

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

TOURISM RECOVERY GRANT PROGRAM

For the purpose of Mitigating and Alleviating Tourism Related Concerns
Resulting from the
Deepwater Horizon Oil Spill in the Gulf of Mexico

GRANT AGREEMENT

FY 2010-2011

BE IT KNOWN, that the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana (hereafter sometimes referred to as "State" or "DCRT") and Louisiana Travel Promotion Association, 1165 South Foster Drive, Baton Rouge, LA 70805 (hereafter sometimes referred to as "Grantee") do hereby enter into this grant agreement ("Agreement") under the terms and conditions set forth herein.

1. **Background**

On April 29, 2010, the Governor of the State of Louisiana issued Proclamation No. 20 BJ 2010, extended by Proclamation No. 37 BJ 2010, declaring a State of Emergency for the State of Louisiana due to the predicted impact of oil along the Louisiana coast leaking from the BP - Deepwater Horizon Oil Rig, which created emergency conditions that threaten the natural resources of Louisiana, and the economic livelihood and property of the Citizens of Louisiana.

2. **BP Tourism Grant**

In an agreement dated June 1, 2010, BP Exploration & Production, Inc. provided a \$15,000,000 grant (the "BP Funds") to the Department of Culture, Recreation and Tourism to use in addressing tourism concerns in Louisiana resulting from the explosion at the Deepwater Horizon Oil Rig in the Gulf of Mexico on April 20, 2010 and the resulting oil spill (the "Event").

The agreement with BP specifies that the BP Funds shall be used by the Designated State Agency (DCRT) to promote tourism in the state in a manner designed to alleviate or mitigate concerns resulting from the Event; provided for the avoidance of doubt, that the physical location for events promoting such tourism shall not be restricted so long as such events have the purpose and effect of alleviating or mitigating tourism-related concerns in the coastal areas of Louisiana affected by the Event.

The agreement with BP specifies that the BP Funds shall be used by the Designated State Agency (DCRT) no later than six months from the date that cement plugs isolated the reservoir in the well (the "Payment Use Date"). The cement plugs successfully isolated the well on September 19, 2010. Therefore, DCRT must have used (i.e., have a bona fide obligation to spend the funds) by March 19, 2011. The agreement with BP requires the DCRT to send BP a report of disbursements of the BP Funds promptly after the Payment Use Date. That report will include information pertaining to this Grant Agreement.

3. DCRT Tourism Recovery Grant Program

The State bears the responsibility for ensuring that the BP Funds are expended in a manner that achieves the goals of transparency, financial accountability, efficiency, efficacy with regard to the goals and objectives stated herein, and compliance with the terms of the agreement with BP and all applicable laws that govern the expenditure of public funds.

The goal of the Tourism Recovery Grant Program is to promote and assist the expansion of tourism and the tourism industry Louisiana.

The primary objective of the Tourism Recovery Grant Program is to fund projects that alleviate or mitigate tourism-related concerns resulting from the Event.

Secondary objectives of the Tourism Recovery Grant Program include strengthening Louisiana's tourism partnerships and alliances that support Louisiana's tourism industry and facilitating the development and the stabilization of tourism products that will reduce concerns regarding seafood safety, fishery products and nature-based tourism assets that attract visitors.

Measurements of performance for the Tourism Recovery Grant Program include improved public perceptions of Louisiana as a tourism destination, increased visitation, increased length of stay, and increased tourism expenditures in Louisiana.

Projects eligible for funding through the Tourism Recovery Grant Program include events, programs, services and other activities designed to alleviate and mitigating tourism-related concerns resulting from the Event; projects designed to stabilize tourism businesses and sites affected by the Event; and marketing, advertising, and public relations efforts that have the purpose and effect of promoting tourism in Louisiana. Eligible projects may also include those that sustain the brand and images of affected

tourism-related businesses; those that retain and expand fishing and other nature-based tourism; and those that create and place broadcast advertising, print and outdoor advertising, internet marketing, e-commerce marketing, and provide other tourism-related marketing and advertising activities.

4. Scope of Work

Grantee hereby agrees to perform the Scope of Work involving a collaboration with the Food Network Family (Food Network Magazine and FoodNetwork.com) to develop and implement the Louisiana Culinary Trails “Food Network Gives Back to Louisiana”, a publicity campaign“ (“Project”) as set forth in the attached Exhibits and the Grant Application.

5. Monitoring Plan

The State has designated Jack Warner, Deputy Assistant Secretary of the Louisiana Office of Tourism, to serve as the Contract Monitor for this Agreement. The Contract Monitor (or his designee, supervisor, or successor) shall monitor the grant to ensure compliance with the terms of this Agreement, as follows:

- a) Contract Monitor will review the invoices for approved incurred expenses, supporting documentation, and the Final Report to verify services and expenditures for compliance to approve any invoice request prior to authorizing the release of any payment to Grantee.

- b) The Contract Monitor will also complete a performance evaluation that measures the success of the Project in light of the stated goals, objectives, and measures of performance. The Contract Monitor shall submit the evaluation within 45 days of the termination or expiration of this Agreement or upon payment of the final invoice.

6. Grant Administration

a) Qualifying Expenses

The Grantee may request reimbursement for actually incurred expenses for those approved qualifying expenditures included in the attached Budget. The State will only reimburse the Grantee for actually incurred expenses that are included in the attached budget and that comply with the goals, objectives, and parameters of the Tourism Recovery Grant Program and the terms of the agreement with BP.

b) OLG/DCRT, Tourism Recognition in Marketing/Advertising

Contractor shall recognize the Louisiana Office of Lieutenant Governor and the DCRT as partners and supporters in all publicity efforts including press releases, speaking opportunities, media coverage, broadcast promotions and printed materials. Grantee is required to acknowledge the State's support by prominently inserting the **LouisianaTravel.com** logo on the Contractor's website www.louisianaculinarytrails.com as banner ad with hyperlink to the State's tourism website and shall verbally refer to the **Louisiana.Travel.com** website when the opportunity is present. The official tourism logo can be found at the Louisiana tourism website <http://www.crt.state.la.us/tourism/grants.aspx>.

The State may withhold payment if the Grantee does not provide proof of this required acknowledgement.

c) State Access

Grantee must provide the State with complimentary access to grant-funded activities for monitoring, publicity, and 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.

d) Program or Project Changes

If the Grantee wishes to amend or make significant adjustments to program or project services (i.e., changes of major impact to the Scope of Work), Grantee shall send a written request to the State to approve the change at least fourteen (14) business days prior to making the change. Grantee may not request an increase in the maximum amount of the Grant award. If the change is made without prior approval and it is determined by the State to be an unacceptable change, State reserves the right to terminate this Agreement and reclaim funds already disbursed to the Grantee.

e) Communication

Grantee is required to provide written communication regarding the Grantee's ability to perform the Scope of Work and achieve the stated goals and objectives in accordance with the timeline set forth herein. Grantee must also discuss adjustments, changes, or questions regarding the grant-funded activities to the Contractor Monitor, Jack Warner, Deputy Assistant Secretary of Tourism by emailing communications to jwarner@crt.state.la.us or direct mail at:

Jack Warner
DCRT, Office of Tourism
P O. Box 94291
Baton Rouge, LA 70804

7. **Entire Agreement/Order of Precedence Clause**

This Agreement, together with the Grantee's Louisiana Tourism Recovery Grant Program application and any exhibits specifically incorporated herein by reference, 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 guidelines and application) shall take precedence, followed by the provisions of the guidelines, and then by the provisions of the application.

6. **Payment Terms**

In consideration of the Grantee's Project, the State hereby agrees to reimburse the Grantee in an amount not to exceed **TWO HUNDRED NINETY THOUSAND NINE HUNDRED THIRTY THREE AND NO/DOLLARS (\$290,933.00)**.

Travel expenses are not reimbursable under the terms of this Grant Agreement, and therefore will not be paid or reimbursed.

Payment will be made only on approval of the State's assigned Contract Monitor, Jack Warner his designee, supervisor, and/or successor.

Upon completion of work to the reasonable satisfaction of the State, payments shall be disbursed as follows:

Grantee shall submit to the State original invoices accompanied by detailed reports and supporting documentation for approved expenses actually incurred (see Exhibits B-D) in compliance with the terms of this Agreement up to the maximum amount payable under the terms of this Agreement.

Grantee shall submit said invoices to the Contract Monitor at least quarterly or upon progress or completion of a milestone in the Project.

Upon completion of all services and the request for final payment, Grantee shall submit a typed **Final Report** of the Project (see Exhibit C) and services providing details regarding the effectiveness of the Project.

Payment is contingent upon continued availability of funds to fulfill the requirements of this agreement, and is subject to budget reductions imposed by Joint Legislative Committee on the Budget.

If it is found that the Grantee defaulted on the Agreement, breached the terms of the Agreement, ceased to do business, or ceased to do business in Louisiana, the Grantee shall be required to repay the State in accordance with the State's terms.

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 State's terms.

Grantee is informed 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 (i.e., the Grantee) executes a copy of an Agreement and submits to the transferring agency (i.e., the State) 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 State shall submit the Agreement, the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

In the event the State determines that the Grantee failed to use the funds set forth in its budget within the estimated duration of the project or failed to reasonably achieve its specific goals and objectives for the use of the funds, the State shall demand that any unexpended funds be returned to the state treasury unless approval to retain the funds is obtained from the Division of Administration and the Joint Legislative Committee on the Budget. Grantee shall be audited in accordance with R.S. 24:513. If the amount of the public funds received by the State is below the amount for which an audit is required under R.S. 24:513, the State shall monitor and evaluate the use of the funds to ensure effective achievement of the goals and objectives. The State shall forward to the Legislative Auditor, the Division of Administration, and the Joint Legislative Committee on the Budget, a report showing specific data regarding compliance with this Section and collection of any unexpended funds. This report shall be submitted no later than May 1, 2011.

7. 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 said Grantee's obligation and identified under Federal tax identification number 72-6027251.

8. Term of Grant Agreement

This Grant Agreement shall begin on **November 15, 2010** and shall terminate on **June 30, 2011**.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement and the approved Budget. If the Grantee is unable to perform the work or deliver the deliverables agreed to, the Grantee shall so notify the State in writing before the expiration date of said services and thereby acknowledge the automatic cancellation of the grant, unless such notification contains a request for an amendment as provided.

9. 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 expenses, the Grantee shall return all such funds to the State.

10. Termination for Convenience

The State may terminate the 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. 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.

11. 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 executive changes such as mid-year budget reductions, which could result in a mid-year reduction of funds available pursuant to this agreement, which may require amendment or termination of this Agreement.

12. Audits

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. BP Exploration & Production, Inc. may also be granted reasonable access to records pertaining to this grant.

13. 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.

14. 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.

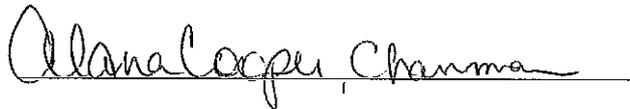
15. **Anti-discrimination**

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.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 10th day of February, 2011.

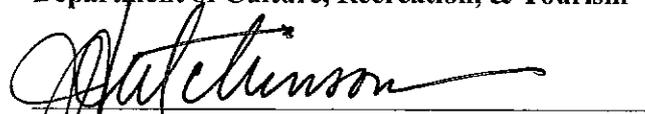
Louisiana Travel Promotion Association



Alana Cooper, Chairman of the Board

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 5th day of January, 2011.

Department of Culture, Recreation, & Tourism



James L. Hutchinson, Assistant Secretary
Office of Tourism

Exhibit A

Louisiana Travel Promotion Association

Food Network Family (partnership) “Food Network Gives Back to Louisiana”

Description of Project:

Louisiana’s food is inextricably linked to seafood and the industry of seafood in the Gulf of Mexico; however the image of the Louisiana seafood industry has been severely damaged because of negative publicity associated with the after affects of the Deepwater Horizon Oil Rig explosion in the Gulf on April 20, 2010. In compliance with the intent of the BP Funds provided to the state of Louisiana’s tourism industry, and to assist in alleviating and mitigating damages to the industry, LPTA and the Food Network Family (Food Magazine and FoodNetwork.com) have partnered to create an added component to the already existing Louisiana Culinary Trails program entitled the “Food Network Gives Back to Louisiana” a publicity campaign designed to integrate marketing and publications to ease public concerns.

Goal:

The goal in this endeavor is increased publicity for the Louisiana travel and seafood industries that have been impacted, particularly businesses that were negatively affected, such as coastal restaurants and other Louisiana business impacted. This project “Food Network Gives Back to Louisiana” is intended to tap into a highly visible food channel to increase exposure linked to the Food Network to reach what is already an engaged and passionate captive audience with a niche for southern cooking and particularly seafood delicacy.

Using a tiered approach, the intent is to utilize this partnership opportunity to market Louisiana’s culinary assets, alleviating and mitigating concerns for Louisiana seafood and the safety of it by assuring the public that Louisiana seafood is as good as ever and that Louisiana restaurants are still culinary leaders in seafood cuisine.

Objectives:

Components of the “Food Network Gives Back to Louisiana” project will include opportunities with the Food Network family in a partnership effort (April – June, 2011), to increase exposure to the Louisiana seafood industry reaching a viewing audience from across the country, and will increase the visibility of the Louisiana tourism industry as a whole, particularly the culinary aspects associated with

the seafood and fishing industry of the State. In such, Contractor agrees to provide the following services for the State:

- 1) Grantee shall work with Louisiana tourism program staff to ensure that the State receives three full-page tourism ads running at different times (in the months of April, May and June, 2011) as advertorial print ads in Food Network Magazine, featuring Food Network stars incorporating their personal quotes and stories regarding the love for Louisiana seafood, the restaurants and the hospitality of Louisiana overall.
- 2) Grantee shall also ensure Louisiana's inclusion in other promotion opportunities associated with Food Network personalities to endorse and promote the Louisiana's seafood industry. Contractor will agree to use banner ads and interactive media to direct traffic to <http://www.louisianatravel.com/culinary-trails>, which will also direct traffic to both [louisianatravel.com](http://www.louisianatravel.com) and [louisianaculinarytrails.com](http://www.louisianaculinarytrails.com). A landing page was developed for such an opportunity. Louisiana tourism inclusions in future developments with the program will be added as opportunities arise, including a one page editorial in the newly produced Louisiana Culinary Trails Guide should a new guide be produce during the term o f this agreement.
- 3) Grantee shall do all things necessary in this project to work with the Louisiana tourism program development staff regarding the "Food Network Gives Back to Louisiana" project to create and run positive campaign messages that reflect positively on the State; and that are designed to change the perception of Louisiana and the abundance and/or availability of seafood on a national level.
- 4) Grantee shall work to extend collaborations to capitalize on third-party endorsements from Food Network viewers and participants to establish a brand for the Louisiana Culinary Trails campaign "Food Network Gives Back to Louisiana" that is highly focused on Louisiana tourism overall.
- 5) Grantee shall ensure that Louisiana tourism is provided with prominent ad placement representing Louisiana tourism in the campaign and that the **LouisianaTravel.com** logo is acknowledged to viewers when the opportunity is available in campaign efforts including the print and internet promotions, however the State acknowledges that this inclusion will be excluded from the Food

Network online promotion, but included in printed materials and in other value opportunities where applicable, including the **LouisianaTravel.com** logo and link on the <http://www.louisianatravel.com/culinary-trails> website.

Deliverables:

Deliverables shall include: Original copies of the Food Network Magazine that is inclusive of the ads representing Louisiana tourism, proof of banner ads and links on the Louisiana Culinary Trail website, information and proof regarding Louisiana restaurant endorsements by known Food Network personalities, and notable proof of publicity associated with the Louisiana seafood industry as a result of the project, accurate reports regarding expenditures as noted in the attached budget (Exhibit B) and a Final Report of the details of the project as it relates to the goals and objective.

Performance Measurements:

Grantee's performance will be measured by the quality and quantity of ads that are produced and released on behalf of Louisiana tourism, publicity the State's tourism industry receives through the Food Network partnerships and other developing components, and Louisiana tourism leads developed through the multiple integrated campaign. All articles and leads developed from the project will be shared and submitted to the Louisiana Office of Tourism along with any statistical data regarding increased visitations to the website, will be shared with the State in reporting.

**Exhibit B
Comprehensive Budget**

**Louisiana Travel Promotion Association
Louisiana Culinary Trails "Food Network Gives Back to Louisiana" Campaign
2010-11**

Anticipated Expenses

Expense Categories (Show all expenses, by category for this Project)

<u>Expense Categories</u>	<u>Total DCRT Grant</u>
Marketing & Advertising	
Food Network 3 - one page ads including talent	\$170,000.00
Food Network – Online Promotions	\$100,000.00
Other Publicity Efforts	\$ 20,933.00
<hr/>	
TOTAL ANTICIPATED EXPENSES	\$ 290,933.00

Exhibit C

Final Report Format

Final Report – Contractor shall submit a Final Report upon conclusion of the event which must be inclusive of the following:

- A 1–2 page typed detailed summary on the outcome of the initiative taking into consideration the goals, objectives and a measurable outcome regarding the impact that the project, which should include:
 - 1) **Goal**-State the goal and provide the overall measurement for achievement of the goal.
 - 2) **Objectives Accomplished**-List accomplishments in compliance with the overall goal of mitigating and alleviating tourist concerns as it relates to the Deepwater Horizon Oil Spill in the Gulf and the impact that the project has had on potential tourism visitation to Louisiana.
 - 3) **Estimate the Economic Benefit** - Provide statistics or data to support the economic benefit of the project to the State’s tourism industry.
 - 4) **Prominent Support/Tourism Partners**-Provide list of collaborates that have developed and prominent support given in the project.
 - 5) **Media Relations and Tourism Publicity**-Contractor shall include support documentation for media relations and publicity efforts and shall provide copies of magazine articles, copies of advertisements that support or recognize Louisiana tourism support, and publicity materials that have been developed as a result of this project. support expenditures.
 - 6) **Accountability for Expenditures**- Grantee shall submit copies of vendor invoices that reflect actually incurred expenses.

EXHIBIT D

Grant Number: _____

ACCUMULATIVE EXPENSE TRACKING FORM

GRANTEE: Louisiana Travel Promotion Association

GRANT PERIOD: _____

PROJECT NAME: Food Network Gives Back to Louisiana Campaign

PAYMENT REQUEST # _____

APPROVED BUDGET CATEGORIES	TOTAL BUDGETED	EXPENDED THIS PERIOD	EXPENDED TODATE	BALANCE REMAINING
Food Network – Three (3) one-page ads	\$170,000.00			
Food Network – On Line Promotions	\$100,000.00			
Other Publicity	\$20,933.00			
TOTAL GRANT AWARD	\$290,933.00			
TOTAL PROJECT AMOUNT				

I certify that this document and supporting documentation represents actual incurred cost associated with this referenced project. All expenditures represented here are directly associated with the project and is within the project period of the agreement. Farther 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 regarding this agreement for a minimum of three years for Louisiana State auditing purposes.

Signature of Project Representative _____ (Date)

Signature of Fiscal Representative _____ (Date)

LTPA - Foodnetwork ^{C.}

\$ 290,933



The Truth About Louisiana Tourism: Combating the Oil Spill

1. Legal name of applicant organization(s)
(if a coalition or partnership, list all participants)

Louisiana Travel Promotion Association *cc*

2. If a coalition or partnership which entity will act as fiscal agent?

Louisiana Travel Promotion Association

3. Name of Proposal

Louisiana (LTPA) Travel and Food Network Partnership

4. Activity Start Date

JANUARY 2011

5. Activity End Date

JUNE 2011

6. Is this a first time project/activity/event?

Yes No

7. Project components in this request
(check all applicable to this request)

- Special Tourism Event
- Competition/Sporting Event
- Tourism Conference
- Advertising/Marketing
- Public Relations Campaign
- Media Familiarization Tour
- Other - please list

8. Type of organization

(if a partnership or coalition, indicate type for each entity involved)

- City Government
- Parish Government
- Festival
- Association
- Entertainment Venue/Events
- Management Company
- Convention and Visitors Bureau
- Chamber of Commerce
- Regional Tourism Organization
- Attraction
- Other - please list

9. Activity/Event Location Information

City Baton Rouge Parish East Baton Rouge

10. Legislative District Information - available at www.legis.state.la.us/district/zipcode.asp

Note: Use the address of the location where the majority of activities will occur, otherwise, the address of the applicant organization or organization acting as fiscal agent of a partnership or coalition.

LA House District 01 LA Senate District 14 US Congressional District 0

11. Estimated Market Reach for this proposal *

Market (city or location)	Medium <i>print, broadcast, billboard</i>	Message length <i>broadcast time or event length</i>	Frequency <i>estimated # of times audience will see the message</i>	Audience <i>Who will be seeing the message/event?</i>	Audience Reached <i>circulation, viewers, or estimated traffic</i>
National	ONLINE	728x90; 300x750 PRE-ROLL	48	Women 25-54	20,000,000 - 21,720,000
National	PRINT	1pg. brand ad	3x - 6x	Women 25-54	5MM

* based on spending levels

The Truth About Louisiana Tourism: Combating the Oil Spill

12. Contact Name: Jim Kidner
13. Contact email address: jkidner@ltpa.org
14. Contact phone number: 225-340-1851
15. Name of official(s) authorized to submit this grant proposal
(in the event of a partnership or collaboration list all involved and the organization which they represent)
LAUREN ROACH

In addition to this form, the applicant must also submit:

16. A proposal for the project (one to two pages)
The proposal must:
- a. Include a plan which outlines the project, including anticipated activities and specific goals.
 - b. Show how the proposed project responds to the relevant data provided.
 - c. Illustrate how activity/event will promote a positive, measurable impact on Louisiana tourism by:
 - 1. Increase the economic impact of the tourism industry in Louisiana as measured by total visitor spending;
 - 2. Increase the number of jobs that are tourism related in Louisiana as measured by direct employment within the tourism industry; and/or
 - 3. Increase the tourist intent to visit Louisiana as measured by survey response.
17. A comprehensive budget for the project that includes all anticipated sources of revenue and all anticipated expenditures for the project, including the uses of funds provided by through this application (See Example attached).

Applications must be received in office no later than September 20, 2010 and sent to:

TOURISM RECOVERY GRANT PROGRAM
Louisiana Department of Culture,
Recreation & Tourism
mailing:
P.O. Box 94361
Baton Rouge, LA 70804-9361
physical:
Capitol Annex, 5th Floor
1051 North 3rd Street
Baton Rouge, LA 70802
email:
gulfrecovery@crt.state.la.us
phone:(225) 342-8115
Faxed applications
will not be accepted.

Application Checklist

- Completed application form
- A one to two page narrative plan which outlines the project, including anticipated activities and specific goals. Plan should also demonstrate how the applicant is directly impacted by the oil spill and how the activity will promote a positive, measurable impact on tourism.
- A comprehensive budget for the plan as outlined in the one to two page narrative.

The Truth About Louisiana Tourism:
Combating the Oil Spill

Introduction: Louisiana's unique cuisine has been attracting visitors to the state for generations making our food one of the tourism industry's most important assets. And because our cuisine is inextricably linked to seafood, and our seafood industry brand is being damaged as a result of the oil spill, our number one tourism asset is simultaneously suffering. Therefore, it is imperative that smart and timely investments be made in tourism and brand recovery to alleviate this disaster. For these reasons, the Louisiana Travel Promotion Association and the Food Network Family (Food Network, Food Network Magazine and FoodNetwork.com) have partnered to create a new component of the Louisiana Culinary Trails program entitled the "Food Network Gives Back to Louisiana" campaign. This integrated marketing approach will tap into Food Network talent and reach an engaged, passionate niche audience to assist in alleviating negative perceptions of Louisiana's tourism product and Louisiana's seafood industry as a result of the gulf oil spill.

Three years ago, the Louisiana Travel Promotion Association partnered with the Louisiana Office of Tourism, TABASCO, the Louisiana Seafood Promotion and Marketing Board and more than 70 other individual tourism businesses throughout the state to create the Louisiana Culinary Trails Campaign. This tiered approach to marketing Louisiana's culinary assets includes a printed and on-line Culinary Trails guide, print advertising, sweepstakes and other promotions, digital and social programming and numerous public/media relations efforts. The current grant opportunity will take advantage of the established brand of the Louisiana Culinary Trails campaign by using it as an outlet to communicate the unique relationship between Louisiana and its cuisine, while promoting the measures being taken to ensure the quality and safety of Louisiana seafood. The value of partnering with the Food Network Family provides a third-party endorsement or "halo effect" creating a stronger, more credible impact on tourists' intent to visit.

- a. Detailed plan includes the Louisiana Culinary Trails components listed above and the following:
 1. Three full-pages running at different times as advertorial print ads in Food Network Magazine featuring Food Network stars incorporating their personal quotes and stories on their love for the seafood and restaurants of Louisiana.
 2. Food Network.com will run banner ads, on-air vignettes and other promotions. All ads will feature Food Network personalities endorsing and promoting Louisiana and the state's seafood industry.
 3. The goal of the "Food Network Gives Back to Louisiana" campaign is to change the perception national and regional visitors have about Louisiana in the aftermath of the oil spill; and to also assist in the recovery of the state's tourism and seafood industries by capitalizing on a third party endorsement from Food Network and by taking advantage of the established brand of the Louisiana Culinary trails campaign.
- b. The "Food Network Gives Back to Louisiana" component directly responds to the perceptions recorded in the Oil Spill Research Overview by addressing concerns that Louisiana seafood is not safe. These perceptions will be combated with the endorsements of Food Network personalities

promoting their use of Louisiana seafood while telling the state's story at the same time. The reach of the "Food Network Gives Back to Louisiana" campaign includes Florida, Mississippi, and Texas - the same areas as regional respondents in the Oil Spill Research Overview. The campaign will also extend further in markets such as Alabama, Arkansas, Georgia and Tennessee.

- c. The "Food Network Gives Back to Louisiana" Campaign will promote a positive, measurable impact on Louisiana tourism in the following ways:

Although it is the overall objective (and we believe will be the final result) to increase the total visitor spending, number of tourism related jobs and the intent by visitors to travel to Louisiana, it will be impossible to directly measure these specific outcomes. Instead, the impact the Culinary Trails program's "Food Network Gives Back to Louisiana" campaign will have on these specific outcomes will be measured in number of leads, increased traffic to the website, media coverage, and through a final conversion study.

BUDGET

Anticipated Income or Revenue for this Project

Sources of Revenue	Amounts
Sponsorships	\$250,000
Tourism Oil Spill Grant Funds	\$420,000
Total Expected Revenue	\$670,000

Anticipated Expenses

Expense Categories	Total Amount	Tourism Oil Spill Grant Funds <i>(included in the Total Amount Column)</i>
Staff Salaries	\$45,000	\$
Travel	\$4,500	\$
Public Relations	\$15,000	\$
Advertising/Marketing	\$548,500	\$420,000
Printing	\$35,000	\$
Rentals	\$5,000	\$
Postage	\$15,000	\$
Supplies	\$2,000	\$
Total anticipated	\$670,000	\$420,000
Expenditures		

total spend @ \$290,933 R.P. grant support some deliverables