (NOCVB)
Contract Monitor: Misty Shaw, Director of Programs and Services

Goal: The goals of this endeavor are to increase Louisiana’s visibility in the tourism industry and support activities that increase travel to Louisiana, which supports Louisiana’s economic growth.

Objectives: The objectives are to obtain expanded opportunities at both events to promote Louisiana tourism to an assembled group of national and international tourism professionals, and to maintain Louisiana’s competitiveness in the tourism industry. The NOCVB and State together will present a unified Louisiana tourism industry and a positive image of Louisiana as a unique and desirable tourism destination.

Terms, Conditions and Sponsor Benefits:

<p>Travel South International Showcase (NOCVB Sponsorship with State support)</p>	<p>Event: November 30-December 7, 2014</p>
<p>NOCVB shall:</p> <ul style="list-style-type: none"> • Secure a Platinum Sponsorship to host the Opening Night Celebration “Mardi Gras World” (Monday, December 1, 2014) and sponsor Shuttle Transportation throughout the event • Work with Travel South USA to plan, implement and host the Opening Night Celebration “Mardi Gras World” (facility, arrangements, décor, staff, food/beverages, etc.) • Ensure that Travel South USA adequately promotes the Showcase’s Opening Night Celebration “Mardi Gras World” by emailing invitations to all registered delegates and by recognizing the NOCVB and State as sponsors of the Opening Night Celebration in all print, emails, and website media promotions • Ensure that NOCVB and LOT literature is incorporated in the registration packets and distributed at the Showcase. • Ensure the NOCVB and LOT logos are prominently displayed on the Travel South International Showcase website and linked to New Orleans travel website www.neworleanscvb.com. • Ensure that NOCVB and State tourism signage is placed at the Opening Night Celebration and hung in the Marketplace Lounge area • Ensure that the NOCVB and LOT are prominently recognized in the Official Program and Appointment Book of the Showcase • Ensure that a Travel Information Booth is provided and prominently located at the Marketplace Lounge with at least two delegates present to represent the NOCVB and the State • Collaborate with the State to provide a 30-minutes presentation at the Opening Night Celebration, which may include entertainers, speakers, and video/picture presentation during Ballroom meal • Coordinate décor and promotional items for the State and NOCVB for distribution at the Showcase • Maintain accountability for all expenses in compliance with the Budget, Exhibit B 	<p>State shall:</p> <ul style="list-style-type: none"> • Provide \$25,000.00 to support the NOCVB Platinum Sponsorship which incorporates planning and hosting the Opening Night Celebration and for shuttle transportation services • Cooperate with the NOCVB to ensure prominent Louisiana presence at the Showcase, including ensuring prominent placement of NOCVB and State signage at the Event, including the Marketplace Lounge area. • Cooperate with NOCVB to provide the number of staff necessary to ensure Louisiana tourism hospitality is show to all attendees • Provide staff to assist with the Travel Information Booth at the Marketplace Lounge • Participate with NOCVB in the presentation at the Opening Night Celebration • Provide and assist with the distribution of promotional materials to attendees

<ul style="list-style-type: none"> • Provide the Event Report (Exhibit C-1) with invoice at the conclusion of the Showcase by January 15, 2015 	
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National Tour Association Travel Exchange Sponsorship (State and NOCVB)	Event: January 17-23, 2015
NOCVB shall: <ul style="list-style-type: none"> • Secure a Platinum Sponsorship to plan, implement and host the Opening Night Reception and Icebreaker Dinner “Mardi Gras World” (Sunday, January 18, 2014) and to sponsor Shuttle Transportation for attendees • Ensure prominent Louisiana tourism precedence and publicity opportunities for State and NOCVB during NTA activities • Provide necessary support staff, management oversight, and fiscal accountability for expenses, • Coordinate activities for the Opening Reception and Icebreaker Dinner (facility, staff, food/beverages, decorations, table arrangements, audio/visual, etc.) • Secure reserved tables for NOCVB, State staff and other identified Louisiana tourism representatives/supporters, for set-down meals (excludes operator-only and fundraising events) • Coordinate Shuttle Transportation services throughout the Travel Exchange event • Secure additional marketing/publicity opportunities beyond the Platinum Sponsorship Benefits on behalf of the State, including opportunities at UMA and FTA customized activities • Ensure that “Louisiana Pick Your Passion” signage is prominently located at the registration area, Opening Night Reception and all other Travel Exchange functions in various locations. Type of signage to be coordinated with the State’s Programs and Services department. • Ensure that the “Louisiana Pick Your Passion” logo is prominently inserted on all Travel Exchange pre-promotional postcard mailers and other event promotional literature with NOCVB, including the Travel Exchange App to recognize the State’s support of the event • Ensure that a double-sided promotional piece (or compatible piece) is placed in attendees registration bags • Ensure that NOCVB and Louisiana Inspiration Guides are distributed during the registration period of the event and are available at other high traffic locations at the event • Provide opportunity for a Louisiana Tourism information booth (minimum 20x20) on the Convention Floor during the Travel Exchange • Ensure that at least one registration is provided to the State to participate in the Travel Exchange activities • Ensure the State receives at least one pass/ticket for the Sponsors Dinner • Maintain a NTA annual Membership • Secure NOCVB and State participation in the NTA Exchange 	State shall: <ul style="list-style-type: none"> • Provide \$150,000.00 to support a Platinum Level Sponsorship of the Opening Night Reception and Icebreaker Dinner, shuttle transportation and other activities budgeted to ensure Louisiana’s prominence as a sponsor • Assist with arrangements to plan and implement the Opening Night Reception and play an active role in hosting the event • Provide promotional items and literature including the State’s official Inspiration Guide and signage to be displayed at activities • Provide LOT representatives for information booths and schedule appointments during the Travel Exchange to meet with industry representatives • Participate in Travel Exchange activities to ensure Louisiana tourism visibility at events

<p>Appointments process (prescheduled appointments with travel industry professionals)</p> <ul style="list-style-type: none"> • Ensure the State and NOCVB are listed as a primary Sponsor in the Courier (Travel Exchange issue), Profile Form Notebook, Travel Exchange Program and listing on NTAonline.com • Provide at least four (4) Louisiana Post-Event FAM Tours for attendees • Ensure the State receives the database listing of delegates • Maintain accountability for all expenses in compliance with the Budget, Exhibit B-2 • Provide the Event Report (Exhibit C-2) with the invoice at the conclusion of the Travel Exchange, by February 28, 2015 	
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Deliverables include: 1) Proof of delivery of Sponsor Benefits, 2) Event Reports (Exhibit C1 – C2), 3) documentation of activities, and 4) invoices as noted under the Payment Terms.

Performance Measures: The Contractor’s performance will be measured by: 1) successful implementation of each event, 2) compliance with all terms and conditions of this agreement including timely submission of Event Reports and documented proof of activities and delivered benefits, 3) number of attendees at activities for each event, and number of out-of-state visitors, 4) amount of tourism publicity the State receives in promotional efforts associated with each event, 5) promotional opportunities provided to the State at each event, and 6) number of inquiries received as a result of participating in the events.

Monitoring Plan:

Misty Shaw, Director of Programs and Services for the Office of Tourism, or her supervisor or successor will serve as the State’s Contract Monitor, and will ensure that benefit deliverables are provided to the reasonable satisfaction of the State, as follows:

Contract Monitor shall:

- Maintain regular communication with NOCVB to ensure progress towards meeting the goals and objectives of this Agreement and to ensure the State is included in activities as an event sponsor.
- Ensure that promotional materials and signage are provided and/or made available for distribution at events.
- Review and verify the information in the Event Reports to ensure compliance with the terms of the Agreement and secure any missing information.
- Review and approve invoices to ensure compliance with the Payment Terms.
- Upon completion of all services, the Contract Monitor will submit the final performance evaluation to the Office of Management and Finance within 45 days of the termination or expiration of the Agreement.

Utility of Final Product:

The tourism travel events sponsored under the terms of this Agreement will assist Louisiana in strengthening tourism visibility and assist the State in marketing Louisiana tourism assets to national and international audiences in the travel industries, by presenting Louisiana as a unique and desirable travel destination. Events will also support the State’s tourism goal to increase visitor travel to Louisiana and maximize the potential economic impact of events on Louisiana’s economy.

SPONSORSHIP BUDGET SUMMARY

Exhibit B

Event	Total Budget	NOCVB	Sponsor – In Kind Services	State
NTA Travel Exchange	\$350,600.00	\$180,600.00	\$20,000.00	\$150,000.00
Travel South International	\$138,500.00	\$101,500.00	\$12,000.00	\$25,000.00
TOTAL	\$489,100.00	\$282,100.00	\$32,000.00	\$175,000.00

See Exhibits B-1 and B-2 for Budget Details

Exhibit B-1

BUDGET

**New Orleans Convention and Visitors Bureau and Louisiana Office of Tourism
2014 Travel South International Showcase Sponsorship
Opening Night Celebration “Mardi Gras World”
and
Shuttle Transportation**

Anticipated Income

<u>Projected Income</u>	<u>Amount</u>
Contractor (NOCVB)	\$101,500.00
DCRT, Louisiana Office of Tourism	\$25,000.00
Sponsors (In-Kind)	\$ 12,000.00
TOTAL REVENUE	\$138,500.00

Projected Expenses

<u>Expense Categories</u>	<u>Total</u>	<u>CVB Funds</u>	<u>Allocation of LOT Funds</u>
Airport Transportation (In/Out) New Orleans	\$4,500.00	\$4,500.00	\$0.00
Opening Night Celebration “Mardi Gras World (facility, seating arrangements, staff, decorations, food/beverages)	\$60,000.00	\$47,000.00	\$13,000.00
After Glow Client Event (Late evening event)	\$50,000.00	\$50,000.00	\$0.00
Shuttle Transportation (opening reception, Dine Around/Afterglow event, and closing event)	\$12,000.00	\$ 0.00	\$ 12,000.00
Sponsors In-Kind Activities	\$12,000.00		
Overall Projected Totals	\$138,500.00	\$101,500.00	\$25,000.00

Budget categories listed above are projected and may be adjusted by the agency and Contractor to reflect the actual expenses that are necessary. Salaries and professional contract services shall be fully disclosed to include the name or organizations or individuals, services provided and fees to be paid. Travel and related expenses including food and beverage purchases, hotels and travel mileage shall not be paid by the State.

Exhibit B-2

Budget

**New Orleans Convention and Visitors Bureau
2015 National Tour Association-Platinum Sponsorship
Louisiana Office of Tourism and NOCVB**

Anticipated Income

<u>Income</u>	<u>Amount</u>
Contractor (NOCVB)	\$180,600.00
DCRT, Louisiana Office of Tourism	\$150,000.00
Sponsors (In-Kind)	\$ 20,000.00
TOTAL REVENUE	\$350,600.00

Anticipated Expenses

<u>Expense Categories</u>	<u>Total</u>	<u>CVB Funds</u>	<u>Allocation of LOT Funds</u>
NTA Travel Exchange - Platinum Sponsorship Fee (Host of the Opening Night Reception and Ice Breaker Dinner) Fee includes cost of facility, staff, food, beverages for 1,750 guests, equipment rentals, décor, and a built in tourism publicity package	\$120,000.00	\$60,000.00	\$60,000.00
Added Marketing/Publicity Opportunities, including FAM tours (LOT)	\$50,000.00	\$0.00	\$50,000.00
Added Marketing/Publicity Efforts (NOCVB)	\$15,000.00	\$15,000.00	\$0.00
NOCVB/LOT Tour Operator Dinner	\$10,000.00	\$10,000.00	\$0.00
Entertainment	\$15,000.00	\$ 0.00	\$ 15,000.00
Mardi Gras Costumes/Attire for Ambassadors	\$12,600.00	\$ 6,300.00	\$ 6,300.00
Transportation (shuttle services)	\$23,000.00	\$ 11,500.00	\$ 11,500.00
Airport Arrival Entertainment /Welcome Banners	\$20,000.00	\$16,300.00	\$3,700.00
Welcome signage, Dine Around brochures, and Welcome Buttons	\$15,000.00	\$11,500.00	\$3,500.00
City Infrastructure /Beautification for Event	\$50,000.00	\$50,000.00	\$0.00
Sponsors-In Kind Services	\$20,000.00		
Overall Projected Totals	\$350,600.00	\$180,600.00	\$150,000.00

Budget categories listed above are projected and may be adjusted by the agency and Contractor to reflect the actual expenses that are necessary. Salaries and professional contract services shall be fully disclosed to include the name or organizations or individuals, services provided and fees to be paid. Travel and related expenses including food and beverage purchases, hotels and travel mileage shall not be paid by the State.