



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

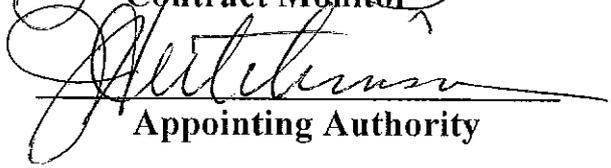
**Agency/Program:** Louisiana Office of Tourism/Marketing

**Recipient:** Greater New Orleans Sports Foundation, Inc.

- Indicate:**
- Cooperative Endeavor**
  - Professional Services Contract**
  - Personal Services Contract**
  - Consulting Services Contract**
  - Social Services Contract**
  - Grant: Indicate Specific 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	10/29/10 _____ Date
 _____ Appointing Authority	10/29/10 _____ Date

**STATE OF LOUISIANA  
COOPERATIVE ENDEAVOR AGREEMENT**

THIS COOPERATIVE ENDEAVOR is made and entered into on the dates and at the places listed below, by and between the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana, hereinafter referred to as "State" and/or "Agency," and the Greater New Orleans Sports Foundation, Inc. officially domiciled at 2020 St. Charles Avenue, New Orleans, Louisiana 70130, hereinafter referred to as "Contracting Party".

**ARTICLE I**

WITNESSETH:

1.1 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

1.2 WHEREAS, Act 11 of the 2010 Regular Session of the Louisiana Legislature, which was adopted in accordance with Article VII, Section 11, of the Constitution of the State of Louisiana, is the appropriation for the expenditure of State funds, and said Act 10 contains an appropriation within the Agency's budget for the benefit of the Greater New Orleans Sports Foundation, Inc. of which the sum of **SIX HUNDRED FOUR THOUSAND FIVE HUNDRED AND NO/100 (\$604,500.00) DOLLARS** has been allocated for this project, as set forth in the attached **Plan (Attachment A)**, which is attached to this agreement and made a part hereof; and

1.3 WHEREAS, in accordance with La R.S. 51:1254, the Louisiana 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. The office shall encourage and assist local governmental and private sector development for the promotion of tourism; and

1.4 WHEREAS, Greater New Orleans Sports Foundation Incorporated is a non-profit 501 (c) (4) organization whose mission is to attract, coordinate and manage sporting events that will have a positive economic impact on the state as well as the Greater New Orleans area. The organization recruits, bids on, organizes and manages sporting events on behalf of the state of Louisiana and the City of New Orleans for economic purposes; and

1.5 WHEREAS, the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism is responsible for expanding and increasing the economic impact of tourism on Louisiana through strong, effective public initiatives; and

1.6 WHEREAS, the public purpose is described as: to provide funding support to maintain staff for the operations and management of the Greater New Orleans Sports Foundation, for the purpose of recruitment, solicitation, implementation and management of sporting events that will serve to increase visitations to Louisiana; and

1.7 WHEREAS, the Greater New Orleans Sports Foundation will continue to collaborate with national governing bodies of sport organizations (event owners, managers and representatives) in the bidding

process to evaluate each prospective event, put together a budget, evaluate and analyze the potential impact and overall economic benefits of hosting the event in the Greater New Orleans region. Should the Greater New Orleans Sports Foundation win bids, the objective is to fulfill all obligations for implementation including marketing and related publicity, execution and management of the event; and

1.8 WHEREAS, the Contracting Party has provided all required information in accordance with the governor’s Executive Order BJ 2008-29 for cooperative endeavor agreements, which information is attached to this agreement and is made a part hereof by reference as “Attachment E.”

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

**ARTICLE II**  
**SCOPE OF SERVICES**

2.1 The Greater New Orleans Sports Foundation, Incorporated shall use the appropriated funds to supplement expenditures associated with normal business operations to include maintaining staff for solicitation, implementation and management of sports events in and around the Greater New Orleans region as detailed in the Budget, Attachment B.

2.2 Specifically, the Contracting Party shall:

1. Maintain New Orleans’ and Louisiana’s competitiveness in the solicitation, attraction, bidding and management of sporting events that benefit the Louisiana economy;
2. Provide economic opportunities that stimulate income for local businesses and the State’s overall economy;
3. Generate much-needed positive publicity and tourism interest in the City of New Orleans and Louisiana through sporting events and activities that stimulate interest in the state.
4. Use public relations opportunities to recognize the financial support of the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism in providing opportunities to maintain and increase the image of Louisiana as a viable, competitive market for national sporting events and a unique and desirable travel destination for attendees of the events.

2.2 Deliverables:

- Financial accountability for administrative and operating expenses associated with the Greater New Orleans Sports Foundation, including the retention and recruitment of experienced employees;
- Documentation for evaluation and research expenses regarding potential future sporting events as well as the production of competitive bids for events;
- Marketing, travel and entertainment necessary for events (or event bids) and key convention site visits to maintain (or create) key relationships and remain competitive;
- Implementation and management of operations of current contracted events (event transportation, signage, hospitality, equipment, officials, supplies, etc);
- Advertising, publicity and fundraising efforts for current contracted events (ticket sales, sponsorship, merchandising, promotions, etc);
- Economic business and professional collaborations involving hotels, use of New Orleans area

- facilities and local vendors to provide event specific services;
- Collaborations with local, regional and national media outlets to produce positive articles, stories and electronic media coverage of events.

Contractor shall ensure the leveraging of the State's investment in this endeavor by publicly acknowledging the State's support in public relations efforts and shall use every opportunity to maintain awareness and a positive image of Louisiana as a unique and desirable travel destination for sporting events. Contractor shall maintain knowledge regarding the state's tourism resources by requesting any needed information from the State and other travel industry partners regarding data, statistics, brochures, printed materials or other information that are resources to promote the State of Louisiana's natural, business and tourism resources. Contractor shall use every opportunity to direct sporting event partners to the official tourism travel website **LouisianaTravel.com** regarding Louisiana travel information and resources and shall insert the official **LouisianaTravel.com** logo in printed publicity materials used in promoting Louisiana.

2.3 Contracting Party will provide to State written quarterly **Progress Reports (Attachment C)** outlining the Contracting Party's resources, initiatives, activities, services and performance consistent with the provisions, goals and objectives of this agreement and quarterly **Cost Reports (Attachment D)** which provide detailed cost information outlining the use of appropriated funds. The **Progress Report (Attachment C)** and **Cost Report (Attachment D)** are attached to this agreement and made a part thereof by reference.

2.4 Budget: The **Budget** for this Project is incorporated herein as "**Attachment B**" which is attached hereto and made a part hereof by reference and shows all anticipated revenues and expenditures provided by this cooperative endeavor. The **Budget** for this Project shall not exceed the total sum of **SIX HUNDRED FOUR THOUSAND FIVE HUNDRED AND NO/100 (\$604,500.00) DOLLARS** which sum shall be inclusive of all costs or expenses to be paid by State in connection with the services to be provided under this agreement. This is the total sum that has been appropriated for this Project by the State. No state funds shall be paid for any one phase of this agreement that exceeds the categories shown on the **Budget (Attachment B)**, without the prior approval of State.

### **ARTICLE III** **CONTRACT MONITOR**

3.1 The Contract Monitor for this contract is Jack Warner, Deputy Assistant Secretary, his designee, supervisor or successor.

3.2 **Monitoring Plan:** During the term of this agreement, Contracting Party shall discuss with State's Contract Monitor the progress and results of the Project, ongoing plans for the continuation of the Project, any deficiencies noted, and other matters relating to the Project. Contract Monitor shall review and analyze the Contracting Party's **Plan** to ensure Contracting Party's compliance with all contract requirements.

The Contract Monitor shall also review and analyze the Contracting Party's written **Progress Reports** and **Cost Reports** and any work product for compliance with the Scope of Services; and shall

1. Compare the Reports to Goals and Performance Measures outlined in this contract to determine the progress made;

2. Contact Contracting Party to secure any missing deliverables;
3. Maintain telephone and/or e-mail contact with Contracting Party on contract activity and, if necessary, make visits to the Contracting Party's site in order to review the progress and completion of the Contracting Party's services, to ensure that performance goals are being achieved, and to verify information when needed.
4. Ensure that expenditures or reimbursements requested in **Cost Reports** are in compliance with the approved **Budget**. Contract Monitor shall coordinate with Agency's fiscal office for reimbursements to Contracting Party and shall contact Contracting Party for further details, information or documentation when necessary.

Between required performance reporting dates, Contracting Party shall inform the Contract Monitor of any problems, delays or adverse conditions that will materially affect the ability to attain program objectives, prevent the meeting of time schedules and goals, or preclude the attainment of project results by the established time schedules and goals. Contracting Party's disclosure shall be accompanied by a statement describing the action taken or contemplated by the Contracting Party, and any assistance that may be needed to resolve the situation.

#### **ARTICLE IV** **PAYMENT TERMS**

4.1 Provided Contracting Party's progress and/or completion of the Contracting Party's services are to the reasonable satisfaction of State, payments to the Contracting Party shall be made by State on a reimbursement basis after receipt from the Contracting Party and approval by State of **quarterly Cost Reports** requesting reimbursement, and certifying that such expenses have been incurred. Adequate supporting documentation (including copies of invoices, checks and other appropriate records reflecting expenses incurred) shall be attached to the reports. All original documentation supporting the Reports shall be maintained by Contracting Party, and shall be subject to audit, as hereinafter stated.

4.2 Travel expenses, if any, shall be reimbursed only in the event that this agreement provides for such reimbursement, such travel expenses are included in the Contracting Party's approved compensation, budget or allocated amount, and then only in accordance with Division of Administration Policy and Procedure Memorandum No. 49. Invoices and/or receipts for any pre-approved reimbursable expenses or travel expenses must be provided or attached to the Cost Reports for reimbursement.

4.3 Reimbursements under this agreement will be allowed only for expenditures occurring between and including the dates of **July 1, 2010** and **June 30, 2011**, and this Project and all of the Contracting Party's services shall be completed by that date. Payment is contingent upon the availability of funds and upon the approval of this agreement by the Office of Contractual Review.

4.4 The Contract Monitor shall monitor disbursements on a **quarterly** basis. Under circumstances such that the Contracting Party has not demonstrated substantial progress towards goals and objectives, based on established measures of performance, further disbursements shall be discontinued until substantial progress is demonstrated or the Contracting Party has justified to the satisfaction of the Agency reasons for the lack of progress. If the Agency determines that the Contracting Party failed to use the appropriation within the estimated duration of the Project or failed to reasonably achieve its specific goals and objectives, without sufficient justification, the Agency shall demand that any unexpended funds be returned to the State Treasury unless approval to retain the funds is obtained from the Division of

Administration and the Joint Legislative Committee on the Budget.

4.5 No funds appropriated under Act 11 of the 2010 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 entity (e.g., a contractor, contracting party, grantee, etc.) executes a copy of the Agreement (or contract, grant, etc.) and submits to the transferring agency (e.g., CRT, LOT, OCD, etc.), 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 transferring agency shall submit the Agreement, the Budget, and any other required information to the Legislative Auditor for approval at **ebudgets@lla.la.gov**.

If the Contracting Party 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 terms set by the State.

4.6 Taxes: Contracting Party hereby agrees that the responsibility for payment of taxes from the funds thus received under this agreement and/or legislative appropriation shall be Contracting Party's obligation and identified under Federal tax identification number **72-1129835**.

**ARTICLE V**  
**TERMINATION FOR CAUSE**

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

**ARTICLE VI**  
**TERMINATION FOR CONVENIENCE**

6.1 The State may terminate this agreement at any time by giving thirty (30) days written notice to Contracting Party. Upon receipt of notice, Contracting Party shall, unless the notice directs otherwise, immediately discontinue the work and placing of orders, for materials, facilities, services and supplies in connection with the performance of this Agreement. Contracting Party shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

**ARTICLE VII**  
**OWNERSHIP**

7.1 All records, reports, documents and other material delivered or transmitted to Contracting Party by the State shall remain the property of the State, and shall be returned by Contracting Party to the State, at Contracting Party's expense, at termination or expiration of this agreement. All records, reports,

documents, or other material related to this agreement and/or obtained or prepared by Contracting Party in connection with performance of the services contracted for herein shall become the property of the State, and shall, upon request, be returned by Contracting Party to the State at Contracting Party's expense at termination or expiration of this agreement.

**ARTICLE VIII**  
**ASSIGNMENT**

8.1 Contracting Party shall not assign any interest in this agreement 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 Contracting Party 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.

**ARTICLE IX**  
**FINANCIAL DISCLOSURE**

9.1 The Contracting Party shall be audited in accordance with R.S. 24:513. If the amount of public funds received by the Contracting Party is below the amount for which an audit is required under R.S. 24:513, the Agency shall monitor and evaluate the use of the funds to ensure effective achievement of the goals and objectives.

**ARTICLE X**  
**AUDITOR'S CLAUSE**

10.1 It is hereby agreed that the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration auditors shall have the option of auditing all records and accounts of Contracting Party that relate to this agreement.

10.2 Contractor and any subcontractors paid under this agreement shall maintain all books and records pertaining to this agreement for a period of three years after the date of final payment under the prime contract and any subcontract entered into under this agreement.

**ARTICLE XI**  
**AMENDMENTS IN WRITING**

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

**ARTICLE XII**  
**FISCAL FUNDING CLAUSE**

12.1 The continuation of this agreement is contingent upon the legislative appropriation of funds to fulfill the requirements of the agreement. If the legislature fails to appropriate sufficient monies to provide for the continuation of the agreement, 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 agreement, the agreement shall terminate on the date of the

beginning of the first fiscal year for which funds are not appropriated.

**ARTICLE XIII**  
**TERM OF CONTRACT**

13.1 This agreement shall begin on **July 1, 2010** and shall terminate on **July 15, 2011**.

**ARTICLE XIV**  
**DISCRIMINATION CLAUSE**

14.1 The Contracting Party agrees to abide by the requirements of the following as applicable: Title VI of the Civil Rights Act of 1964 and Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246, 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 Contracting Party agrees to abide by the requirements of the Americans with Disabilities Act of 1990. Contracting Party 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 Contracting Party, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this agreement.

THUS DONE AND SIGNED AT New Orleans, Louisiana on the 25<sup>th</sup> day of October, 2010.

WITNESSES:

Greater New Orleans Sports Foundation, Inc.

Gene F. Phillips  
Raymond [unclear]

[Signature]  
John J. Cicero, President/Chief Executive Officer

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 22<sup>nd</sup> day of October, 2010.

WITNESSES:

Department of Culture, Recreation & Tourism

Amie B [unclear]  
[unclear]

[Signature]  
Pam Breaux, Secretary

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 20<sup>th</sup> day of October, 2010.

WITNESSES:

Louisiana Office of Tourism

[Signature]  
Jenise B. Bergeri

[Signature]  
Jim Hutchinson, Assistant Secretary

# ATTACHMENT A" PLAN

## NAME OF CONTRACTING PARTY:

Greater New Orleans Sports Foundation, Inc.

## NAME AND BRIEF NARRATIVE OF PROGRAM:

Funding support for normal operating requirements of the Greater New Orleans Sports Foundation (GNOSF) The GNOSF is a non-profit organization whose mission is to bid on, implement, and manage sporting events on behalf of the State and City for the economic benefit of our local businesses and citizens. The funding will assist in maintaining services and in keeping in tact the GNOSF's sporting events currently under contract and future events currently bidding; therefore, providing much needed economic benefit to the State and City.

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

**1. Program Goal (Goals are the intended broad, long-term results. Goals are clear statements of the general end purposes toward which efforts are directed.)**

The goal of this program is to assist in continuing the operation of the Greater New Orleans Sports Foundation in order to maintain competitiveness in recruiting sports events and to keep the events currently under contract and to continue to bid on future events. These events, as well as the many future events to be awarded, bring much needed economic benefits as well as generate positive publicity for the State and City.

**2. Program Objective(s) (Objectives are intermediate outcomes—specific, measurable steps towards accomplishing the goal. They identify the expected outcomes and results).**

- Retain the GNOSF's experienced employees;
- Manage the operations and marketing of events that are currently under contract;
- Continue to bid on, secure and implement future events;
- Create economic opportunities for area businesses and the State overall;
- Generate much needed positive publicity.
- Maintain New Orleans' and Louisiana's competitiveness in the solicitation, attraction, bidding and management of sporting events that benefit the Louisiana economy;
- Provide economic opportunities that stimulate income for local businesses and the State's overall economy;
- Generate much-needed positive publicity and tourism interest in the City of New Orleans and Louisiana through sporting events and activities that stimulate interest in the state.
- Use public relations opportunities to recognize the financial support of the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism in providing opportunities to maintain and increase the image of Louisiana as a viable, competitive market for national sport events and a unique and desirable travel destination for attendees of the events.

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

- Retaining experienced staff through competitive salaries and benefits;
- Efficiently implement and manage with financial accountability for expenses the operations of currently contracted events (event transportation, signage, hospitality, equipment, official, supplies, etc.);
- Manage the marketing of current contracted events (ticket sales, sponsorship, merchandising, advertising, fundraising, promotions, etc);
- Marketing, travel and entertainment necessary for events (or event bids) and key convention site visits to maintain (or create) key relationships and remain competitive;
- Perform the necessary research, production and presentation of future event bids;
- Create economic opportunities for businesses through generating hotel room nights, use of New Orleans are facilities and local vendors to provide event specific services; and,
- Work with local, regional and national media to produce positive articles, stories and electronic media coverage of the event.

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

- Accurate and precise accountability for expenses in accordance with the attached Budget to include supporting documentation for all expenditures for auditing purposes
- The number of sporting events retained for the region
- The bids produced to attract events to the region
- The number and/or size of new sporting events recruited to the region
- The level of participation in the events

- The number of room nights generated the value of the facility contracts/expenses and/or value of local contracts for services
- The public relations/media value of the events

**“ATTACHMENT B”**

Page 1

**Project Budget (2010-11)**

**Greater New Orleans Sports Foundation, Inc.**

**Anticipated Income or Revenue**

**Sources** *(list all sources of Revenue)*

**Amounts**

1. State	\$1,604,500.00
2. Membership	\$ 185,024.00
3. Events	\$ 720,000.00
4. Sponsorships	\$ 10,000.00
5. Miscellaneous	\$ 12,000.00
<b>Total all Sources</b>	<b><u>\$2,531,524.00</u></b>

**Anticipated Expenses**

**Expense Categories**

**Total Amount**

**Amount of Line Item  
Appropriation**

Gross Salaries (See Attachment B, page 2)	\$ 903,450.00	\$ 248,630.00
Related Benefits (employer share)	\$ 280,752.00	\$ 117,106.00
Travel	\$ 69,468.00	\$ 0.00
Operating Services		
Advertising	\$ 2,000.00	\$ 2,000.00
Printing	\$ 18,000.00	\$ 6,125.00
Insurance	\$ 23,400.00	\$ 5,900.00
Maintenance of Auto, movable property	\$ 18,500.00	\$ 4,394.00
Maintenance of Building and Grounds	\$ 1,250.00	\$ 0.00
Rentals	\$ 24,450.00	\$ 8,100.00
Software Licensing	\$ 8,000.00	\$ 1,913.00
Dues and Subscriptions	\$ 11,000.00	\$ 6,992.00
Telephone and Internet Services	\$ 50,100.00	\$ 16,515.00
Postage	\$ 4,150.00	\$ 1,568.00
Utilities	\$ 0.00	\$ 0.00
Other (Minor Off. Furniture Purchases, Licenses & Permits, Seminars, Banking/Interest Fees, Awards, Signage, Payroll Services, Accounting Services, Legal Services, Photography, Promotional Site Visits, Promotional General Hospitality, Membership Network)	\$ 76,100.00	\$ 10,208.00
Office Supplies	\$ 23,500.00	\$ 8,732.00
Professional & Contract Services (See Attachment B, page 3)	\$ 57,800.00	\$ 892.00
Other Charges (See Attachment B, page 4)	\$ 959,604.00	\$165,425.00
Acquisitions & Major Repairs	<u>\$ 0.00</u>	<u>\$ 0.00</u>

**Total Use of the Appropriation**

**\$2,531,524.00**

**\$604,500.00**

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

**ATTACHMENT B  
PAGE 2  
STAFFING CHART**

Name of Contracting Party: Greater New Orleans Sports Foundation  
 Name of Program: Operating and Event Expenses

Name	Title	Total Salary Amount	Total Salary Paid by Appropriation Amount	Percentage	Related Benefits	Full time or Part Time # of months
Baznik, Allison	Media Assistant	\$ 20,800.00	\$ 10,398.00	50%	\$ 9,599.16	Full Time
Boyce, Jeremy	Dir. Community Affairs	\$ 40,000.00	\$ 19,998.00	50%	\$ 8,395.92	Full Time
Cicero, John	President & CEO	\$234,000.00	\$ 0.00	0%	\$ 0.00	Full Time
Comeaux, Alison	Dir. Event Services	\$ 41,700.00	\$ 20,850.00	50%	\$ 24170.66	Full Time
Delgado, Theresa	Receptionist	\$ 20,000.00	\$ 9,996.00	50%	\$ 10238.72	Full Time
Dupepe, Derek	Dir. Group Sales	\$ 28,300.00	\$ 14,148.00	50%	\$ 7,400.80	Full Time
Ferrante, JR, William	VP Marketing & Operations	\$ 95,000.00	\$ 18,794.00	20%	\$ 32,581.06	Full Time
Joffray, Sam	VP Communications	\$ 72,000.00	\$ 36,000.00	50%	\$ 24,719.68	Full Time
Lanasa, Kristen	Assistant Group Sales	\$ 3,480.00	\$ 3,840.00	100%	\$ 0.00	Part Time
Lowe, Tricia	Dir. Membership	\$ 78,350.00	\$ 25,350.00	32%	\$ 0.00	Full Time
Murphy, Cristin	Event Coordinator Housing	\$ 30,000.00	\$ 15,000.00	50%	\$ 0.00	Full Time
Phillips, Yve	Accounting Manager	\$ 42,500.00	\$ 21,246.00	50%	\$ 0.00	Full Time
Rossi, Jeffrey	Dir. Of Volunteers	\$ 50,000.00	\$ 24,996.00	50%	\$ 0.00	Full Time
Ruth, Gayle	Exec. Assistant / Office Mgr	\$ 41,775.00	\$ 20,886.00	50%	\$ 0.00	Full Time
Sanderson, Michelle	Accounting Assistant	\$ 14,976.00	\$ 7,488.00	50%	\$ 0.00	Part Time
To Be Hired April 2011	Accounting Director	\$ 15,000.00	\$ 0.00	0%	\$ 0.00	Full Time
To Be Hired January 2011	Dir. Marketing & Development	\$ 22,500.00	\$ 0.00	0%	\$ 0.00	Full Time
To Be Hired January 2011	Dir. Women's Final Four	\$ 37,500.00	\$ 0.00	0%	\$ 0.00	Full Time
To Be Hired January 2011	Volunteer Coordinator	\$ 6,960.00	\$ 0.00	0%	\$ 0.00	Full Time
To Be Hired January 2011	Event Assistant	\$ 6,960.00	\$ 0.00	0%	\$ 0.00	Part Time
To Be Hired January 2011	Event Assistant	\$ 6,960.00	\$ 0.00	0%	\$ 0.00	Part Time
To Be Hired January 2011	Event Assistant	\$ 6,960.00	\$ 0.00	0%	\$ 0.00	Part Time
To Be Hired January 2011	Event Assistant	\$ 6,960.00	\$ 0.00	0%	\$ 0.00	Part Time
<b>TOTAL</b>		<b>\$922,681.00</b>	<b>\$248,630.00</b>		<b>\$117,106.00</b>	

**ATTACHMENT B**

Page 3

**SCHEDULE OF PROFESSIONAL AND OTHER CONTRACT SERVICES**

Name of Organization: GREATER NEW ORLEANS SPORTS FOUNDATION

Name of Program: OPERATING EXPENSES

Name and Address of Individual and/or Firm	Nature of Work Performed and Justification for Services	Total Contract Amount	Total Paid by Appropriation
Payroll RX	Payroll Services	Varies	\$892.00

**ATTACHMENT E**  
**Disclosure and Certification Statement**

Contracting Party: Greater New Orleans Sports Foundation

Name of Program: Operating Expenses

Sub-Contractor's Name: Payroll RX LLC

Sub-Contractor's Mailing Address: 3445 N. Causeway Blvd. Suite 904 Metairie LA 70002

Organization Type: LLC

Private entities required to register with the Secretary of State's office must be in good standing with that office.

Names and Addresses of all officers and directors, including Executive Director, Chief Executive Officer or any person responsible for the daily operations of the entity:

David W. Scheuermann  
2016 Etienne Dr  
Meraux, LA 70075

Names and Addresses of all key personnel responsible for the program or functions funded through this agreement:

SAME

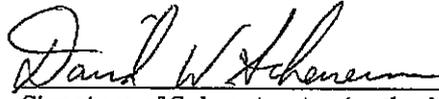
List any person receiving anything of economic value from this agreement if that person is a state elected or appointed official or member of the immediate family of a person who is a state elected or appointed official Include the amount of anything of economic value received, the position held within the organization. Identify the official and the public position held.

Not Applicable

I hereby certify that this organization has no outstanding audit issues or findings.

I hereby certify that this organization has outstanding audit issues or findings and is currently working with the state to resolve such issues or findings.

I hereby certify that I have reviewed the above information, it is true and correct to the best of my knowledge, and I am the duly authorized representative of the organization.

  
Signature of Subcontractor (authorize person)

David W. Scheuermann, Managing Member  
Print Name and Title

8/20/10  
Date

# ATTACHMENT B

Page 4

## Schedule of Other Charges

Name of Contracting Party: Greater New Orleans Sports Foundation

Name of Program: Operating Expenses

Provide a description of the intended use of the funds listed in Other Charges and the dollar amount. Each use should be listed separately. Do not budget funds in Other Charges that can be placed in another expenditure category.	List dollar Amount for each use
<ol style="list-style-type: none"><li>1. Membership Fulfillment Tickets for New Orleans Bowl</li><li>2. 2010 NFL Kickoff Event</li></ol>	\$122,400.00 \$ 43,025.00

**TOTAL**

**\$165,425.00**

**“ATTACHMENT C”**

**Progress Report**

*(To be submitted at least quarterly showing progress achieved. Duplicate pages as needed.)*

**Organization:** GREATER NEW ORLEANS SPORTS FOUNDATION

**Contact Name:** JAY CICERO

**Telephone:** (504) 525-5678

**Fax:**(504) 529-1622

**Please provide progress reports quarterly regarding the following:**

<p><b>Goal:</b> The goal is to supplement operating cost of maintaining staff and services of the Greater New Orleans Sports Foundation in order to maintain competitiveness in the recruiting sports events and to keep the events currently under contract as well as continue to bid upon future events that support the Louisiana travel industry.</p>	
<p><b>Objective(s):</b></p> <ul style="list-style-type: none"> <li>• Retain the GNOSF's experienced employees;</li> <li>• Efficiently implement and manage with financial accountability the operations and marketing of events that are currently under contract;</li> <li>• Continue to bid on future events;</li> <li>• Create economic opportunities for area businesses; and</li> <li>• Generate much needed positive publicity.</li> </ul>	
<p><b>Activity(Activity) Performed:</b></p> <ul style="list-style-type: none"> <li>• Retain experienced staff through competitive salaries and benefits;</li> <li>• Implement and manage the operations of currently contracted events (event transportation, signage, hospitality, equipment officials, supplies, etc);</li> <li>• Manage the marketing of currently contracted events (ticket sales, sponsorship, merchandising, advertising, fundraising, promotions, etc);</li> <li>• Manage the marketing, travel and entertainment necessary for events (or event bids) and key convention site visits to maintain (or create) key relationships and remain competitive;</li> <li>• Perform the necessary research, production and presentation of future event bids;</li> <li>• Create economic opportunities for business through generating hotel room nights, use of New Orleans area facilities and local vendors to provide event specific services; and</li> <li>• Work with local, regional and national media to produce positive articles, stories and electronic media coverage of the event.</li> </ul>	
<p><b>Performance Measure(s):</b></p> <ul style="list-style-type: none"> <li>• Accurate and precise accountability for expenses in accordance with the attached Budget to include supporting documentation for all expenditures for auditing purposes</li> <li>• The number of sporting events retained for the region</li> <li>• The bids produced to attract events to the region</li> <li>• The number and/or size of new sporting events recruited to the region</li> <li>• The level of participation in the events</li> <li>• The number of room nights generated, the value of the facility contracts/expenses and/or value of local contracts for services.</li> <li>• The public relations/media value of the events.</li> </ul>	

**“ATTACHMENT D”**

**Cost Report for the Period of \_\_\_\_\_**

Expense Category	Approved Total Amount	(Quarterly) Expenditures (Monthly)*	Total Cumulative Year to Date Expenditures	Balance Remaining
Salaries	\$ 248,630.00			
Related Benefits	\$ 117,106.00			
Travel	\$ 0.00			
Operating Services				
Advertising	\$ 2,000.00			
Printing	\$ 6,125.00			
Insurance	\$ 5,900.00			
Maintenance of Equipment	\$ 4,394.00			
Maintenance of Office	\$ 0.00			
Rentals	\$ 8,100.00			
Software Licensing	\$ 1,913.00			
Dues/Subscriptions	\$ 6,992.00			
Telephones	\$ 16,515.00			
Postage	\$ 1,568.00			
Utilities	\$ 0.00			
Other	\$ 10,208.00			
Office Supplies	\$ 8,732.00			
Professional Services	\$ 892.00			
Other Charges	\$ 165,425.00			
Acquisitions & Major Repairs	\$ 0.00			
<b>Total Use of the Appropriation</b>	<b>\$ 604,500.00</b>			

*(Expense categories must reflect budget categories listed in “Attachment B” budget.)*

*\* Should reflect contract payment terms, either quarterly.*

# **“ATTACHMENT E”**

## **Disclosure and Certification Statement**

**Contractor’s Name:** GREATER NEW ORLEANS SPORTS FOUNDATION

**Contractor’s Mailing Address:** 2020 ST. CHARLES AVENUE, NEW ORLEANS, LA 70130

**Organization Type:** (For example, local government, non-profit, corporation, LLP, etc.)

Private entities required to register with the Secretary of State’s office must be in good standing with that office.

NON-PROFIT

**Names and Addresses of all officers and directors, including Executive Director, Chief Executive Officer or any person responsible for the daily operations of the entity:**

(2010 GNOSF Chairman of the Board)  
Paul R. Valteau Jr.  
1010 Common St.  
Suite, 2700  
New Orleans, LA 70112

(2010 GNOSF Vice Chair)  
David R. Sherman  
Chehardy, Sherman, Ellis, Murray, Recile,  
Griffith, Stakelum & Hayes  
One Galleria Boulevard, Suite 1100  
Metairie, LA 70001

(2010 GNOSF Treasurer)  
Ron Gardner  
LSU Health Sciences Center  
433 Bolvar Street, Room 816-C  
New Orleans, LA 70112

(2010 GNOSF Secretary)  
Philip B. Sherman  
2300 Entergy Centre  
1100 Poydras St.  
New Orleans, LA 70163-2300

Jay Cicero  
President/CEO  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

## BOARD OF DIRECTORS

Baker, Arnold  
Baker Ready Mix  
2800 Frenchman Street  
New Orleans, LA 70122

Davidson, Don (Captain)  
Orleans Parish Civil Sheriffs Office  
421 Loyola Avenue  
New Orleans, LA 70112

Moorehead, Myron E.  
The Women's Laser Institute  
200 West Esplanade, Suite 702  
Kenner, LA 70065

Amy Reimer  
International House  
221 Camp Street  
New Orleans, LA 70130

Polly Thomas  
University of New Orleans  
3230 Metairie Court Parkway  
Metairie, LA 70002

Paul R. Valteau  
City of New Orleans  
421 Loyola Avenue  
New Orleans, LA 70112

Ron Gardner  
LSU Health Sciences Center  
433 Bolivar St. Rm 816-C  
New Orleans, LA 70112

David J. Guzan Jr.  
Fairway Medical  
67252 Industry Lane  
Covington, LA 70433

David R. Sherman  
Chehardy, Sherman, Ellis, Murray, Recile,  
Griffith, Stakelum & Hayes LLP  
One Galleria Boulevard, Suite 1100  
Metairie, LA 70001

Bennett, Kevin M.  
6014 Walden Place  
Mandeville, LA 70448

DeLaune, Charles  
Dickie Brennan's Steakhouse  
4413 Trail Drive  
Kenner, LA 70065

Raspanti, Joseph  
Joseph Raspanti (Attorney)  
Lakeway Building  
3900 North Causeway Boulevard, Suite 1470  
Metairie, LA 70002

Philip B. Sherman  
Chaffe McCall  
2300 Entergy Centre  
1100 Poydras Street  
New Orleans, LA 70163-2300

Doug Thornton  
SMG Properties  
Sugar Bowl Drive  
New Orleans, LA 70112

Jay Cicero  
Greater New Orleans Sports Foundation  
2020 St. Charles Ave  
New Orleans, LA 70130

Patsy Green  
Louisiana Stadium & Exposition District  
4925 James Dr.  
Metairie, LA 70003

Ron Maestri  
New Orleans Zephyrs  
6000 Airline Dr.  
Metairie, LA 70003

**Names and Addresses of all key personnel responsible for the program or functions funded through this agreement:**

Jay Cicero  
President/CEO  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Derek Dupepe  
Director of Group Sales  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Billy Ferrante  
Vice President of Marketing and Operations  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Jeremy Boyce  
Director of Community Affairs/Youth Programs  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Sam Joffray  
Vice President of Communications  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Michelle Sanderson  
Accounting Assistant  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Gayle Ruth  
Executive Assistant/Office Manager  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Allison Baznik  
Media Assistant  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Yve Phillips  
Accounting Manager  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Tricia Lowe  
Director of Membership  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Alison Comeaux  
Director of Event Services  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Theresa Delgado  
Receptionist  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Kristen Lanasa  
Group Sales Assistant  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Cristin Murphy  
Event Coordinator / Housing  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

Jeffrey Rossi  
Director of Volunteers  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
New Orleans, LA 70130

List any person receiving anything of economic value from this agreement if that person is a state elected or appointed official or member of the immediate family of a person who is a state elected or appointed official Include the amount of anything of economic value received, the position held within the organization. Identify the official and the public position held.

NONE

- X I hereby certify that this organization has no outstanding audit issues or findings.
- I hereby certify that this organization has outstanding audit issues or findings and is currently working with the state to resolve such issues or findings.
- X I hereby certify that the above information is true and correct, to the best of my knowledge, and I am the duly authorized representative of the organization.

John J. Cicero  
President/CEO  
*(Name and Title of Person Authorized to sign for the Contractor)*



*(Authorized Signature of Person Authorized to sign for the Contracting Party)*