

**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 Louisiana Art and Science Museum, 100 River Road South, Baton Rouge, LA 70802, Phone: (225) 344-5272 and Email: cgikas@lasm.org (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 CUT! Costume and the Cinema ("Project" or "PEP") scheduled to be held May 5 - July 31, 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. Project 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 00/100 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 in accordance with the following:

- Grantee shall submit a typed **Status Report** providing details and progress of the PEI through June 30, 2011.

- Grantee shall submit **Grant Payment Request Form (Exhibit C)**.
- Grantee shall submit its typed **Final Payment Form (Exhibit D)**. Grantee shall complete each section of the form as applicable, including:
 - Grantee Information
 - Reimbursable Media – A report of qualifying marketing expenses actually incurred by the 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.
- 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 to the Contract Monitor a **Status Report, Grant Payment Request Form (Exhibit C), Final Payment Form (Exhibit D)**, an original invoice to the State, 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 July 5, 2011**.

Upon conclusion of the PEI, Grantee shall collect and analyze data and feedback to be compiled in a **Final Report (Exhibit E)**, which shall be submitted to the State by **August 31, 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 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 72-0542138.

4. Term of Grant Agreement

This Grant Agreement shall begin on **November 1, 2010** and shall terminate on **September 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 Project must be held in Louisiana. The Project is scheduled to be executed May 5, 2011 - July 31, 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.

Louisiana Art and Science Museum

Grant Amount \$ 12,500.00

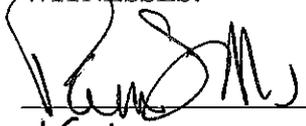
PEI: CUT! Costume and the Cinema

Grant # 182

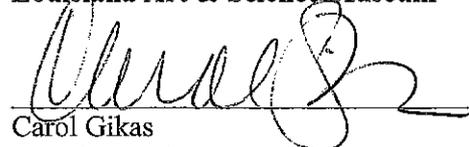
Baton Rouge

THUS DONE AND SIGNED AT 3-21-11, Louisiana on the 21ST day of March 2011.

WITNESSES:

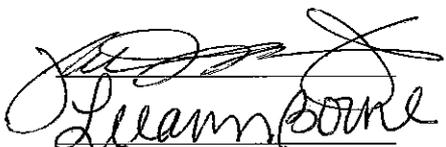

Kate Thompson

Louisiana Art & Science Museum


Carol Gikas
President and Executive Director
Phone: (225) 344-5272
Email: cgikas@lasm.org

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 14th day of March (month), 2011.

WITNESSES:


Leanne Bone

Department of Culture, Recreation, & Tourism


James L. Hutchinson, Assistant Secretary
Office of Tourism

Exhibit A1

PEI BUSINESS PLAN

Narrative

This project takes the form of an exhibition, *CUT! Costume and the Cinema (CUT!)*, and related educational programming geared for all audiences showcasing the art of making costumes for film. *CUT! Costume and the Cinema* demonstrates the artistry, glamour, and luxury of cinematic couture at its best.

The exhibition is certain to be a major draw for tourists. It is composed of exquisitely-made costumes and accessories worn by more than 30 well-known film stars (including Johnny Depp, Ralph Fiennes, Nicole Kidman, Kate Winslet, Vanessa Redgrave, Sandra Bullock, and Heath Ledger) in some 25 period films, such as *Sherlock Holmes*, *The Duchess*, *The Phantom of the Opera*, *Howard's End*, *Sense and Sensibility*, *Finding Neverland*, and *In Love and War*. Visitors from near and far, of all ages, will marvel at garments such as the pirate costume based on Restoration fashion worn by Johnny Depp as Captain Jack Sparrow in *Pirates of the Caribbean: The Curse of the Black Pearl* (2003); the shimmering silk gown worn by Uma Thurman as Charlotte Stant in the adaptation of Henry James' novel *The Golden Bowl* (2000); and the Victorian bustle-skirted day dress worn by Renée Zellweger as Beatrix Potter in *Miss Potter* (2006).

The costumes to be on view were made by Cosprop, Ltd., one of the world's leading costume houses. Founded in 1965, the British company specializes in creating costumes for major film, television and theatre projects set in the 15th century through the swinging 1960s.

Sumptuous fabrics, lavish lace and embroidery, and unparalleled craftsmanship are evident in each of the 45 period costumes to be on view, many of which have won major awards, including Oscars from the Academy of Motion Picture Arts and Sciences and BAFTAs from the British Association of Film and Television Arts. As these awards testify, costume is an essential ingredient in the authenticity of a period film. Costumes set the scene by providing information about where and when the drama is taking place and introduce characters by giving clues about their status, age, class and wealth as well as their role in the story.

The costumes in *CUT!* represent five centuries (16th – 20th) of fashion and style as interpreted by award-winning costume designers. Tourists and local visitors to the exhibition will be transported from fairy tale England (Angelica Huston, *Ever After*) to colonial Virginia (Colin Farrell, *The New World*), to 18th century England (Keira Knightly, *The Duchess*) and to opulent 19th century Paris (Emma Rossum, *The Phantom of the Opera*).

Project Purpose

The film industry in Louisiana has shown a robust increase in the past few years. The intention of the project is to: draw wider attention to Louisiana bringing in tourists from throughout the South, all states in the nation, and from many foreign countries. The exhibition will raise visitor awareness of the important role that costume design plays in conveying a compelling narrative; gain a greater appreciation for the intense attention to detail and craftsmanship that is part of a film's success; and stimulate interest in films while focusing attention on Baton Rouge and Louisiana's thriving film industry.

Inspiration for the period look comes from pictures, pattern books, portraits, and original historical costumes that reveal the range of styles, fabrics, trimmings, outlines of garments, and the features that distinguish the story characters. It is essential that the designer fully understand the period before he or she can marry that knowledge to the vision of the director and the aesthetics of the production.

Period costumes must not only be true to a particular point in history, but must also stand up to intense visual scrutiny. Costumes representing periods prior to the introduction of the sewing machine are hand-finished.

When a camera zooms in for a close-up, every hand-crafted detail must look authentic and perfectly executed. This exhibition allows the viewer to get close to the stories portrayed on screen, and to appreciate the fine details that are seen only fleetingly on screen. From the quality of the fabrics to the underpinnings, or undergarments, care is taken to be as accurate as possible.

LASM is dedicated to life-long learning and provides high quality exhibitions and unique programming in fine art and science for the enjoyment and education of its visitors who come from near and far. Costume design and, indeed, film touch people of all ages, ethnicity and gender. Tourists from many different backgrounds will recognize elements of their own cultural backgrounds in many of the costumes on display.

An integral part of LASM's ongoing mission is to expose visitors, local folk and tourists alike, to fine art of high caliber through unique exhibitions and educational programming. As an anchoring art institution in Baton Rouge and Louisiana, LASM is pleased to have this rare opportunity to bring fine examples of cinematic couture to people from all over the state, the nation, and from many foreign countries. LASM is the only venue within a 100-mile radius that is hosting this exhibition, which is anticipated to have broad public appeal. LASM anticipates an attendance of approximately 25,000, including thousands of tourists.

CUT! will entertain visitors, but more importantly the exhibition will raise awareness of the creative process behind the scenes in film work and inspire budding designers for whom the film industry is a viable career option. The film industry has been steadily growing in Louisiana. Since the inception of the Baton Rouge Film Commission in 2007, there have been 82 projects produced in the Baton Rouge Area through 2009, generating a direct-spend in an 11-parish region of \$132 million. Production is defined as studio and independent feature films, DVD and cable projects, documentaries, television shows, second unit, re-shoots, commercials, and music videos. *CUT!* presents an opportunity to showcase the Louisiana film industry to an audience of tourists from all over.

Overall Goals and Objectives

As part of its Strategic Plan, LASM has identified five goals. The *CUT!* exhibition will meet several objectives in helping to meet LASM's goals.

LASM's Goals are:

I. EXCEED VISITOR EXPECTATIONS

The *CUT!* exhibition will be unlike any exhibition ever presented in the greater Baton Rouge area. Visitors will have the chance to see the actual costumes worn by some of the industry's

most well known actors in many popular recent films. They will be dazzled by the quality and impressed with the technical underpinnings that make so many of these award-winning costumes.

II. PROMOTE LIFELONG LEARNING

The board range of historical period costumes will help visitors - local folk and tourists connect with their own roots together with other cultures and circumstances. Many costumes will connect visitors with previous experiences they have had in literature and historical non-fiction. The experience of seeing *CUT!* will motivate visitors to learn more about the film industry and costume making, as well as other cultures and periods. It should inspire both tourists and locals to read more and to get more involved in all the various opportunities to participate in costuming in their own activities, encouraging them to explore Louisiana's many events where costume proliferate.

III. ACHIEVE MUSEUM BEST PRACTICES

The *CUT!* exhibition will be of the highest quality. It will be installed professionally to showcase the costumes to their best advantage. LASM has a professional staff and appropriate facilities to present this exhibition and related educational activities. LASM has a long history of presenting successful educational programs for all age groups in conjunction with visual art exhibitions.

LASM regularly evaluates its public offerings to ensure continued effectiveness and high quality. Public response is assessed through evaluation forms collected from tour participants, school groups, and lecture attendees, as well as from feedback written in comment books and made to the museum's gallery attendants and front desk staff. A short questionnaire is also sent periodically to LASM members to determine their level of satisfaction with LASM's services and programs, including the art exhibitions and educational offerings. The quality of the exhibition's artistic content is judged by critical art reviews received, such as that in The Advocate, and through staff analysis.

IV. SECURE MARKET POSITION

LASM is a premier cultural venue in south Louisiana. The exhibition is anticipated to increase LASM's attendance, which in 2009 exceeded 197,327, including 109,593 school children and teachers. According to a 2009 economic impact study, 52 percent of LASM's visitors come from outside of East Baton Rouge Parish.

To measure audience participation and impact, a comparison of *CUT!*'s attendance figures and related programs will be made with LASM's average attendance figures and with those from former exhibits of similar standing. LASM will compile attendance numbers and data on where the visitors traveled from and how long they stayed in Louisiana during their visit.

Due to the nature of this special exhibition, it is more costly than most. The Baton Rouge Area Convention and Visitors Bureau has partnered with LASM to help with promote this exhibition outside of Baton Rouge. Similarly, LASM will partner with Lamar, *The Advocate*, Cox Communications, and WRKF to promote museum offerings to an 11-parish area and beyond to eight states in the southeast/southwest region.

V. ASSURE FINANCIAL STABILITY

LASM will charge a modest increase in ticket prices to help offset some of the considerable costs of this exhibition. The popular appeal of CUT! across a broad demographic is expected to significantly increase income both through ticket sales as well as gift shop sales for exhibition related merchandise.

Project Timeline

The exhibition will be on view **May 5 – July 31, 2011.**

February 2010 *CUT!* exhibition proposed to LASM's Art Team

March 2010 *CUT!* exhibition proposed to BRACVB for support

June 2010 *CUT!* exhibition contract signed

May 2010 *CUT!* exhibition grant application submitted for Decentralized Arts Funding

October 2010 *CUT!* exhibition proposals presented to prospective business sponsors

January 2011 *CUT!* exhibition proposals presented to prospective media sponsors
Additional platforms and risers required for *CUT!* exhibition ordered from fabricator

CUT! exhibition proposals presented to prospective foundation and individual sponsors

March 2011 *CUT!* exhibition media event

April 2011 *CUT!* exhibition media follow-up

LASM receives *CUT!* exhibition crates

May 5, 2011 *CUT!* exhibition Grand Evening Preview Event

May 6, 2011 *CUT!* exhibition Members Day

May 7, 2011 *CUT!* exhibition opens to General Public

May 10, 2011 *CUT!* exhibition reduced First Sunday

May 19, 2011 *CUT!* exhibition Art After Hours event

June 5, 2011 *CUT!* exhibition reduced First Sunday

June 16, 2011 *CUT!* exhibition Members Only Night

June 25, 2011 *CUT!* exhibition Family Day

July 3, 2011 *CUT!* exhibition reduced First Sunday

July 31, 2011 *CUT!* exhibition last day at LASM

August 2011 *CUT!* exhibition crates picked up by shipper

Project Measures of Performance

All visitors will be asked to complete a survey regarding their satisfaction with the exhibition. Attendance will be compared with other exhibitions.

Demographics of visitors will be tracked. LASM will also look at the number of new and renewed lapsed museum memberships generated because of community interest in the exhibition.

LASM hopes to draw considerable media interest and public participation in this exceptional exhibition. Their support will allow LASM to consider presenting another exhibition of this caliber and broad appeal. Community financial sponsorships will determine whether that is financially feasible for future exhibitions.

- **Project Media Plan** – Exhibit A2

Louisiana Art & Science Museum (LASM) plans to market the exhibition *CUT! Costume and the Cinema* by placing ads in newspapers and magazines, and on television, billboards, and the Internet. The ads will be placed in cities across south Louisiana (e.g., Baton Rouge, New Orleans, Lafayette) as well as in up to eight neighboring states, but especially in Texas, Mississippi and Alabama, reaching hundreds of thousands of potential visitors.

In addition, LASM will send two direct mailings to its members: an exhibition-specific postcard detailing special events pertaining to *CUT!* and the LASM Quarterly publication. A special *CUT!* membership promotion is planned for over 6,000 families.

Additional Project Deliverables.

LOT will be recognized as a major participant in the *CUT!* exhibition with name and logo on the exhibition donor panel and on all media releases, as well as printed matter including the *LASM Quarterly* newsletter, LASM website, and LASM Facebook page. Representatives of the Office of Lieutenant Governor/DCRT/LOT will be acknowledged and introduced at all *CUT!* events.

Proof of Past Performance

CUT! is a new exhibition that has only traveled to one venue at this time. Two newspaper articles describing the success of *CUT!* in that venue (St. Petersburg, FL).

LASM is accredited by the American Association of Museums and adhere to their rigorous and high standards in its exhibitions and operations. Museum curator Elizabeth Weinstein will be the project director of the *CUT!* exhibition. She has overseen numerous successful projects including the Josephine exhibition in 2003 and the Jim Henson exhibition in 2008. Weinstein will oversee all exhibition details, including installation, interpretation and public programming.

LASM has a professional staff and appropriate facilities to present this exhibition. Weinstein will work closely with her peers to implement this project. She and many other LASM professionals have advanced degrees and have been at LASM for many years. Weinstein has been at LASM eight years, Sam Losavio, Assistant Museum Director, 15 years, and Carol Gikas, Executive Director 30 years.

Programming is very important to the success of any exhibition. LASM is actively seeking to involve the film community in this exhibition, including any actors and costume professionals that can be brought to Baton Rouge during the exhibitions for personal appearances and presentations. This element of the exhibition is now being developed.

Exhibit A2

MEDIA PLAN

Print Placement (Magazine, Newspaper)

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost
The Times-Picayune	New Orleans, Northshore, St. Bernard Parish	Mix of 3x5 color and black and white ads	May 8, 15, 22, 29, 2010	157,068/day	\$3,125

Total

\$3,125

Louisiana Art and Science MuseumGrant Amount \$ 12,500.00

PEI: CUT! Costume and the Cinema

Grant # 182**Exhibit B
BUDGET****Name of Grantee:** Louisiana Art & Science Museum**Name of Event or PEI:** *CUT! Costume and the Cinema***Anticipated Income or Revenue**

<u>Sources of Revenue</u>	<u>Amounts</u>
Cash on hand	\$36,126
Admission/Ticket Sales	\$40,000
Other Earned Income (Itemize)	\$11,000
Museum Store Sales: \$5,000	
Facility Rentals: \$6,000	
Community/Local Grants (List Sources)	\$9,864
Decentralized Arts Fund: \$8,485 - <i>awarded</i>	
Arts Council of Greater Baton Rouge Project Support: \$1,379- <i>awarded</i>	
Foundation Grants (List Sources)	\$25,000
Amedisys Foundation: \$2,500	
Baton Rouge Area Foundation: \$17,500	
C.B. and Irene W. Pennington Foundation: \$5,000	
Corporate Support (List Sources)	\$20,000
Mercedes Benz Baton Rouge: \$10,000	
Celtic Media: \$10,000	
Fundraising	\$10,000
LOT grant- <i>awarded</i>	\$12,500
In-kind donations (Itemize)	\$ <u>56,500</u>
Baton Rouge Area Convention and Visitors Bureau: \$14,000	
Lamar: \$5,000	
The Advocate: \$10,000	
Cox: \$25,000	
WRKF: \$2,500	
Total Expected Revenue (includes in-kind media support)	\$220,990

Louisiana Art and Science MuseumGrant Amount \$ 12,500.00

PEI: CUT! Costume and the Cinema

Grant # 182**Anticipated Expenses**

Expense Categories	Total amount	LOT Grant
Staff salaries	\$13,600	
Professional & Contract services (contact information, amount paid and services provided see attachment)	\$83,500	\$9,375
Rental fee for exhibition: \$80,000		
Design and fabrication of exhibition of exhibition signage: \$3,500 (labels, text panels)		
Painting and Preparation of Gallery Walls	\$6,000	
Production and Logistics Expenses –Shipping, Transportation	\$20,000	
Printing, etc.	\$200	
Family Guides to the exhibition		
Postage and Telephone	\$850	
Construction and painting of platforms and risers:	\$5,000	
Utilities and security	\$11,000	
Insurance	\$7,500	
Marketing and Advertising	\$73,340	\$3,125
Paid advertising - \$16,840		
Print media: \$15,200		
Web-base advertising: \$400		
Direct Mail: \$740		
Outdoor signage: \$500		
In-kind advertising \$56,500		
Baton Rouge Area Convention and Visitors Bureau: \$14,000		
Lamar: \$5,000		
<i>The Advocate</i> : \$10,000		
Cox: \$25,000		
WRKF: \$2,500		
Total anticipated expenditures	\$ 220,990	\$12,500

Professional Contract Services

Exhibition Organizer:

EDG: Exhibits Development Group

Landmark Center 432

75 West Fifth Street

Saint Paul, MN 55102

+1 651 222 1121 tel

Rental Fee: \$83,000**Shipping fee: \$20,000**

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)- Rental fee for exhibition Design and fabrication of exhibition signage	\$9,375.00			
Total Qualifying Marketing Expenses (Funded through the LOT Grant)	\$3,125.00			
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)

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

Exhibit E

PEI Final Report Format

- 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**