

**Office of Lt. Governor/
Department of Culture, Recreation & Tourism
Funding Agreement Checklist**

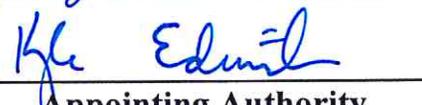
Agency/Program: Office of Tourism

Recipient: Festival International de Louisiane, Inc.

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program Competitive Grant Program
 - Line Item Appropriation
 - Letter of Agreement

- | Yes | No | |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures:

 _____ Contract Monitor	<u>10/2/12</u> Date
 _____ Appointing Authority	<u>9/21/12</u> Date

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

**Competitive Grant Program
FY 2012-2013**

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 the Festival International de Louisiane, Inc., 444 Jefferson St., Lafayette, LA 70501, phone: 337.232.8086, email: dana@festivalinternational.com (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 is to fund activities that significantly increase tourism travel to Louisiana. Specifically, this grant will assist the LOT in fulfilling its public purpose and statutory mandate to expand and increase the economic impact of tourism on Louisiana through strong, effective public initiatives, and to achieve the following program objectives: (1) to facilitate development of statewide tourism products that will attract visitors; (2) to strengthen Louisiana's tourism partnerships and alliances to support Louisiana's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

a. Event Marketing. In accordance with the LOT's stated goals, the Grantee hereby agrees to market the Festival International de Louisiane ("Event") scheduled to be held April 24-28, 2013, in Lafayette, LA as set forth in its LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

b. Qualifying Marketing Expenses. Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred for qualifying marketing expenses (as defined in the LOT Grant Application Guidelines) associated with implementing the LOT-approved Marketing and Media Plans for the Event. Qualifying marketing expenses include the actual placement costs of media; however, does not include the costs associated with ad creation or media production. Reimbursement shall not exceed the total grant award. State funds from any other source may not be applied towards the mandatory cash match to be provided by the Grantee.

c. Event Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts to ensure the eligibility of marketing and advertising materials and expenses that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism

logo and/or verbiage, as applicable and as described above. Unapproved marketing and advertising materials and expenses may not be eligible for reimbursement.

d. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been acknowledged as an official sponsor of the Event, as set forth herein and in the LOT Grant Application and Guidelines:

- Grantee must provide complimentary tickets and/or passes to events and activities should any fees be required for admission in a quantity necessary for all appropriate staff to represent Louisiana tourism and monitor the Event to ensure compliance and for economic development purposes.
- Grantee shall contact the State regarding such access at least fourteen (14) days prior to date(s) of grant-funded activity when possible.
- Grantee shall prominently display the official Louisiana Office of Tourism logo on the Grantee's official websites and the official websites of the Event. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>.
- Grantee shall include a link from the official Louisiana Office of Tourism logo to the LOT's official tourism website www.LouisianaTravel.com.
- Grantee shall prominently display the official Louisiana Office of Tourism logo in all grant-funded printed materials and other visual advertising and publicity, regardless of media.
- For broadcast announcements and scripts, Grantee shall include the following phrase *"Visit LouisianaTravel.com to plan your trip today."*

e. Changes to Agreement. If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Marketing Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), in advance, prior to implementing such changes. The Contract Monitor will contact the Grantee within seven (7) business days to notify as to whether the change has been accepted. Grantee shall not request an increase in the maximum amount of the Grant award. Any expense that is submitted to the State for reimbursement, and is not listed in the Scope of Work, Marketing Plan, Media Plan, or Budget, that has not been preapproved by the Contract Monitor may not be considered an eligible expense. Only eligible expenses will be approved for reimbursement. Any substantial change to this Agreement will require a written amendment, executed by all parties, as set forth herein.

f. Communication. Close communication with the Contract Monitor throughout the term of this Grant Agreement is a requirement and is a benefit to both the Grantee and the State to ensure complete compliance with the grant intent. Grantee is required to submit a written notification to the Contract Monitor regarding any changes in the Grantee's contact information. Should a period of three months or more lapse without contact, the State may initiate the process of revoking this Grant.

2. Payment Terms

In consideration of the work described above, the State hereby agrees to pay Grantee a maximum sum of FIFTEEN THOUSAND DOLLARS AND 00/00 CENTS (\$15,000.00). Travel and other expenses not specified in the terms of this Agreement are not reimbursable.

The State will reconcile the invoice to the supporting documentation and will reduce the payment in the event of any of the following: 1) the request reflects payment for non-qualifying expenses associated with marketing activities, 2) the State has not been acknowledged as a sponsor in accordance with the terms of this Agreement, 3) inadequate supporting documentation for expenses, or 4) noncompliance with the terms of this Agreement. The State will notify the Grantee of any inadequacies or deficiencies and will provide the Grantee a reasonable opportunity to cure. If the Grantee wishes to appeal the State's payment decision, the Grantee must submit a letter in writing to the Contract Monitor within 30 days of notice of the defect. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, Grantee will be required to repay the State in accordance with the terms set by the State. If the Grantee defaults on the Agreement, breaches the terms of the Agreement, or ceases to do business, it shall be required to repay the State in accordance with the State's terms or requirements.

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. The grant amount shall be paid in accordance with the following requirements:

a. 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 Grant program guidelines.

b. Original Invoice. Grantee shall deliver to the State's Contract Monitor an original invoice, a Final Report (**Exhibit C**) by June 24, 2013, and all supporting documentation required to verify that the qualifying marketing expenses were actually incurred by the Grantee in compliance with the terms of the Agreement. The original invoice to the State shall be in an amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee, up to the maximum amount of the Grant award. The document submitted as invoice for reimbursement must contain 1) the word "invoice," 2) must not exceed the total grant award 3) must be submitted on Grantee's letterhead, 4) must reference the Event, and 4) must be accompanied by supporting documentation for qualifying marketing expenses for actual incurred cost as detailed

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in the Final Report (Exhibit C).

c. Final Report. Upon completion of the Event, the Grantee shall submit a Final Report (Exhibit C). The Final Report (Exhibit C) may be mailed or delivered to the Contract Monitor. The Final Report form can also be downloaded from LOT's website, <http://www.crt.state.la.us/tourism/grants.aspx>.

Grantee shall complete each section of the Final Report, as applicable, including:

- Grantee Information
- Reimbursable Media – A report (Exhibit C) of qualifying marketing expenses-actually incurred by the Grantee. List all media types under the appropriate category.
- Support documentation for Media Buys/Proof of Media Purchases – Media invoices and acceptable proof of implementation
- Final Report Summary

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

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

d. Act 13 Clause. Grantee is informed that no funds appropriated under Act 13 of the 2012 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.

3. Responsibility for Payment of Taxes

The Grantee hereby agrees that the responsibility for payment of taxes, if any, from the funds thus received under this Agreement and/or legislative appropriation shall be Grantee's obligation and identified under Federal tax identification number 58-1705676.

4. Term of Grant Agreement

This Grant Agreement shall begin on September 28, 2013, and shall terminate on July 15, 2013.

The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.

If the Grantee is unable to perform the work or deliver the deliverables within the term of the Agreement, the Grantee shall so notify the State in writing (email is acceptable) before the termination date of the Agreement and thereby acknowledge the automatic cancellation of the grant, unless such notification contains a request for an amendment.

5. Amendments in Writing

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, duly signed 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 LOT Grant Guidelines and addenda issued thereto by the LOT, the application submitted by the Grantee, constitute the entire agreement between the parties with respect to the subject matter.

In the event of any inconsistent or incompatible provisions, this signed Agreement (excluding the LOT Grant Guidelines and Grantee's Application) shall take precedence, followed by the provisions of the LOT Grant Guidelines, and then by the terms of the Grantee's Application.

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 continuation of the Agreement, or if such funding is reduced by government action and the effect of such reduction is to provide insufficient monies for the continuation of the Agreement, the Agreement shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated. Grantee acknowledges that the funding for this Agreement is subject to congressional, legislative or administrative action, such as mid-year budget reductions, which could result in a mid-year reduction of funds available to fund this Agreement, which may require amendment or termination of this Agreement.

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. R.S. 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

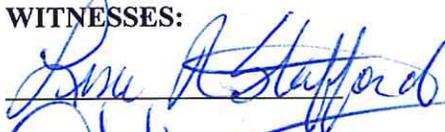
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Grant #615

Grant Amount: \$15,000.00

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.

THUS DONE AND SIGNED AT Lafayette, LA, Louisiana on the 28th day of September, 2012.

WITNESSES:





Dana Baker Canedo, Executive Director
Festival International de Louisiane, Inc.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 21 day of September, 2012.

WITNESSES:




Department of Culture, Recreation, &
Tourism


Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1
Marketing Plan
Festival International de Louisiane

Event Description - *Narrative, including background of event.*

Festival International de Louisiane is a community based non-profit arts organization formed in 1986 to produce an annual visual and performing arts festival celebrating the French cultural heritage of southern Louisiana – primarily a combination of French, African, Caribbean and Hispanic influences. As the largest Francophone (French-speaking) event in the U.S., the Festival places special emphasis in highlighting the connections between Acadiana and the Francophone world. Each year visual, performing and culinary artists from Europe, Canada, the Caribbean and the Americas are invited to share their talents with Louisiana artists, residents and visitors.

Festival International de Louisiane strives to be the premier international festival known for bringing a variety of unique and emerging music artists to southwest Louisiana. The Festival is committed to maintaining the venue as a free, community supported event. In addition to the music offering, the event also features workshops, dance and theater as well as other artistic disciplines. The family-oriented event is held each year in downtown Lafayette, Louisiana on multiple permanent stages. Our audience, comprised of local as well as global patrons, is loyal and returns each year to enjoy 100+ free concerts over multiple days. The organization also coordinates promotion and production of other venues and events.

Goals and Objectives - *Specific goals and objectives for event*

GOAL: Increase attendance from out of state visitors.

Objective: Targeted advertising in out of market publications, internet sites and radio programming.

Demographics: 50+, 18-49; Males, Females, Annual income \$40k+.

GOAL: Increase attendance from regional visitor.

Objective: Targeted advertising in out of market publications, internet sites and radio programming.

Demographics: 50+, 18-49; Males, Females, Annual income \$40k+.

Target Audience(s) - *Describe target audience for event*

Non-Louisiana Residents	Ages groups 18-49 and 50+	African American
Regional Residents (TX, MS, FL)	Youth / Tween	
Male/Female	Caucasian	

Marketing & Promotional Strategies –*Target area, demographic, detail the method in the Media Plan.*
See above.

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Additional Deliverables - Any element of visibility or opportunity for LOT to leverage its support of this project.

Logo and partnership verbiage on the following:

- ◇ Festivalinternational.com (Avg Annual unique visitor visitation 700,000+)
- ◇ Social Media Sites
- ◇ I-phone and Droid Apps
- ◇ Event signage throughout Festival site (12 city block area)
- ◇ Special publication inserts (Bon Temps, The Independent, Daily Advertiser, Times of Acadiana)
- ◇ Announcements at each stage (6) throughout the 5 day event

Performance Measures - Specific, quantifiable tracking and evaluation measures for event. Describe plan to measure achievement of objectives.

Tangibles:

1. Generation of inquires about Festival International de Louisiane via national publications/sites/radio programming, both trackable and less trackable.
(Ex: our last partnership with LOT competitive Grant Program generated a 35% increase in inquiries about Festival International de Louisiane. Specifically, O magazine generated more than 4,000 inquires and Clonde Nast Traveler generated more than 1,500 inquires post-publication. Our reach with buys in public radio both Austin and Minneapolis/St. Paul flooded our social media sites with an influx of traffic from their listening area; this also generated inquiries, but with less trackable data.
2. Generate critical increase in all aspects of our electronic media.
 - a. Mobil apps usage
 - b. Social media increases
 - c. Web Traffic increases*(Ex: our last partnership in the LOT competitive Grant Program we showed an increase of more than 13,800 unique users over the prior year (22,000unique users 2011) engaging in more than 135,000 individual secessions and spent more than 237 days, 3 hours, 21 minutes utilizing our mobile app on both the I-Phone and Droid.*

Intangibles

1. Increase overall gross sales figures for event week by 10%

Measurement Tools:

We will track occupancy and where visitors are coming from with the help of both LCVC and the Hotel/Motel Association. We will track restaurant visits with the help of the Louisiana Restaurant Association along with local restaurant owners.

Work with the following organizations to track data:

- Lafayette Convention and Visitors Commission (LCVC)
- Hotel and Motel Association
- Louisiana Restaurant Association

Track Mobile App traffic / inquires

Track web traffic / inquires

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Exhibit A2
Media Plan
 Festival International de Louisiane

Print Placement (Magazine, Newspaper)

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost	50% LOT Match
O Magazine	Tier One: Day Trippers & Weekend Getaways; Tier Two: Long Drives & Longer Stays; Tier Three: Significant U.S. & Canadian Markets	1/3 Page/Full Color	Feb 2013	610,000 Monthly	\$9,100.00	\$4,550.00
Southern Living Magazine	Tier One: Day Trippers & Weekend Getaways; Tier Two: Long Drives & Longer Stays; Tier Three: Significant U.S. Markets based on the chosen circulation noted.	1/3 Page/Full Color	Feb 2013	Monthly – Pub Mississippi/80,000 Texas/360,000, Florida/250,000 Total /690,000	\$16,500.00	\$8,250.00
Totals					\$25,600.00	\$12,800.00

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Projected Cost	50% request of LOT
KUT-FM	Austin, Texas	:15	April 1 - 14, 2013	\$1,500.00	\$750.00
Totals				\$ 1,500.00	\$ 750.00

Interactive Advertising/Web Banners

Web Site Name Web Site Address	Target Description	Dates	Budgeted Cost	50% request of LOT
Orbitz.com www.orbitz.com	123,000 Impressions: Tier One: Day Trippers & Weekend Getaways; Tier Two: Long Drives & Longer Stays	January 1-March 31, 2013	\$2,100.00	\$1,050.00
KUT.org www.kut.org	50,000 Impressions: Tier One: Day Trippers & Weekend Getaways; Tier Two: Long Drives & Longer Stays; Tier Three: Significant U.S. & Canadian Markets; Tier Four: Overseas & Latin Travelers	March 11-April 11, 2013	\$800.00	\$400.00
Totals			\$ 2,900.00	\$ 1,450.00

Total Budgeted Cost of Marketing **\$ 30,000.00**

Total Grant Request of LOT **\$ 15,000.00**

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**Exhibit B
 Budget
 Festival International de Louisiane**

CODE	ACCOUNT DESCRIPTION	FY1213 RECOMMENDED BUDGET
30500	La Bande du Festival	16,000.00
30600	Friends of Festival	38,000.00
30700	Rain Angels	106,000.00
30800	Corporate	260,000.00
	Total Corporate	420,000.00
31000	LCG	72,000.00
32000	LCVC	15,000.00
32500	DDA	7,500.00
33600	AAC: Project	0.00
33700	AAC: Org	0.00
33800	Grants - other	0.00
33900	NSA	0.00
34000	LDOA	0.00
34100	LOT	15,000.00
34300	LA EXPERIENCE	0.00
	Total Grants	109,500.00
	Total Support	529,500.00
REVENUES		
40700	5K Run	20,000.00
40800	5K Run COS	(10,500.00)
40900	Special Event Fees	0.00
41000	Special Events COS	(20,000.00)
41500	Food Booth COS	(2,800.00)
41600	Food Booth Fees	71,700.00
42000	Beer Sales	178,000.00
42100	Beer COS	(80,000.00)
42200	Daiquiri Sales	30,000.00
42300	Daiquiri COS	(22,000.00)
42500	Liquor Sales	95,000.00
42600	Liquor COS	(35,000.00)
42800	Coke, Juice & Coffee Sales	75,000.00
42900	Coke, Juice & Coffee COS	(70,000.00)
43000	Board Package	0.00
43500	Cloisonne Pin Sales	75,000.00
43600	Pins-Cost of Sales	(16,000.00)
43800	Pins-Other Promotional	0.00
44000	T-shirts Sales	87,000.00
44100	T-shirt COS	(50,000.00)
44200	CD Sales	25,000.00
44300	CD COS	(20,625.00)

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44400	Marche du Monde/des Arts	72,850.00
44500	Marche (Monde/Arts) COS	(750.00)
45000	Poster Sales	10,000.00
45100	Poster COS	(2,000.00)
45200	Merch Booth COS	(8,000.00)
45300	Festival Merchandise	11,150.00
45400	Merchandise COS	(3,500.00)
45500	Shuttle Bus System	15,000.00
45600	Shuttle Bus System COS	(12,500.00)
45800	Volunteer Ctr COS	(3,000.00)
NEW	Volunteer Registration & Mgmt	(2,300.00)
46000	Unused Tickets	35,000.00
46100	Website Income	0.00
47000	Interest Income	1,000.00
47900	Misc Development Exp	(1,000.00)
48000	Miscellaneous Income	10,000.00
48100	Contributed Capital	0.00
	Total Revenues	451,725.00
	TOTAL SUPPORT & REVENUES	981,225.00
PROGRAMMING		
50300	Artist Fees	144,500.00
50400	LD Transportation	0.00
50500	Lodging	25,000.00
50600	Programming Supplies	250.00
50700	Artist Visas & CWAs	5,000.00
52200	Scene des Juenes Artist Fees	5,500.00
54200	Theatre Fees	0.00
54300	Cinema	500.00
54400	Workshop & Chat Room	3,500.00
54600	Dance/Street Animation	10,500.00
55000	Artist Hospitality	25,000.00
55300	ASCAP/BMI License	2,500.00
55500	Local Transportation	7,500.00
55700	Programming Postage	0.00
55800	LIME	3,000.00
56500	AAC: Project Grant EXP	0.00
57500	Francophone Outreach	1,000.00
	Total Programming	233,750.00
PRODUCTION		
60500	Sound, Stage and Lighting	81,500.00
61800	Property Leases	15.00
61900	Food Booths (clean up, misc)	250.00
62000	Tents (Food Booths, Stages)	17,500.00
62100	Equipment Rental	18,500.00
62300	Other Rental	4,800.00
62400	Golf Cart Rental	7,000.00
62500	Instrument Rental	7,000.00
62700	S/S/L Coordinator	0.00

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62800	Production Coordinator	0.00
62900	Rooming-Stage Crew	5,500.00
63000	Stage Crew	18,500.00
63100	Printing-Tickets	4,000.00
63200	Contract Labor	25,000.00
63700	Event Insurance	21,500.00
64500	Electrical	14,000.00
64700	Production Postage	180.00
66000	Signage	9,000.00
66500	Production Supplies	3,300.00
67700	Storage Rental	2,808.00
68000	Volunteer ID	0.00
68800	Recycle Project (Kiosks)	0.00
68900	Production Miscellaneous	1,000.00
69000	CP Grant EXP	0.00
691000	Capital Improvements	0.00
69300	Computer Expense Production	0.00
	Total Production	241,353.00
MARKETING & DEVELOPMENT		
71000	Poster Artist	1,000.00
71200	Printing-Other	0.00
71300	Printing - Promo Poster	0.00
71400	Sponsor Premiums	8,000.00
71500	Sponsor Book	2,500.00
71600	Media Kits	0.00
71700	Advertising	49,000.00
71800	Promo Poster	0.00
72800	Graphic Designer	27,500.00
73200	Sponsor Signage	5,000.00
74500	Photography	3,000.00
74700	Press Book	0.00
74800	Pocket Guide	12,500.00
74900	T-shirts - Volunteers	0.00
75000	Volunteer Premiums	0.00
76000	Souvenir Cups	0.00
77000	Friends of Festival	5,000.00
77100	Rain Angels COS	17,500.00
77200	LA Experience	
78400	Web Site	11,150.00
78900	Marketing Miscellaneous	250.00
79000	Volunteer Appreciation Party	1,000.00
79500	Sponsor Contract Concessions	0.00
	Total Marketing	143,400.00
ADMINISTRATION		
80100	Salaries	131,876.30
80200	Payroll Taxes	10,750.00
80500	Contract Labor	73,875.00
80600	Development Commission	36,950.00
80700	Legal and Accounting	4,500.00

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Grant Amount: \$15,000.00

NEW	Project Mgmt Tools	3,500.00
81200	Educational/Training	3,000.00
81300	Travel and Meetings	5,401.70
83100	Dues and Subscriptions	2,500.00
83600	Workman's Compensation	5,000.00
83800	Health Insurance (BCBS)	19,769.00
84700	G/A Postage	4,000.00
85800	Office Supplies	4,000.00
85900	Office Equipment	2,500.00
86000	President's Fund	0.00
87400	G/A Printing	1,500.00
87500	Directors & Officers Insurance	1,850.00
87800	Rent	31,800.00
87900	New Office	0.00
88000	Utilities	4,200.00
88100	Telephones & Internet	7,500.00
88600	Event Start up Cash	0.00
88800	G/A Misc.	2,500.00
88900	Penalty (Payroll)	0.00
89200	Bonus	0.00
89300	Computer Expense/Admin	2,000.00
89400	Bank Service Charges	1,250.00
89401	Merchant Service Fee	2,500.00
89402	Credit Card Discount	0.00
90000	Reserve	0.00
Total Administration		362,722.00
Total Expenses		981,225.00
SURPLUS/DEFICIT		0.00
	SPONSORSHIP	420,000.00
	GRANTS	109,500.00
	REVENUE	451,725.00
TOTAL INCOME		981,225.00
	PROGRAMMING	233,750.00
	PRODUCTION	241,353.00
	MARKETING	143,400.00
	ADMINISTRATIVE	362,722.00
TOTAL EXPENSE		981,225.00
SURPLUS/DEFICIT		-

Grantee: Festival International de Louisiane, Inc.
 Event: Festival International de Louisiane
 Grant #615

Grant Amount: \$15,000.00

Exhibit C

**Louisiana Office of Tourism Marketing Grant
 Final Report Form FY 12-13**

SECTION I: Grantee 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 toward areas outside a 50-mile radius of the Event. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

****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 Number	Actual Cost	LOT 50% Match
Totals:					\$	\$

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

Online Placement (Website)

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target / Reach	Dates	Actual Cost	LOT 50% Match
Totals:			\$	\$

Grantees Grand Total	\$
LOT 50% Match Grant Total	\$
(LOT Staff Only) LOT Approved Reimbursement Amount	\$

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must include the official Louisiana Office of Tourism logo to be eligible for reimbursement.

- **Proof of Charge from Vendor:** Submit itemized media invoice reflecting date, description and dollar amount. If media is purchased from a third party (e.g. media buying house or advertising agency), Grantee must provide an invoice from the third party agent **and** an invoice from the media outlet from whom the media was purchased (e.g. Southern Living, USA Today, etc.)
- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:
 - Original ad placement tear sheets for print advertisements
 - Broadcast log reports indicating actual broadcast times and dates
 - Screenshots for online banner advertisements
 - Billboard photographs showing content
 - Other - (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Final Report Summary Format

- A 1–2 page typed detailed summary on the outcome of the Event taking into consideration the goals, objectives and measurable outcome regarding the impact that the Event had on tourism in the area and the state, which should include:
 - 1) **Objectives Achieved** - List accomplishments in compliance with the overall goal of impacting tourism.
 - 2) **Measurements of Performance** - include but are not limited to the following: estimated attendance, admissions revenue, event registration and entry fees collected, number of hotel room nights/ occupancy rates/ADR, food and beverage tax and average visitor spending, etc.
 - 3) **Economic Impact** - Provide information and/or statistics regarding the Economic

Grantee: Festival International de Louisiane, Inc.
Event: Festival International de Louisiane
Grant #615

Grant Amount: \$15,000.00

Impact on the region (local and state.)

- 4) **Media Relations** - Grantee shall include supporting documentation for media relations which may include but are not limited to the following: copies of news releases, newspaper clippings, flyers, programs, itineraries, photographs and programs.
- 5) **Profitability of the Event**

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

