

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

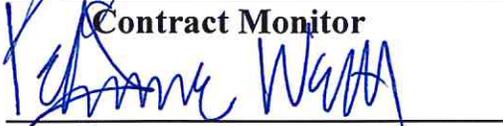
Agency/Program: Office of Tourism

Recipient: Louisiana Art and Science Museum

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program Competitive Grant 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	<u>30 Apr 12</u> Date
 _____ Appointing Authority	<u>30 Apr 12</u> Date

Grantee: Louisiana Art & Science Museum
PEI: Wildest Weather in the Solar System
Grant #508

Grant Amount: \$7,500.00

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

Project Enhancement Initiative (PEI) Grant
FY 2011-2012

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 & Science Museum, 100 River Road South, Baton Rouge, LA 70802, Phone: (225) 344-5272 x.130 and Email: psills@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 the *Wildest Weather in the Solar System* ("Project" or "PEI") scheduled to be held June 1, 2012 - June 30, 2012 (and continuing through November 18, 2012) 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 visibility and vitality 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 creation or media production expenses. Reimbursement will not exceed the total grant award. If a Grantee's PEI marketing

efforts fall below the minimum requirement of 25% of the grant award, the Grantee may lose the PEI grant award in its entirety.

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 in the LOT Grant Application and Guidelines. Grantee must provide complimentary tickets and/or passes to events and activities should any fees be required for admission in a quantity necessary for all appropriate staff to represent Louisiana tourism and monitor the event to ensure compliance and for economic development purposes. Grantee shall contact the State regarding such access at least fourteen (14) days prior to date(s) of grant-funded activity when possible. 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 to ensure the qualifying of marketing and advertising materials that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and as described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Business Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), prior to implementing

such changes. The Contract Monitor will contact the Grantee within seven (7) business days to notify as to whether the change has been accepted. Grantee shall not request an increase in the maximum amount of the Grant award. Any item submitted for reimbursement that is not listed in the Scope of Work, Business Plan, Media Plan, or Budget that has not been preapproved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any substantial change to this agreement will require 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 is a benefit to both the Grantee and State to ensure complete compliance with the grant intent. Grantee is required to submit a written notification to the Contract Monitor regarding any changes in the Grantee's contact information. Should 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 **SEVEN THOUSAND FIVE HUNDRED AND 00/100 DOLLARS (\$7,500.00)**. Travel and other expenses not specified in the terms of this agreement are not reimbursable. The Contract Monitor will ensure that all terms and conditions are met prior to authorizing any release of payment.

Payment is contingent upon the availability of funds that are appropriated by the Louisiana Legislature or may be accrued to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

a. One Payment. Only one payment will be made under this Grant Agreement upon satisfactory completion of the PEI. The payment will be made on a reimbursement basis after the conclusion of the specified PEI activities. Grantee shall mail or hand deliver to the Contract Monitor an original invoice to the State, a Final Report (**Exhibit C**), and all supporting documentation required verifying 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 August 31, 2012.**

b. Original Invoice. Grantee shall submit to the State an original invoice in the amount that reflects qualifying project and marketing expenses actually incurred by the Grantee. Grantee shall not be reimbursed for more than 50% of the total PEI's budget, and must submit documentation that a minimum of 25% of the grant award, but not more than 50%, was used for qualifying marketing expenses to implement the LOT approved Media Plan for the PEI. The document submitted for payment must 1) contain the word "invoice", 2) must not exceed the maximum grant award amount, 3) must be submitted on Grantee's letterhead, 4) must reference the PEI, and 5) must be accompanied by supporting documentation for the qualifying project and marketing expenses as detailed in the Final Report (Exhibit C) . The original invoice may be mailed or delivered to the Contract Monitor.

c. Final Report. Upon completion of the PEI, the Grantee shall submit a **Final Report (Exhibit C)**. The Final Report (**Exhibit C**) may be mailed or delivered to the Contract Monitor.

The Final Report (**Exhibit C**) form can be downloaded from 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 the Grantee, along with media 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 Approved Project Expenses – Project vendor invoices or other supporting documentation that reflects qualifying project expenses actually incurred by the Grantee in compliance with the terms of the Grant Agreement.
- Final Report Summary

LOT reserves the right to require additional information, documentation, and/or added deliverables in order 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.

d. Payment. The Contract Monitor shall review and verify the original invoice, Final Report (Exhibit C) and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks for full processing.

The State will reconcile the invoice to the supporting documentation and will reduce the payment in the event of any of the following: 1) the submission of non-qualifying marketing or project expenses; 2) circumstances where the State was not adequately acknowledged as a sponsor in accordance with the guidelines, 3) the documentation to support the expense is missing or inadequate, or 4) noncompliance with the terms of this agreement. The State will notify the Grantee of any inadequacies, deficiencies, and will provide 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 in accordance with the terms of 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.

e. Act 12 Clause. No funds appropriated under Act 12 of the 2011 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 July 1, 2011 and shall terminate on August 31, 2012.

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 between July 1, 2011 and June 30, 2012. The PEI is scheduled to be executed June 1, 2012- June 30, 2012 (with programming continuing through November 18, 2012). All approved qualifying project and marketing expenses must be incurred by June 30, 2012.

Grantee must submit to the Contractor Monitor an original invoice, a Final Report (**Exhibit C**), and all supporting documentation **due by August 31, 2012**.

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 (email is acceptable) 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.

Except as provided in Section 1 (d), 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 payment will be issued to the Grantee.

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, 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 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

Grantee: Louisiana Art & Science Museum
PEI: Wildest Weather in the Solar System
Grant #508

Grant Amount: \$7,500.00

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.

THIS DONE AND SIGNED AT Baton Rouge Louisiana on the 2 day of May, 2012.

WITNESSES:

Katie Thompson
DSMS

Louisiana Art & Science Museum

Carol Gikas
Carol Gikas
President and Executive Director
Phone: (225) 344-5272 x. 116
Email: cgikas@lasm.org

THIS DONE AND SIGNED AT Baton Rouge, Louisiana on the 30 day of April (month), 2012.

WITNESSES:

Judy R. Halloran

Department of Culture, Recreation, & Tourism

LeAnne Weill
LeAnne Weill, Assistant Secretary
Office of Tourism

Exhibit A1

Business Plan

• **Narrative**

This project takes the form of a planetarium show, *Wildest Weather in the Solar System*. The program will open early June 2012 and continue through November, 2012. It will be presented in the renovated LASM planetarium that will reopen with new equipment, new seating and more.

Currently in production by National Geographic Entertainment, *Wildest Weather in the Solar System* is expected to generate a great deal of interest and excitement in Louisiana, both in the Greater Baton Rouge area and beyond. It is an attraction that will draw tourists for Mississippi, Texas, and Alabama. From June 2012 through November, 2012, 15,500 visitors or more are expected to see *Wildest Weather in the Solar System* at LASM. According to a 2009 economic impact study, 52 percent of LASM's visitors come from outside of East Baton Rouge Parish.

The show will feature recent discoveries made by interplanetary probes and spacecraft. These discoveries show the planets and moons of our solar system to have dramatic weather patterns. Highlights of the show will include the violent solar storms and flares of the sun; the carbon dioxide cloud shrouded Venus with its sulfuric acid rain and 800-degree F temperature; Mars' cyclones of dust and changes in its seasonal polar caps; Jupiter's 20,000 mile wide non-stop hurricane; Saturn's polar mystery storms that are 5,000 wide; Titan's methane rain and lakes; Uranus' atmosphere - the coldest of any planet, and Neptune's atmospheric rain made of diamond dust; and finally to the outskirts of our solar system where the sun's solar wind defines the boundary of our solar system.

Wildest Weather in the Solar System viewers will make this journey through the eyes of a visionary spacecraft. All planetary images were taken by NASA space probes (Voyager, IBEX, Cassini and several Mars spacecraft) on missions to capture data about the planets in our solar system and the extreme weather conditions on those planets.

• **Project Purpose**

LASM's planetarium is on a par with the best in the world. The show is expected to increase audience numbers for those who attend a planetarium show.

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. Since earliest history, mankind has been fascinated with deep space and the universe beyond our own planet. The ancient Egyptians were among the first to document the heavens; the ancient Greeks

fanaticized about the constellations, giving them names still in use today; the Bible tells of a star that led the wise men to Bethlehem; and Renaissance scientists including Galileo turned their telescopes toward the stars and began to chart planetary orbits. Mariners have long used the stars to navigate toward distant lands. In modern history, John Kennedy set a challenge before America to put a man on the moon. Today, the National Aeronautics and Space Administration (NASA) has established a space station, captured images of nebula and distant stars with the Hubble Telescope, and has positioned space orbiters in deep space.

Wildest Weather in the Solar System will tap into this innate fascination with space and the universe beyond. It will have appeal to young and old viewers alike and is expected to attract numerous repeat visitors. While commercial films like *Avatar* and the *Star Wars* series capture viewers' imagination about what might be, this planetarium program will present real science about what the universe really is today.

Packed with eye-popping visuals, high-end CGI, and cutting-edge science, *Wildest Weather in the Solar System* presents the most beautiful, powerful, and mysterious weather phenomena known to man. From a storm the size of a 100-megaton hydrogen bomb, to a 400-year-old hurricane, to a dust tempest that could engulf entire planets, audience members will be glad they live on Earth! Audiences will fly through the thick atmosphere of Venus, magnetic storms on the sun, liquid methane showers on Titan, and anticyclones whirling at hundreds of miles per hour on Jupiter.

An integral part of LASM's ongoing mission is to expose visitors, the local community and tourists, to unique educational programming. As an anchoring cultural institution in Baton Rouge and Louisiana, LASM is pleased to have an opportunity to present this outstanding planetarium show to people from all over the state, the nation, and several foreign countries. *Wildest Weather in the Solar System* is expected to have broad public appeal. LASM anticipates an attendance of approximately 15,500, including thousands of tourists from near and far, eager to continue learning about worlds beyond our reach.

- **Overall Goals and Objectives**

As part of its Strategic Plan, LASM has identified five goals. *Wildest Weather in the Solar System* will meet several objectives in helping to meet LASM's goals.

LASM's Goals are:

- I. EXCEED VISITOR EXPECTATIONS

Wildest Weather in the Solar System will be unlike any planetarium program ever presented in Louisiana. Visitors will have the chance to see images of deep space brought to them in amazing imagery.

II. PROMOTE LIFELONG LEARNING

The show will allow viewers to learn more about the recent discoveries made by interplanetary spacecraft, deep space probes, and the dramatic weather patterns that occur on distant planets of our solar system. From schoolchildren to senior citizens, audiences will learn more about violent solar storms and flares on our sun; the cloud shrouding Venus; dust cyclones on Mars; non-stop hurricanes on Jupiter and more – all the way to the very boundary of our solar system. *Wildest Weather in the Solar System* will take audiences on a journey to witness weather extremes in our solar system like never before, and it will change the way they think about weather.

III. ACHIEVE MUSEUM BEST PRACTICES

Wildest Weather in the Solar System is a planetarium show of the highest quality. Produced by National Geographic Entertainment, it will include astronomical information provided by leading space scientists and computer imaging by top programming artists. LASM has a professional staff and appropriate facilities to present this planetarium program. The planetarium producer and technical director will configure *Wildest Weather in the Solar System* for the multi-channel hemispherical projection that will display the program on the theater's dome.

IV. SECURE MARKET POSITION

LASM is a premier cultural venue in south Louisiana. New programming in the planetarium such as *Wildest Weather in the Solar System* is anticipated to increase LASM's attendance, with a 10 percent increase in ticket sales over 2010.

To measure the success of the new program, *Wildest Weather in the Solar System*, attendance figures and related programs will be compared with LASM's average planetarium show attendance figures from previous years.

V. ASSURE FINANCIAL STABILITY

Wildest Weather in the Solar System's popular appeal across a broad demographic is expected to increase income both through ticket sales and gift shop sales for space-related merchandise.

• **Project Timeline**

Wildest Weather in the Solar System will be shown **June 2012 – November 2012**.

April 2011	Payment due for planetarium show
August 2011	Planetarium renovations begin with installation of new seats, new carpeting, and new lighting
April -June, 2012	LASM solicits individuals and corporations for sponsorship of <i>Wildest Weather in the Solar System</i>
Dec 2011	Planetarium facility renovations completed
June – Sept 2012	Marketing to promote <i>Wildest Weather in the Solar System</i>
June 2, 2012	Planetarium and <i>Wildest Weather in the Solar System</i> opens to the public

- **Project Measures of Performance** – What measures will you use to determine the success of your project. What is the desired outcome from the project?

Visitors will be asked to complete a survey regarding their satisfaction with the new program. LASM will use the attendance and customer survey data to determine whether the show is a success. *Wildest Weather in the Solar System* will be promoted in traditional media. It will be featured on LASM's Facebook page and will be the subject of LASM tweets. This will allow LASM to gauge the success of the program with Facebook and Twitter users.

LASM regularly evaluates its public offerings to ensure continued effectiveness and popularity. Public response is also assessed through evaluation forms collected from planetarium audiences, school groups, and feedback written in comment books or made to the museum's gallery attendants and front desk staff.

- **Project Media Plan** (See Attachment B)

LASM hopes to draw considerable media interest and public participation in this exceptional planetarium show. Their support will allow LASM to continue to present programs of similar caliber and broad appeal. Several media partners have already pledged their support including Cox Communications, Lamar, WRKF, and Guaranty Broadcasting.

LASM will market *Wildest Weather in the Solar System* by placing ads in newspapers and magazines, and on television, and the Internet. The ads will be placed in cities across south Louisiana (e.g., Baton Rouge, New Orleans, and the northshore), reaching tens of thousands of potential visitors.

In addition, LASM will send three direct mailings to its members: a program-specific e-postcard detailing show times and other information about *Wildest Weather in the Solar System*, and the show will also be the subject of a special feature in June issue of the LASM Monthly publication.

- **Additional Project Deliverables** – Any element of visibility or opportunity for LOT to leverage its support of this project.

LOT will be recognized as a major sponsor of *Wildest Weather in the Solar System* at LASM with the logo and slogan *Louisiana Pick Your Passion* displayed on the planetarium dome before each showing. "Visit Louisiana.com to plan your trip today" will be included on media releases, as well as printed matter including the *LASM Monthly* newsletter, LASM website, on twitter, and LASM Facebook page.

- **Proof of Past Performance**

LASM is accredited by the American Association of Museums and adheres to their rigorous and high standards in its exhibitions and operations. LASM's planetarium director Jon Elvert has served in numerous positions with prestigious planetarium boards including his term as president of the International Planetarium Society. In recognition of the quality of the LASM facility and planetarium staff, Baton Rouge was selected as site for the 2012 International Planetarium Society Conference.

In addition to upgrading its planetarium facilities, LASM has a professional staff with whom Elvert will work closely to implement this project. He and many other LASM professionals have advanced degrees and have been at LASM for many years. Elvert has been at LASM nine years, Sam Losavio, Assistant Museum Director, 17 years, and Carol Gikas, Executive Director 32 years.

Elvert will oversee all matters related to the success of *Wildest Weather in the Solar System* at LASM.

Grantee: Louisiana Art & Science Museum
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Exhibit A2

Print Placement (Magazine, Newspaper)

Publication ne	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost	50% request of LOT
<i>The Advocate</i> (newspaper)	209,000/issue 2 x monthly	Blk-wht	June -Nov 2012		\$6,000	
The Times- Picayune	New Orleans, Northshore	3x5 color	June 1, June 8, June 15, 2012	157,068/day	\$3,750	\$1,875
<i>Baton Rouge Parents Magazine</i>		½ color	June, Sept, Nov 2012		\$1,400	
<i>Northshore Parents</i>		½ color	June 2012		\$350	
Totals					\$_11,500	\$1,875

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Budgeted Cost	50% request of LOT
Banner on Building	Baton Rouge, LA	6x13'	June-Nov 2012	\$500	
Totals				\$ _500	\$ _____

Online Placement (Website)

Web Site Name	Web Site Address	Dates	Budgeted Cost	50% request of LOT
LASM	www.lasm.org	Jun 1-Aug 31, 2012	\$400	
Totals			\$ _400	\$

Postage for Direct Mail

Direct Mail Piece	Target Audience/Mailing List	Quantit	Dates	Budgeted Cost	50% request of LOT
LASM <i>Monthly</i>	LASM members	5,200	June-Nov 2012	\$500	
Totals				\$ _500	

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Exhibit B

Sources of Revenue		Amounts
Cash on hand		\$19,000
Admission/Ticket Sales		\$15,000
Other Earned Income (Itemize)		\$6,000
Museum Store Sales:	\$3,000	
Facility Rentals:	\$3,000	
Foundation Grants		\$2,500
Baton Rouge Area Foundation		
Corporate Support (List Sources)		\$13,000
National Geographic Entertainment	\$13,000	
Fundraising		\$5,000
LOT grant		\$7,500
In-kind donations (Itemize)		\$20,000
Cox Communications	\$15,000	
Guaranty Broadcasting	\$2,500	
WRFK	\$2,500	
Total Expected Revenue		\$88,000

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Anticipated Expenses

<u>Expense Categories</u>	<u>Total</u>	<u>LOT Grant Amount (included in Total Amount)</u>
Staff salaries	\$13,900	
Professional & Contract services (Disclose subcontractors on a separate sheet – name, address, contact information, amount paid and services provided.)	\$27,500	\$5,625
Production	\$8,000	
Postage and Telephone	\$200	
Utilities and security	\$11,500	
Insurance	\$4,500	
Marketing and Advertising	\$22,400	\$1,875
Paid advertising -	\$14,650	
Print media:	\$13,750	
Web-base advertising:	\$400	
Direct Mail:	\$500	
Outdoor signage	\$500	
In-kind advertising	\$7,750	
Cox	\$3,000	
Guaranty		
Broadcasting	\$2,500	
WRKF:	\$2,250	
Total anticipated expenditures	\$88,000	\$7,500

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Exhibit C

Louisiana Office of Tourism PEI Grant Final Report FY 11-12

SECTION I: Grantee Information

PEI Name _____
 PEI Date (s) _____
 Organization _____
 Grant Award Amount _____
 Primary Contact for PEI _____
 Phone Number _____
 Email _____

SECTION II: Reimbursable Media; Qualifying Marketing Expenses

Reimbursable Items –All qualifying marketing and advertising must be directed toward areas outside a 50-mile radius of the PEI. A minimum of 25% of the PEI grant award, but not more than 50%, must be used for qualifying marketing expenses as listed in the LOT Grant Guidelines. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

***List only qualifying marketing expenses eligible for reimbursement through the LOT Grant Guidelines.

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost
Total					\$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must include the official Louisiana Office of Tourism logo to be eligible for reimbursement.

- **- Proof of Charge from Vendor:** Submit itemized media invoice reflecting date, description and dollar amount. If media is purchased from a third party (e.g. media buying house or advertising agency), Grantee must provide an invoice from the third party agent **and** an invoice from the media outlet from whom the media was purchased (e.g. Southern Living, USA Today, etc.)
- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:
 - Original ad placement tear sheets for print advertisements
 - Broadcast log reports indicating actual broadcast times and dates
 - Screenshots for online banner advertisements
 - Billboard photographs showing content
 - Other _____ (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Reimbursement Documentation for Project Expenses

Grantee shall submit project vendor invoices or other supporting documentation reflecting date, description of project expenses and dollar amount.

Section V: Final Report Summary 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) **Measurements of Performance**- include but are not limited to the following: estimated attendance, 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.
 - 3) **Local/State/Regional Economic Impact**
 - 4) **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.

Grantee: Louisiana Art & Science Museum

Grant Amount: \$7,500.00

PEI: Wildest Weather in the Solar System

Grant #508

5) Profitability of the PEI

The final report summary should include all five (5) headings mentioned above.