

ATTACHMENT A - PLAN

Act 14 of 2013

Schedule 20

NAME OF CONTRACTING PARTY:

BATON ROUGE AREA SPORTS FOUNDATION

NAME AND BRIEF NARRATIVE OF PROGRAM:

Fiscal Year 2013-2014 Sports Foundation Event Solicitation and Execution Program will cooperate with the appropriate venue owners and over 50 local organizing communities to attract athletic participants and extended family members to Baton Rouge and create a positive economic impact for our community through the industry of sport.

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 goals/objectives 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 Baton Rouge Area Sports Foundation will assist in the identification, attraction and promotion of athletic activities and special events in the Baton Rouge community to produce a significant, positive economic impact on our area.

2. Program Objective(s) (*Objectives are intermediate outcomes--specific, measurable steps towards accomplishing the goal, that identify the expected outcomes and results. **The program objective must include a percentage, a specific dollar amount or a number***).

Solicit and secure fifty (50) athletic events in the Baton Rouge area by June 30, 2014.

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

Attract and produce event opportunities; coordinate activities between various venue owners/operators and local governing bodies of each sport; invite, attract, welcome and facilitate sporting events; serves as liaison between sports groups and promoters; serve as information center for the public and media

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. **A Performance Measure must be designated as a percentage, a specific dollar amount or a number***).

1. Number of events solicited, secured and executed

ATTACHMENT B
Page 1
Project Budget (2013-2014)
Act 14 of 2013

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Baton Rouge Area Sports Foundation

Anticipated Income or Revenue

Sources *(list all sources of revenue)*

Amounts

1. Act 14	\$ 100,000
2. Visit Baton Rouge	\$ 95,000
3. Sponsorships and Other Income	\$ 103,795
Total all sources	\$ 298,795

Anticipated Expenses

Expense Categories

Total Amount

**Amount Line Item
Appropriation**

(see Footnote 1 below)

(see Footnote 2 below)

Gross Salaries(See Attachment B, Page 2)	\$ 183,240	\$ 53,220
Related Benefits (Employer share)	\$ 33,124	\$ 9,972
Travel	\$ 10,615	\$
Operating Services:		
Advertising	\$ 2,400	\$
Printing	\$	\$
Insurance	\$ 5,000	\$
Maintenance of auto, movable property	\$	\$
Maintenance of building and grounds	\$	\$
Rentals	\$ 220	\$
Software licensing	\$	\$
Dues and Subscriptions	\$ 1,200	\$
Telephones and Internet Service	\$ 125	\$
Postage	\$ 200	\$
Utilities	\$	\$
Other	\$	\$
Office Supplies	\$ 200	\$
Professional & Contract Services	\$11,080	\$10,400
(See Attachment B, Page 3)		
Other Charges (See Attachment B, Page 4)	\$ 51,391	\$26,408
Acquisitions & Major Repairs	\$	\$
Total Use of the Appropriation	\$ 298,795	\$ 100,000

(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 and Other Charges shall be detailed using Pages 2, 3 and 4 of Attachment B).

All numbers must be rounded to the nearest dollar.

Footnote (1) This column represents expenditures by category and **MUST** equal total sources listed above.

Footnote (2) This column represents the portion of expenditures by category funded by the state appropriation provided by this Cooperative Endeavor Agreement.

ATTACHMENT B

Page 2

Staffing Chart

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Name of Contracting Party: BATON ROUGE AREA SPORTS FOUNDATION

Name of Program: Fiscal Year 2013-2014 Sports Foundation Event Solicitation and Execution Program

Name	Title	Total Annual Salary Amount	Total Salary Paid by Appropriation		Related Benefits	Full time or Part Time # of months
			Amount	Percentage		
Eric Engemann	Vice President	\$47,220	\$47,220	100%	\$9,525	Full - 12 months
Hillary Simpson	Public Relations Intern	\$6,000	\$6,000	100%	\$447	Part - 12 months

Totals

\$53,220

\$53,220

\$ 9,972

ATTACHMENT B

Page 3

Schedule of Professional and Other Contract Services

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Schedule 20

Name of Contracting Party: BATON ROUGE AREA SPORTS FOUNDATION

Name of Program: Fiscal Year 2013-2014 Sports Foundation Event Solicitation and Execution Program

Name and Address of Individual and/or Firm	Nature of Work Performed and Justification for Services	Total Contract Amount	Total Paid by Appropriation
Transformyx	Web Services	\$1,500	\$1,500
Penny Earle	Accounting Services	\$5,400	\$5,400
Wright & Moore	Official Filings and Financial Services	\$4,000	\$3,500

Totals

\$10,900

\$10,400

ATTACHMENT B

Page 4
Schedule of Other Charges
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Name of Contracting Party: BATON ROUGE AREA SPORTS FOUNDATION

Name of Program: Fiscal Year 2013-2014 Sports Foundation Event Solicitation and Execution Program

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
1. Athletic Events		\$23,308
2. Acquisition Costs (Materials for Events)		\$1,000
3. Event Sponsorships		\$2,100
	Total – Should agree with Attachment B, Page 1	\$26,408

