



**Amendment to Agreement**  
**between**  
**State of Louisiana**  
**Department of Culture, Recreation and Tourism**  
**Office of Tourism**  
**and**  
**Baton Rouge Area Convention and Visitors Bureau**  
359 Third Street, Baton Rouge, LA 70801      Vendor # 72-0761368

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This amendment proposes to increase the maximum amount payable by \$50,000, to allow the State to sponsor additional activities associated with the 2011 Bank Travel Conference, to be held February 6-10, 2011 in Baton Rouge, Louisiana.

**Change #1**

**Delete the following language from page 1, paragraph 4:**

WHEREAS, in accordance with the Office of Tourism's Master Plan to expand and increase the economic impact of tourism in Louisiana through strong, effective public initiatives, the State wishes to cooperate with the Contractor by providing funding support for approved marketing and advertising associated with a three-day Bank Travel Conference to be held February 6-8, 2011 in downtown Baton Rouge, where the Contractor will be host the gala dinner and provide music entertainment representative of Louisiana's music culture; and

**Insert the following on page 1, paragraph 4, as replacement language:**

WHEREAS, in accordance with the Office of Tourism's Master Plan to expand and increase the economic impact of tourism in Louisiana through strong, effective public initiatives, the State wishes to cooperate with the Contractor through co-sponsorship of a Bank Travel Conference to be held February 6-10, 2011 in downtown Baton Rouge and featuring tours of additional destinations throughout Louisiana; and

**Change #2**

**Delete the following language from page 1, paragraph 7:**

WHEREAS, the Office of Tourism's Competitive Sponsorship Program guidelines stipulate 50% reimbursement for approved marketing and advertising activities directed outside a 50-mile radius from the location of the event and at least 66% or two-thirds (2/3) of the designated marketing audience must be outside of a 50-mile radius of the event in order that the media be eligible for reimbursement. The marketing and overall media plan has been

preapproved by the State through the application process for reimbursement, prior to implementation; and

**Insert the following on page 1, paragraph 7, as replacement language:**

WHEREAS, the Office of Tourism will reimburse the Contractor for 50% of the cost of approved, eligible marketing and advertising expenditures and will reimburse the Contractor for the amounts set forth in the attached Budget for additional expenses associated with the Bank Travel Conference; and

**Change #3**

**Delete the following language from page 2 under Scope of Services**

Contractor shall use funding to support approved marketing and advertising associated with promoting the three-day Bank Travel Conference to be held **February 6-8, 2011** in downtown Baton Rouge.

**Insert the following to page 2 under Scope of Services, as replacement language**

Contractor shall use the funding provided through this Agreement for approved expenses associated with the Bank Travel Conference, to be held **February 6-10, 2011**.

**Change #4**

**Delete the following language from page 3, under Payment Terms:**

In consideration of the services described above, the State hereby agrees to reimburse the Contractor in an amount not to exceed **NINE THOUSAND FOUR HUNDRED TWENTY EIGHT DOLLARS AND 56/DOLLARS (\$9,428.56)**. Travel, production and other expenses for the event are not reimbursable under the terms of this agreement and the Competitive Sponsorship Program guidelines, therefore will not be paid or reimbursed. Payment will be made only on approval of the State's assigned Contract Monitor, Charlotte Galloway, her designee, supervisor, and/or successor.

If progress and/or completion to the reasonable satisfaction of the State are obtained, payments shall be disbursed as follows:

Upon receipt of the original invoice and **Final Report (Exhibit C)** of the event, the State shall reimburse the Contractor for approved marketing and advertising expenses as per the attached **Exhibit B**, Budget, not to exceed 50% of the cost of approved eligible media purchases, directed toward tourism audiences outside of a 50-mile radius of the event and at least 66% or 2/3 of the designated marketing audience must be outside a 50-mile radius of the event. All

deliverables including the **Final Report (See Exhibit C)** and invoice must be received by the State no later than **April 8, 2011**.

**Insert the following as replacement language on page 3, under Payment Terms:**

In consideration of the services described herein and in accordance with the **Budget (Exhibit B)**, the State hereby agrees to reimburse the Contractor in an amount not to exceed **FIFTY-NINE THOUSAND FOUR HUNDRED TWENTY-EIGHT AND 56/100 DOLLARS (\$59,428.56)**. Payment will be made only on approval of the State's Contract Monitor, Charlotte Galloway, her designee, supervisor, and/or successor.

If progress and completion to the reasonable satisfaction of the State are obtained, payments shall be disbursed as follows:

Upon receipt of the original invoice, all supporting documentation, and the **Final Report (Exhibit C)**, the State shall reimburse the Contractor for 50% of the cost of approved marketing and advertising purchases and for those expenditures listed in the **Budget (Exhibit B)**.

All deliverables including the original invoice, all supporting documentation, and the **Final Report (Exhibit C)**, must be received by the State no later than **April 8, 2011**.

**Change #5**

**Delete the following language from page 4**

**Ineligible reimbursable expenses include:** promotional items, posters/flyers, guides, directories, programs, videos, and social media

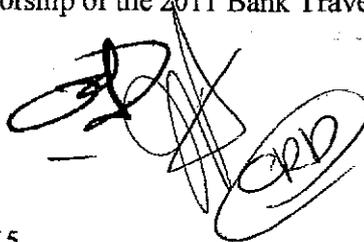
**Insert the following language to page 4, as replacement language**

**Ineligible reimbursable expenses under the terms of the LOT Competitive Sponsorship Program guidelines for approved marketing and advertising include:** promotional items, posters/flyers, guides, directories, programs, videos, and social media.

**Change #6**

To the extent that any other language throughout the Agreement not specifically enumerated in Amendment 1 could be construed to restrict funding provided through the Agreement exclusively for marketing and advertising activities, that language is hereby deleted and the Agreement is to be construed as allowing the sponsorship of the 2011 Bank Travel Conference including additional designations.

**Amendment becomes effective:** December 9, 2010



**Justification for amendment:**

The Agreement was initiated under the terms of the Louisiana Office of Tourism's Competitive Sponsorship Program, which allows for 50% reimbursement of approved marketing and advertising expenses only.

The activity to be sponsored is the 2011 Bank Travel Conference to be held February 6-10, 2010 in Baton Rouge, with opportunities for attendees to travel to additional Louisiana destinations. Conference attendees are those who select and book destinations for group travel from banks throughout the United States.

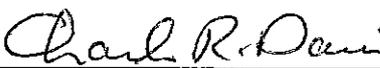
In light of the State's need to promote the quality and availability of travel resources throughout Louisiana, the State has elected to expand its sponsorship of the 2011 Bank Travel Conference. The enhanced sponsorship will enable attendees to travel to additional destinations throughout Louisiana to evaluate those destinations' potential for future bank travel. State funding will also be used for additional expenses associated with the conference. The Louisiana Office of Tourism, the Baton Rouge Area Convention and Visitors Bureau, and the Shreveport-Bossier Convention and Visitors Bureau are collaborating on this project in order to produce a top notch event. It is reasonably anticipated that the investment in the 2011 Bank Travel Conference will attract millions of dollars in future bank travel business in Louisiana.

This amendment serves the best interest of the State. This amendment contains or has attached hereto all revised terms and conditions agreed upon by contracting parties.

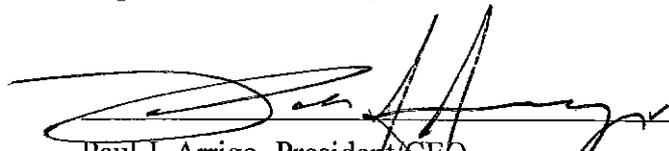
IN WITNESS THEREOF, this amendment is signed and entered into on the date indicated below:

  
\_\_\_\_\_  
Jim Hutchinson, Assistant Secretary  
DCRT, Office of Tourism

1/12/11  
(Date)

  
\_\_\_\_\_  
Charles R. Davis, Deputy Secretary  
Office of the Lieutenant Governor  
Department of Culture, Recreation and Tourism

1/14/11  
(Date)

  
\_\_\_\_\_  
Paul J. Arrigo, President/CEO  
Baton Rouge Area Convention and Visitors Bureau

1/18/11  
(Date)

**Exhibit B**

**EVENT BUDGET**

**Name of Contractor:** Baton Rouge Area Convention & Visitors Bureau  
**Name of Event:** Bank Travel Conference (February 6-10, 2011)

**Anticipated Income or Revenue**

<b><u>Sources of Revenue for the Conference</u></b>	<b><u>Amounts</u></b>
Sponsorships –	
City of Baton Rouge	\$ 8,000.00
Shreveport CVB	\$ 2,500.00
LOT sponsorship	\$59,428.56
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<b>Total Sponsorships</b>	<b>\$69,928.56</b>
 <b>Budget shortfall covered by BRACVB</b>	 <b>\$62,000.00</b>
 <b>Total Sponsorship Revenue and Shortfall Coverage</b>	 <b>\$131,928.56</b>

**Anticipated Expenses**

<b><u>Expense Categories</u></b>	<b><u>Total amount</u></b>	<b><u>LOT</u></b>
<b>Advertising/Marketing</b>	<b>\$ 19,428.56</b>	<b>\$9,428.56</b>
Ads in Bank Travel Management \$9,428.56		
Ad in Delegate Registry \$10,000		
<b>Event Production</b>		
Printing	\$10,000.00	
Welcome Dinner and Reception @ Nottoway (400 x \$75.00)	\$ 30,000.00	\$5,500.00
Entertainment	\$ 3,000.00	\$3,000.00
River Center pipe and drape, carpet, etc.	\$ 22,000.00	\$11,000.00
In room gifts	\$ 6,000.00	
Best Practices Handbook	\$ 10,000.00	\$5,000.00
Area Tours and Transportation	\$ 15,500.00	\$15,500.00
15 rooms for staff @ \$99.00	\$ 6,000.00	
River Center Expenses	\$ 10,000.00	\$10,000.00
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	<b>\$131,928.56</b>	<b>\$59,428.56</b>