

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

Competitive Grant Program
FY-14

BE IT KNOWN, the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana (hereafter sometimes referred to as "State" or "LOT") and Festival International de Louisiane, Inc., address 444 Jefferson St., Lafayette, LA 70501, phone: 337-232-8086, email: diane@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 "Program" is to encourage and support marketing initiatives for tourism events that attract and retain visitors to the state and have a positive impact on Louisiana's tourism economy. Specifically, the funds that are provided under the terms of the Program are intended to assist the LOT in fulfilling its public purpose and statutory mandate, La. R.S. 36:208(F), to be responsible for performing the functions of the state relating to promotion and advertisement of the historical, cultural, recreational, and commercial sites, events, and assets of the state; encourage and promote tourism and the tourist industry for the benefit of the people of this and other states and as a developing economic resource; and cooperate with local tourist promotion and convention agencies. The Program is designed to achieve the following tourism objectives: (1) strengthen Louisiana's tourism partnerships and alliances; 2) support Louisiana's tourism industry as a whole; and (3) increase visitation, length of stays, and visitor spending in Louisiana.

- a. **Event Marketing.** In accordance with the LOT's stated goal and objectives, the Grantee hereby agrees to market the Festival International de Louisiane ("Event") scheduled to be held April 23-27, 2014, in Lafayette, LA as set forth in the LOT approved Marketing Plan, Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).
- b. **Qualifying Marketing Expenses.** Upon completion of the Event, the Grantee may request reimbursement up to 50% of actual incurred costs for qualifying marketing expenses as defined in the LOT Grant Application and Guidelines ("Guidelines"). The Guidelines are accessible at <http://www.crt.state.la.us/tourism/grants.aspx>, and must be complied with when implementing the LOT approved Marketing and Media Plans. Grantees who are hosting first-time events may request reimbursement of up to 66% as specified in the Guidelines. For the purpose of this Program, qualifying marketing expenses are defined as the actual placement costs of media that is specifically targeted or directed to areas located outside of a 50-mile radius of the Event. LOT will not reimburse the Grantee for costs that are associated with ad creation or media production. Grantee shall not apply any State funds that are provided from other state sources towards the mandatory cash match that must be provided by the Grantee, under the terms of this Agreement. The total reimbursement shall not exceed the total amount of the LOT approved grant award.
- c. **Event Advertisements.** At least seven business days prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts, to

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

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

Grantee shall:

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

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

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

- g. **Final Report.** Upon completion of the Event, the Grantee shall submit a Final Report as specified in Exhibit C. The Final Report may be mailed or delivered to the Contract Monitor. The Final Report form can also be downloaded from the LOT's website, <http://www.crt.la.us/tourism/grants.aspx>. Grantee shall complete each section of the Final Report, as applicable, which include:

- **Section I** - Grantee's Name and Contact Information
- **Section II** - Reimbursable Media – Qualifying Marketing Expenses listed under the appropriate media categories of the actual expenses incurred by the Grantee
- **Section III** - Documentation to support the reimbursement request for Media Purchases, which may include media invoices, advertising tear sheets, logs, and other acceptable documents as proof of advertising placement.
- **Section IV** – Final Report Summary – Provide details of the outcome of the Event as noted in Exhibit C.

2) Payment Terms

- a. **Maximum Payment.** In consideration of Grantee's compliance with all terms of the Program, the State hereby agrees to pay the Grantee a maximum sum of **TEN THOUSAND DOLLARS (\$10,000.00)**. Travel and other expenses that are not specified in the terms of this Agreement are not reimbursable.
- b. **One Payment.** It is anticipated that there will be a single payment made under this Grant Agreement. No payment shall be made until after the Event. Payment will be made on a reimbursement basis for qualifying marketing expenses actually incurred by the Grantee as specified within this Agreement and in accordance with the Guidelines.
- c. **Original Invoice.** After completion of the Event, the Grantee shall deliver to the Contract Monitor an original invoice on organization letterhead, the Final Report (Exhibit C), and all supporting documentation for preapproved qualifying expenses that have been incurred by the Grantee in compliance with the terms of this Agreement. The invoice submitted to the State shall reflect 50% (or 66% for first-time events) of the actual cost to the Grantee, up to the maximum amount of the Grant award.

The invoice must: 1) be submitted on Grantee's official letterhead, 2) contain the word "invoice," 3) not exceed 50% of incurred cost (66% for first-time events) up to the total amount of the grant award, 4) reference the Event, 5) be accompanied by supporting documentation for actual costs incurred, and 6) be accompanied by the detailed Final Report (Exhibit C).

- d. **Payment Reductions.** The State reserves the right to reconcile the invoice to the supporting documentation, and will reduce the payment in the event of any of the following:

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

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

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

- e. **Discrepancies.** The State will notify the Grantee of any inadequacies or deficiencies and will allow the Grantee reasonable opportunity to cure any defects. If the Grantee wishes to appeal the State's payment decision, the Grantee must submit a letter in writing to the Contract Monitor within 30 days of notice of any defect.
- f. **Processing.** After verifying the compliance, the Contract Monitor will authorize the payment of the invoice. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.
- g. **Use of Funds.** The Grantee shall be liable for all grant funds that have not been used in accordance with the terms and conditions of this Agreement and the Program Guidelines. If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, the Grantee will be required to repay the State in accordance with the terms set by the State. If the Grantee defaults on the Agreement, breaches the terms of the Agreement, ceases to do business, or ceases to do business in Louisiana, it shall be required to repay the State in accordance with the State's terms or requirements.
- h. **Availability of Funds.** Payment is contingent upon the availability of funds that are appropriated by the Louisiana Legislature or may be accrued to the State from other sources.

3) Act 14 Clause

Grantee is informed that no funds appropriated under Act 14 of the 2013 Regular Legislative Session shall be transferred to a public or quasi-public agency or entity which is not a budget unit of the State unless the Grantee executes this Agreement and submits to the LOT for approval, a comprehensive Budget showing all anticipated uses of the appropriation, an estimate of the duration of the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. The LOT shall submit this Agreement, the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

4) Responsibility for Payment of Taxes

The Grantee hereby agrees that the responsibility for payment of taxes, if any, from the funds thus received under this Agreement and/or legislative appropriation shall be Grantee's obligation and identified under Federal tax identification number 58-705676.

5) Term of Grant Agreement

- a. This Grant Agreement shall begin on July 1, 2013 and shall terminate on June 30, 2014.
- b. The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.
- c. The Event is scheduled to be held April 23-27, 2014 in Lafayette, LA.
- d. Grantee must submit to the Contractor Monitor an original invoice, a Final Report (Exhibit C), and all supporting documentation due by June 15, 2014.
- e. If the Grantee is unable to deliver the State benefits as specified, or perform the work within the term of the Agreement, the Grantee shall notify the State in writing (email is acceptable) before the termination date of the Agreement, and thereby acknowledge the automatic cancellation of the grant, unless such notification contains a request for an amendment.
- f. Except as provided in Section 1 (e), any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing and executed by all parties.

6) Entire Agreement/Order of Precedence Clause

This Agreement and any exhibits specifically incorporated herein by reference, together with the Guidelines and addenda issued thereto by the LOT, and the application submitted by the Grantee, constitute the entire agreement between the parties with respect to the subject matter.

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

7) Termination for Cause

The State may terminate this Agreement for cause based upon the failure of Grantee to comply with the terms and/or conditions of the Agreement, provided that the State shall give Grantee written notice specifying Grantee's failure. If within thirty (30) days after receipt of such notice, Grantee shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Grantee in default and the Agreement shall terminate on the date specified in such notice. From the date of the termination, no payment will be made by the State to the Grantee. In the event the Grantee has received payment above and beyond documented eligible expenses, the Grantee shall return all such funds to the State.

8) Termination for Convenience

The State may terminate this Agreement at any time by giving thirty (30) days' written notice to Grantee. In the event that the Grantee is not in compliance with the terms of this Agreement at the time of termination, no payment will be issued to the Grantee.

9) Fiscal Funding Clause

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

10) Audit

It is hereby agreed that in accordance with La. R.S. 24:513, the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration and/or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Grantee that are related to this grant.

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

11) Liability

The Grantee shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from, or by reason of any negligent act or omission, operation or work of the Grantee, his agents, servants, or employees while engaged upon or in connection with services required or performed by the Grantee hereunder.

12) Non-assignability

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

13) Anti-discrimination

The Grantee agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973 as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1972, the Fair Housing Act of 1968 as amended, and Grantee agrees to abide by the Requirements of the Americans with Disabilities Act of 1990. Grantee agrees not to discriminate in its employment practices, and will render services under this Agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation or disabilities. Any act

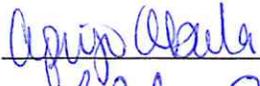
Grantee: Festival International de Louisiane, Inc.
Event: Festival International de Louisiane

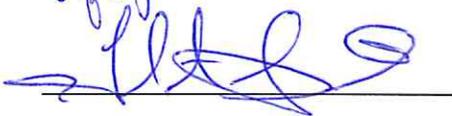
Grant Amount: \$10,000.00
Grant: #874

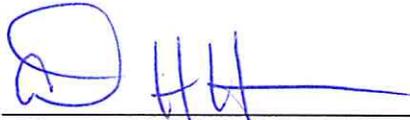
of discrimination committed by the Grantee, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

THUS DONE AND SIGNED AT LAFAYETTE, Louisiana on the 24 day of OCTOBER, 2013.

WITNESSES:





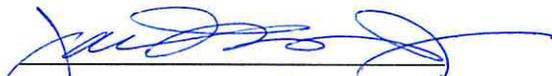


Diane Harris, Executive Director
for Festival International de Louisiane, Inc.

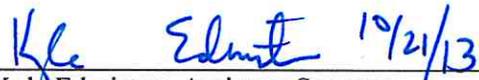
THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the ___ day of _____, 201_.

WITNESSES:

Department of Culture, Recreation, & Tourism







Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1 Marketing Plan

EVENT DESCRIPTION

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, Africa, Canada, the Caribbean and the Americas are invited to share their talents with Louisiana artists, residents and visitors.

FESTIVAL INTERNATIONAL'S MISSION IS TO...

- ❖ Enrich the community by organizing a celebration of its native cultures through music and other arts
- ❖ Educate the public to the historical achievements and artistic expressions of related global cultures while developing an appreciation for the arts
- ❖ Develop culture and tourism, as well as enhance economic development by expanding Louisiana's reputation as an arts center and a destination for artistic events

THE VISION

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. This family-oriented event is held each year in downtown Lafayette, Louisiana on multiple permanent as well as temporary 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.

EDUCATIONAL ACTIVITIES

Since its inception in 1986, programming at Festival International de Louisiane has always included a special site for children originally entitled **La Place des Enfants and now Scène des Jeunes**. International music, dance and theatre performances, puppetry, folk tales, native craft presentations, storytelling, and hands-on art activities abound. The programming at **Scène des Jeunes** is developed and presented with the close assistance of teachers and students from the Acadiana area.

THE 2013/2014 BOARD OF DIRECTORS

A 32-member Board of Directors governs Festival International de Louisiane. These members serve in a volunteer capacity and are a diverse group comprised of leaders from throughout the community. They are: Craig Minnick, President; Sarah Moss, VP Development; Tucker Sappington, VP Marketing; Scott Feehan, VP Production; Sami Parbhoo, VP Programming; Eric Gammons, Treasurer; Randy Guidry, Secretary; Andre Mitchell, Member-at-Large; Jason Fontenot, Member-at-Large; Russell Walters, Member-at-Large; Monica Hebert, Past President; Nick Arcuri; Stephen Baudier; Judy Briscoe; Tom Brown; Brad Cradeur; Cecil Doyle; Marcus Dudoit; Stephen Gaubert; Don Holbert; Zachary Landry; Allison LeBlanc; Alicia LeBouef; Virgil "Buz" Reid; Mauri Robichaux; Rhonda Robison; Moussa Sadou; Brandi Soileau; Carrie Theard; Haley Valdes; Brian Wooley; and Leslie Wooters.

THE STAFF

The office is open year round with three full-time employees: Executive Director (Diane Harris is Interim Executive Director currently); Apiyo Obala, Marketing Coordinator; Lisa Stafford, Programming Coordinator. Two season-specific contract consultants are also a part of our team: Diane Harris, Production Director; and Greg Robertson, Technical Coordinator; as well as a year-round Bookkeeper, Micki McCord.

TAX STATUS

Incorporated in 1986, Festival International de Louisiane is a 501(c)(3) non-profit corporation.

RECOGNITION & AWARDS

- About.com World Music Reader's Choice Award Winner, 2013 "Best World Music Festival"
- About.com World Music Reader's Choice Award Winner, 2012 "Best World Music Festival"
- Named Louisiana Festival or Event of the Year (2007 & 2008), Louisiana Travel Promotion Association (LTPA) – Inaugural Award presented, 2007
- Best Festival Outside of New Orleans (2007), Offbeat Magazine (New Orleans)
- Top 100 Event, American Bus Association (2008, 2012)
- Top 20 Event in the Southeast (2007, 2005, 2004, 1997, 1996, 1995, 1994, 1993, 1987)
- Named one of the Top 10 Festivals in the World by Tom Clynes of the National Geographic Adventurer and the Washington Post; Author of *Wild Planet!* and *Music Festivals from Bach to Blues*
- Top 100 Event in North America
- Louisiana Top 20 Event
- Governor's Arts Award: Most Outstanding Arts Organization in Louisiana
- Regional Designation Award: Atlanta Committee for the Olympic Games, Cultural Olympiad
- Numerous Addy's for creative/graphic design
- Reader's Poll Award as Best Festival – The Times of Acadiana
- Reader's Choice Award as Favorite Festival – Lifestyle Lafayette

ECONOMIC IMPACT

Lodging receipts in Lafayette have increased 43% during the month of April since the Festival's premier event in 1987. Based on the last study figures (2008), the estimated impact on the local economy is \$22 million:

Estimated Hotel Spending	\$901,170	\$36,047 (4% Hotel/Motel) \$36,047 (4% City/Parish)
Estimated Visitor Spending	\$21,375,000	\$855,000 (4% City/Parish)
Total Estimated Spending	\$22,276,170	
Total Tax Revenue	\$927,094	\$36,047 (H/M Tax Revenue) \$891,047 (C/P Tax Revenue)

HOTEL/MOTEL OCCUPANCY

Based on data from the Smith Travel Research, Lafayette hotels enjoy an average of 69% occupancy during the month of April. According to hoteliers, this percentage can be directly attributed to Festival International de Louisiane. Comparatively, Lafayette is second only to New Orleans for the same time period, and this can be attributed to their corresponding April event, Jazz & Heritage Fest.

Grantee: Festival International de Louisiane, Inc.
Event: Festival International de Louisiane

Grant Amount: \$10,000.00
Grant: #874

AIR TRAVEL & THE LAFAYETTE REGIONAL AIRPORT

According to the Lafayette Airport Commission's most recent Enplanement/Deplanement report, April consistently ranks in the top three travel months of the last three years. This can also be directly attributed to Festival International de Louisiane performers and visitors.

PUBLIC SUPPORT

GOVERNMENT: Supported by the Lafayette Consolidated Government and the State of Louisiana.

CORPORATE: Excellent history of support both in cash contributions and sponsorships as well as through in-kind contributions.

GRANTS: Festival International de Louisiane has received grant awards from the Acadiana Arts Council, Louisiana Division of the Arts, the National Endowment for the Arts, North St. Antoine Service, Louisiana Endowment for the Humanities, The Pinhook Foundation, Louisiana Office of Tourism and others.

INTERNATIONAL: Festival International de Louisiane has received programming support from international governments and cultural agencies.

PRIVATE: More than 2,300 volunteers work for the Festival in all aspects of production, programming, marketing and administration. **A true community event!**

GOALS AND OBJECTIVES

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 visitors.

OBJECTIVE: Targeted advertising in in-market publications, Internet sites and radio programming.

DEMOGRAPHICS: 50+, 18 - 49; Males, Females, Annual income \$40K+

TARGET AUDIENCE(S)

- Non-Louisiana Residents
- Regional Residents (Texas, Mississippi, Florida)
- Males
- Females
- Ages 18-49
- Ages 50+
- Youth/Tween
- All ethnic groups

ADDITIONAL DELIVERABLES

Logo & Partnership Verbiage on the following:

festivalinternational.com (Avg Annual Unique Visitor Visitation: 700,000+)

Social Media Sites

iPhone/Droid Apps
Event Signage throughout Festival site (12 city block area)
Advertisements
Special publication inserts (Bon Temps, The Independent, Daily Advertiser, Times of Acadiana)
Announcements at each stage (6) throughout 5 day event

PERFORMANCE MEASURES

TANGIBLES:

- Generation of inquiries about Festival International de Louisiane via national publications/sites/radio programming, both trackable and less trackable.

For example, our last participation in the LOT Competitive Grant Program generated a 35% increase in inquiries about Festival International de Louisiane. Specifically, O Magazine generated more than 3,300 inquiries, Conde Nast Traveler generated more than 1,500 inquiries post-publication, and Southern Living generated more than 1,000 inquiries. Our reach with buys in public radio in both Austin and Minneapolis/St.Paul also flooded our social media sites with an influx of traffic from their listening area; this also generated inquiries, but with less trackable data.

Generate critical increases in all aspects of our electronic media

Mobile apps usage
Social Media increases
Web traffic increases

For example, our last participation in the LOT Competitive Grant Program we showed an increase of more than 15,279 unique users over prior year (22,000 unique users, 2013) engaging in more than 149,000 individual sessions and spent more than 270 days, 21 hours, 06 minutes and 1 second utilizing our mobile app on both the iPhone and Droid.

INTANGIBLES:

Increase overall gross sales figures for event week by 10%
Increase attendance by out of state and regional residents by 5%

MEASUREMENT TOOLS:

- Work with Lafayette Convention & Visitors Commission, Hotel/Motel Association and the Louisiana Restaurant Association to track data.
- Track Mobile App Traffic, inquiries
- Track web traffic, inquiries

Exhibit B

LINE ITEM	FY 13/14	LOT SPONSORSHIP
Admissions, Memberships, Subscriptions	\$605,255.00	
Beer Sales	\$190,000.00	
Merchandise Sales (Pins, Posters, T-shirts, Cds, misc. merchandise)	\$193,000.00	
5K Run Entry Fees	\$22,380.00	
Food Booth Fees	\$79,700.00	
Marche Fees	\$74,175.00	
Misc Income (unused tickets, interest, misc.)	\$46,000.00	
Corporate Support	\$300,000.00	
Corporate Sponsors	\$300,000.00	
Private Support	\$158,000.00	
Rain Angels	\$100,000.00	
La Bande	\$20,000.00	
Amis du Festival	\$38,000.00	
Local/Parish Support	\$89,500.00	
Lafayette Consolidated Government	\$72,000.00	
Downtown Development Authority/Downtown Lafayette Unlimited	\$7,500.00	
Lafayette Conventions and Visitors Commission	\$10,000.00	
State, LA Office of Tourism	\$ -	\$10,000.00
LA Office of Tourism Sponsorship	\$ -	\$10,000.00
TOTAL CASH INCOME	\$1,152,755.00	
Salaries/Wages/Benefits - Administration	\$(104,440.00)	
Executive Director	\$(52,000.00)	
Health Insurance	\$(6,000.00)	
Apiyo Obala	\$(40,500.00)	
Health Insurance	\$(5,940.00)	
Salaries/Wages/Benefits - Artistic	\$(52,320.00)	
Lisa Stafford	\$(45,000.00)	
Health Insurance	\$(7,320.00)	
Salaries/Wages/Benefits - Technical/Production	\$(49,500.00)	
Diane Harris	\$(40,500.00)	
Greg Robertson	\$(9,000.00)	
Payroll Taxes	\$9,000.00	
Professional Services - Artistic	\$(204,500.00)	
Photographer Fees	\$(3,000.00)	
Poster Artist Fees	\$(1,000.00)	
Performers Fees(Bands, La Place, Theater & Street Animation)	\$(170,500.00)	
Graphic Designer Fees	\$(30,000.00)	
Professional Fees & Services	\$(99,750.00)	
Contract Labor (production) & Clean up	\$(20,250.00)	
Contract Labor (administrative) & Admin Support	\$(50,000.00)	
Legal/Accounting	\$(4,000.00)	

	Dues & Subscriptions	\$(2,500.00)	
	Stagehands	\$(23,000.00)	
Production		\$(29,950.00)	
	Workers Comp	\$(3,200.00)	
	Visas	\$(1,750.00)	
	ASCAP/BMI/SESAC	\$(2,500.00)	
	Instrument Rental	\$(7,500.00)	
	Electrical	\$(15,000.00)	
Equipment Rental and Maintenance		\$(148,315.00)	
	Stage, Sound, & Lighting	\$(85,000.00)	
	Equipment Rental	\$(18,500.00)	
	Other Rental	\$(7,800.00)	
	Golf Carts	\$(8,500.00)	
	Storage Rental	\$(6,000.00)	
	Capital Improvements	\$(5,500.00)	
	Tents	\$(17,000.00)	
	Land Leases	\$(15.00)	
Technology and Communications		\$(22,100.00)	
	Phone	\$(7,800.00)	
	Multimedia	\$(14,300.00)	
Insurance		\$(24,000.00)	
	Event Insurance	\$(24,000.00)	
Supplies		\$(8,500.00)	
	Office	\$(5,200.00)	
	Production	\$(3,300.00)	
	Programming	\$ -	
Postage/Shipping		\$(5,180.00)	
	Administrative	\$(5,000.00)	
	Production	\$(180.00)	
	Programming	\$ -	
Marketing		\$(74,000.00)	
	General Printing (G/A & Mktg)	\$(1,800.00)	
	Tickets	\$(4,200.00)	
	Advertising	\$(46,000.00)	
	LA OFFICE OF TOURISM SPONSORSHIP (Advertising)		\$10,000.00
	Signage	\$(10,500.00)	
	Pocket Guide	\$(11,500.00)	
	Media Kits	\$ -	
Development		\$(33,700.00)	
	Sponsor & Friends Premiums & Sponsor Packets	\$(12,500.00)	
	Media Kits	\$ -	
	Rain Angels	\$(19,000.00)	
	Volunteer Party	\$(1,000.00)	
	Sponsor Contract Concession	\$(1,200.00)	
Travel/Mileage		\$(74,500.00)	
	Performer Travel	\$(12,000.00)	

Grantee: Festival International de Louisiane, Inc.
 Event: Festival International de Louisiane

Grant Amount: \$10,000.00
 Grant: #874

	Hotel	\$(29,500.00)	
	Hospitality	\$(33,000.00)	
Other Expense		\$(16,860.00)	
	Bank Fees	\$(1,200.00)	
	Credit Card Fees & Discount	\$(5,000.00)	
	Office Equipment	\$(2,500.00)	
	Computer Expense	\$(1,000.00)	
	LIME	\$(2,500.00)	
	Miscellaneous	\$(4,660.00)	
	TOTAL EXPENSES	\$(938,615.00)	
	SURPLUS/DEFICIT	\$214,140.00	
	ACCUMULATED SURPLUS/DEFICIT	\$ -	
In-Kind Donations*		\$377,800.00	
	Advertising & Promotion	\$250,000.00	
	Hospitality	\$50,000.00	
	Property & Equipment Rental	\$65,000.00	
	Travel (Local & Long Distance Transportation)	\$12,800.00	

*In-Kind Donations DO NOT include staff time.

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

SECTION I: Grantee's Contact Information

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

SECTION II: Reimbursable Media; Qualifying Marketing Expenses

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

**If awarded a grant, 50% (or 66% for first-time events) of the grand total spent on qualifying marketing expenses will be reimbursed up to the total amount of the award.

**List only qualifying marketing expenses eligible for reimbursement through the LOT Marketing Grant Program.

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation No.	Actual Cost	Match Amount
Totals:					\$	\$

Broadcast Placement (Radio/Television)

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

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	Match Amount
Totals:				\$	\$

Interactive Advertising / Web Banners

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

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

Company Producing Video	Target Audience	Dates video	Actual Cost	Match

	will air		Amount
	Totals:	\$	\$

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

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

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

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

Section IV: Final Report Summary:

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

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