

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

**Project Enhancement Initiative (PEI) Grant
FY 2010-2011**

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 Arts Council of Greater Baton Rouge, 427 Laurel St., Baton Rouge, LA 70801, Phone: (225)-344-8558 and Email: dgordon@acgbr.com (hereafter sometimes referred to as “Grantee”) do hereby enter into this agreement (“Agreement”) under the following terms and conditions.

1. Scope of Work

Grantee hereby agrees to execute and market the River City Jazz Masters (“Project” or “PEI”) scheduled to be held February 10, March 31 and May 5, 2011 in Baton Rouge, Louisiana as set forth in its LOT-approved **Business Plan and Media Plan (Exhibits A1 and A2)** and **Budget (Exhibit B)**.

The goal of this LOT Grant Program is to fund projects that significantly increase tourism in 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 and enhance the visitor experience; (2) to strengthen Louisiana’s tourism partnerships and alliances to support the State’s tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

a. Grant Award. Grantee shall be awarded no more than 50% of the total PEI’s budget. Grantee must use a minimum of 25% of the grant award, but not more than 50%, for qualifying marketing expenses to implement the LOT-approved Media Plan for the PEI. Reimbursement will only be allowed for eligible project expenses and qualifying marketing expenses as these terms are defined in the LOT Grant Application and Guidelines. Qualifying marketing expenses

include the actual placement costs of media, but not associated ad creative or media production expenses.

b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been acknowledged as an official sponsor of the PEI, as set forth herein and the LOT Grant Application and Guidelines. Grantee must provide the State access to the Project/Event for monitoring and economic development purposes. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the PEI, as follows:

- Grantee shall prominently display the official Louisiana Office of Tourism logo on the Grantee's official websites and the official websites of the PEI. 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."*

c. PEI Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts for qualifying marketing and advertising materials funded by the State through the Competitive Grant Program. The materials should include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to this Agreement, the Grantee must submit any such proposed changes to the State in writing (email is acceptable), in advance. The Contract Monitor will notify the Grantee within 7 business days whether the change is acceptable. If the Grantee wishes to propose changes to its LOT- approved Media Plan, Grantee shall send a written request (email is acceptable) to Contract Monitor prior to media placement. Revision of the Scope of Work, Media Plan, Business Plan, or Budget may be allowable, but must have prior written approval from the State. Grantee may not request an increase in the maximum amount of the Grant award. Any item not listed in the Scope of Work, Business Plan, Media Plan, Budget, or that has not been approved by the Contract Monitor will

not be considered an eligible expense and may not be approved for payment. Any other change to this agreement requires a written amendment, executed by all parties, as set forth herein.

e. Communication. Close communication with the Contract Monitor throughout the term of this Grant Agreement is a requirement and a benefit of the Grant Agreement. Grantee is required to provide the Contract Monitor written notice of changes in the Grantee's contact information. If a period of three months or more lapses without contact, the State may initiate the process of revoking this Grant.

2. **Payment Terms**

In consideration of the work described above, State hereby agrees to pay Grantee a maximum sum of **TWELVE THOUSAND FIVE HUNDRED AND NO/100 DOLLARS (\$12,500.00)**.

This funding is contingent upon the availability of funds appropriated to the State by the Louisiana Legislature or accruing to the State from other sources. There will be two payments made under this Grant Agreement. The grant amount shall be paid in accordance with the following requirements:

a. First Payment. The first payment to the Grantee shall be 50% of the grant award rendered upon finalization and execution of the Grant Agreement, including **Exhibits A1, A2 and B (e.g., LOT-Approved Business Plan, LOT-Approved Media Plan, and LOT-Approved Budget)**, any documentation of financial obligations and business commitments already undertaken by the Grantee relevant to the grant-funded aspects of the Project, a **Grant Payment Request Form (Exhibit C)**, and the State's receipt of an original invoice in the amount of 50% of the grant award. The invoice must contain the word "invoice," must reference the PEI, and must be submitted on Grantee's letterhead. The original invoice may be mailed or delivered to the Contract Monitor.

b. Final Payment. The final payment of the remaining 50% of the grant award shall be rendered after the completion of the project in accordance with the following:

- Grantee shall submit its typed **Final Report (Exhibit D)**. The PEI Final Report form can be downloaded from the 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 of qualifying marketing expenses actually incurred by Grantee along with media vendor invoices and acceptable proof of implementation, documenting that a minimum of 25%, but not more than 50% of the grant award was used for qualifying marketing expenses.
 - Reimbursement Documentation for Project Expenses - Project vendor invoices that reflect qualifying project expenses actually incurred by the Grantee in compliance with the terms of the Grant Agreement.
 - Final Report Summary
- Grantee shall submit an original invoice to the State in an amount not to exceed the remaining 50% of the grant award. The invoice must contain the word "invoice," must be submitted on Grantee's letterhead, must reference the PEI, and must include documentation that supports the qualifying project and marketing expenses incurred by the Grantee up to the maximum amount of the Grant award. The original invoice may be mailed or delivered to the Contract Monitor.
- Grantee shall submit a **Grant Payment Request Form (Exhibit C)**.

Grantee shall submit to the Contract Monitor a **Final Report (Exhibit D)**, an original invoice to the State, a **Grant Payment Request Form (Exhibit C)**, and all supporting documentation required to verify that the qualifying marketing expenses and project expenses were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, **due by June 30, 2011**.

LOT reserves the right to require additional information and deliverables as needed to verify compliance with the terms of the Grant Agreement.

Grantee will not receive reimbursement for cancelled project expenses, cancelled media or media not placed by the Grantee for any other reason. Only actual qualifying marketing expenses and project expenses incurred by the Grantee are eligible for reimbursement.

c. Payments. The Contract Monitor shall review and verify the invoices, reports and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Grant payments usually take 4 -6 weeks.

The State will reconcile the invoice to the supporting documentation. The State will adjust payments downward in the event the invoice includes a request for payment of expenses that are not qualifying marketing or project expenses, the State has not been acknowledged, the documentation to support the expense is missing or inadequate, or for noncompliance with the terms of this agreement. The State will provide the Grantee notice of the defect and 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.

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. 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.

d. Act 11 Clause. Grantee is notified that 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 grantee) executes an agreement (e.g., a grant agreement) and submits to the transferring agency (e.g., 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 transferring agency shall submit the 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 72-0735814.

4. Term of Grant Agreement

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **July 30, 2011**.

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

The PEI must be held in Louisiana. The PEI is scheduled to be executed February 10, March 31 and May 5, 2011. All approved qualifying project and marketing expenses must be incurred by June 30, 2011.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. 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 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.

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.

5. 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.

6. 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 payments 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.

7. 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 further payments will be issued to the Grantee and any funds previously dispersed but unaccounted for by the date of said termination will be returned to the State by the Grantee within 30 days of termination.

8. 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.

9. Audit

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

10. 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.

11. Non-assignability

The Grantee shall not assign any interest in this grant 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.

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

Arts Council of Greater Baton Rouge
River City Jazz Masters
Grant #172

Grant Amount: **\$12,500.00**

THUS DONE AND SIGNED AT 4.58 pm Baton Rouge, Louisiana on the 24 day of February (month), 2011.

WITNESSES:

Rimma
Sandy D. Poffo

Arts Council of Greater Baton Rouge

Derek Gordon
Derek Gordon
President and CEO
Phone: (225)-344-8558
Email: dgordon@acgbr.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 23 day of February (month), 2011.

WITNESSES:

Reann Bourne
Lindsey Schmitt

Department of Culture, Recreation, & Tourism

James L. Hutchinson
James L. Hutchinson, Assistant Secretary
Office of Tourism

EXHIBIT A1
BUSINESS PLAN

NARRATIVE

The Arts Council of Greater Baton Rouge seeks funding from the Louisiana Office of Tourism's Competitive Grant Program to market 6 concerts in our renowned yearly series *River City Jazz Masters* to be held on Feb 10, March 31, and May 5, 2011 at the beautiful Manship Theatre in the Shaw Center for the Arts, downtown Baton Rouge. Each of the 3 performers will present 2 concerts each. LOT funds will help expand our marketing efforts to 2 publications read region- and nation-wide, *Southern Living* and *Accents*. Funds will also support artist fees.

Project Description

River City Jazz Masters is an annual series presented by the Arts Council featuring some of the finest jazz artists performing on national and international stages. It is an economic stimulus and tourism initiative for a downtown that continues to be reinvigorated through investments and partnerships, particularly as related to arts and culture. Thanks so our sponsors and partners, *River City Jazz Masters* can remain at a ticket price easily accessible to all patrons.

The concerts take place in the 325-seat Manship Theatre, an acoustically excellent venue modeled on European opera houses, which provides an intimate environment for audiences to experience world-class performers. We will present 2 shows each evening, raising our seating capacity to 650 seats for each artist. Ticket prices are kept at \$25-45 to be easily accessible to a variety of audiences. Up to 60 complimentary tickets per artist will also be distributed to disadvantaged families and to students from the participating K-12 schools. A student rush will offer half price tickets to students one hour prior to each show.

Derek E. Gordon, Arts Council President & CEO, selects artists for the series along with members of the River City Jazz Coalition. Gordon is an experienced and capable presenter, having formerly served as President & CEO of Jazz at Lincoln Center and Senior Vice-President for Education at the Kennedy Center for the Performing Arts.

The concerts for which we request LOT funding are:

Clayton Brothers Quintet - Thurs, Feb 10 at 7:00pm and 9:00pm

John (bass) and Jeff Clayton (alto sax) have toured and recorded regularly for over 30 years and were recently joined by John's son, pianist Gerald Clayton. Their most recent recording, *Back in the Swing of Things*, is world-class. Their reputation for excellence keeps critics and fans tuned in. Their special consonance and fluency inspired the New York Times to select them as Critic's Choice in 2008.

Dianne Reeves – Thurs, March 31 at 7:00pm and 9:00pm

Four-time Grammy winner, Blue Note recording artist Dianne Reeves is the pre-eminent jazz vocalist in the world today. Her virtuosity, improvisational prowess, and R&B stylings resulted in her the winning Best Jazz Vocal Performance Grammy for 3 consecutive years. Her latest

recording, *When You Know*, is a stunning array of performances featuring old and new standards along with infectious new originals.

Eliane Elias – Thurs, May 5 at 7:00pm and 9:00pm

Brazilian jazz pianist, arranger, vocalist, and songwriter Eliane Elias is readily recognizable by her use of jazz harmonies, rich blending of rhythmic styles, and unique voice. Her vocal delivery, a marvel of rhythmic freedom integrated with the syncopations of her piano or in counterpoint to the rhythm of the guitar, has placed her at the top of the genre.

Project Purpose

The purpose of *River City Jazz Masters* concert series is to bring world-class jazz performers to our region as a means of enhancing tourism and economic development. All artists selected must reflect the highest artistic ability, demonstrate the breadth and diversity of jazz as an art form, and be able to use music as a cultural bridge between audiences. The artists we present cannot be seen in any other regional venues, so the program serves as a means of attracting visitors to the Baton Rouge area.

Overall Goals and Objectives

In undertaking this programming, the Arts Council seeks to address several key goals:

- Bring the very best jazz performers to Baton Rouge and have them engage the community at a variety of levels, including traditionally underserved participants
- Attract tourism and new audiences to the Baton Rouge region
- Provide the community access to diverse performers of the highest quality, representing a broad range of musical styles
- Preserve the rich jazz traditions of our region and build audience, community, and performance opportunities that will ensure the continued vitality of the art form for generations to come
- Heighten the community's appreciation for our musical traditions and their awareness of how the music is evolving regionally, nationally, and internationally
- Strengthen the fabric of our community and bring diverse groups of residents together through music
- Create special opportunities to present jazz ensembles to a larger audience and at affordable prices
- Introduce young people to jazz and encourage a habit of concert attendance and familiarity with jazz as a culturally significant art form
- Develop a strong and discerning local audience for jazz music
- Partner with community, social services, and education agencies to reach socially and economically disadvantaged families by providing free access to high quality arts resources
- Provide opportunities for talented young musicians to interact with professional musicians of the highest caliber, encouraging the youths to continue the great musical heritage of our state
- Provide personal enrichment opportunities for at-risk youth

Project Timeline

Dec 1, 2010	Begin PEI marketing effort
Dec 2010-May 2011	Print advertisements, TV and radio promotion
Feb 10, 2011	Clayton Brothers Quintet

March 31, 2011	Dianne Reeves
May 5, 2011	Eliane Elias
June 2011	Program wrap-up and evaluation

Project Measures of Performance

The success of the program will be evaluated by:

- Number of tickets sold
- Positive critical reviews
- Positive audience surveys
- Number of schools and students served
- Racially and socio-economically mixed audience
- Media visibility
- Increased public awareness and participation
- Number of out-of-market ticket buyers

Additional Project Deliverables

LOT's logo, credit statement, and website link will be acknowledged on the Arts Council of Greater Baton Rouge website, in our quarterly printed newsletter, monthly e-newsletter, e-postcards to our 8,000-person e-mail list, advertisements, press releases, PSAs, and all information sent to media. We also welcome the opportunity for a LOT representative to speak prior to each concert.

Proof of Past Performance

Since the inception of the series in 2007, we have presented such acclaimed artists as Wynton Marsalis and the Jazz at Lincoln Center Orchestra, Ahmad Jamal, Paquito D'Rivera, Patti Austin, Regina Carter, Stefon Harris, Ramsay Lewis, Pancho Sanchez, The Blue Note 70th Anniversary Tour, Branford Marsalis, Kurt Elling, Nnenna Freelon, Dianne Reeves, Eddie Palmieri, Eliane Elias, and many others. Nearly all shows have sold out. In addition to the performances the series has a deep commitment to educational programs serving elementary, middle, high school, and college students with in-school residency activities, master classes, and individual classes/work sessions for students of all ages and ability. Student and area performers are also engaged through performance opportunities celebrating the work of the featured artists prior to the actual performance.

Additional promotion for *River City Jazz Masters* includes:

- Press packets, press releases, PSAs, and calendar of events listings sent to all local and regional print media: The Advocate (reaches 90 miles outside Baton Rouge, 300,000 circulation), Country Roads Magazine (reaches 91 miles outside Baton Rouge, 75,000 circulation), Louisiana Home and Gardens Magazine (reaches 264 miles outside Baton Rouge, 50,000 circulation), Louisiana Life Magazine (sold at nearly 300 newsstands throughout Louisiana, Texas, Arkansas, and Mississippi, 70,000 circulation), City Social, InRegister, South Baton Rouge Journal, Baker Observer, Times Picayune, Hammond Star, and more.
- Arts Council staff and volunteers appear on local television shows including Louisiana Public Broadcasting, Around Town Show, Baton Rouge Lagniappe, and 2une In, 9 News This Morning, and more.

Arts Council of Greater Baton Rouge
River City Jazz Masters
Grant #172

Grant Amount: **\$12,500.00**

- Arts Council Radio Show on WJBO airs on all Baton Rouge Clear Channel stations Sundays at 7:00am, Jim Engster Show broadcasts weekday mornings on WRKF.

EXHIBIT A2

MEDIA PLAN

Print Placement (Magazine, Newspaper)

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost
Southern Living	1,830,000 around the US	4.5" x 2.5	Feb 2011 (1 ad)	610,000	\$3,232.00

Total

\$ 3,232.00

**EXHIBIT B
 BUDGET**

Name of Grantee: Arts Council of Greater Baton Rouge

Name of PEI: *River City Jazz Masters*

Anticipated Income or Revenue

<u>Sources of Revenue</u>	<u>Amounts</u>
Admission/Ticket Sales (est. 75% house, 1,462 x \$28)	\$40,952
Corporate Support (List Sources)	\$20,000
Louisiana Lottery - \$10,000	
River City Jazz Coalition - \$5,000	
Iberia Bank - \$2,500	
Forester's Insurance - \$2,500	
LOT grant	\$12,500
In-kind donations (Itemize)	\$98,500
Cox Communications - \$60,000	
Fox 44 WGMB - \$15,000	
NBC33 WVLA - \$15,000	
WRKF Public Radio - \$4,500	
Baton Rouge Convention and Visitors Bureau - \$1,000	
Arts Council of Greater Baton Rouge - \$1,000	
Downtown Development District - \$1,000	
Manship Theatre - \$1,000	
Total Expected Revenue	\$171,952

Anticipated Expenses

<u>Expense Categories</u>	<u>Total amount LOT Grant</u>	
Artist Fees (2 x \$12,000, 1 x \$14,000)	\$36,000	\$9,268
Artist Plane Fare (14 artists x \$300)	\$4,200	\$0
Artist Lodging (14 artists x \$200)	\$2,800	\$0
Artist Local Ground Transportation (3 concerts x \$200)	\$600	\$0
Artist Hospitality (3 concerts x \$220)	\$660	\$0
Design, print & TV ads (3 concerts x \$700)	\$2,100	\$0
Printing (3 concerts x \$700)	\$2,100	\$0
Backline (3 concerts x \$400)	\$1,200	\$0
Venue Rental, Stagehands, Sound (1 x 4986.66, 2 x 4986.67)	\$14,960	\$0
Marketing and Advertising	\$8,832	\$3,232

List each advertisement and cost

Southern Living - \$3,232

Arts Council of Greater Baton Rouge
River City Jazz Masters
Grant #172

Grant Amount: \$12,500.00

Accent - \$5,600		
Other charges (Itemize) In-kind media promotion as listed above	\$98,500	
		<hr/>
Total anticipated expenditures	\$171,952	\$12,500

Arts Council of Greater Baton Rouge
 River City Jazz Masters
 Grant #172

Grant Amount: \$12,500.00

EXHIBIT C GRANT PAYMENT REQUEST FORM

GRANT PERIOD: January 1, 2011 – June 30, 2011

PAYMENT REQUEST: First or Second Payment (Circle one)

APPROVED BUDGET CATEGORIES	TOTAL BUDGETED	1 st Payment	2 nd Payment	BALANCE REMAINING
Total PEI Expenses (Funded Through the LOT Grant Program) Artist Fees	\$9,268.00			
Qualifying Marketing Expenses	\$3,232.00			
TOTAL GRANT AWARD	\$12,500.00	\$6,250.00		\$6,250.00

I certify that this document represents actual costs associated with this referenced PEI. All expenses represented here are directly associated with the PEI and are within the PEI period and terms of the agreement. Further documentation for cost and/or services is available and will be provided upon the State's request. Our organization is fully aware that we must comply with the terms of the agreement and we agree to maintain records in regards for a minimum of three years for Louisiana State auditing purposes.

Signature of PEI Representative _____ (Date)

Signature of Fiscal Representative _____ (Date)

Total				\$ _____

Postage for Direct Mail

Direct Mail Piece	Target Audience/Mailing List Group	Quantity	Dates	Actual Cost
Total				\$ _____

Grand total spent on qualifying marketing expenses
 \$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

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

- **Vendor invoice:** Submit itemized media invoice reflecting date, description and dollar amount
- **Proof of implementation:** Submit proof that activity was performed.
 Documentation can include any of the following:
 - Original ad placement tear sheets for print advertisements (verifying name and date of publication)
 - Broadcast log reports indicating actual broadcast times and dates
 - Screenshots for online advertisements
 - Billboard photographs showing content
 - Mailing lists, addresses, postage receipts and a copy of the marketing piece are required for direct mail
 - Other _____ (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Reimbursement Documentation for PEI Expenses

Grantee shall submit project vendor invoices reflecting date, description of project expenses and dollar amount

Section V: Final Report Summary

- A 1–2 page typed detailed summary on the outcome of the PEI taking into

consideration the goals, objectives and measurable outcome regarding the impact that the PEI 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) **Estimated Attendance**- Provide an estimate of the attendance for the PEI.
- 3) **Measurements of Performance**- include but are not limited to the following: 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.
- 4) **Local/State/Regional Economic Impact**
- 5) **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, programs, etc.
- 6) **Profitability of the PEI**