



## CONTRACT FISCAL INFORMATION SHEET

PLEASE COMPLETE THIS FORM AND ATTACH TO CONTRACT WHEN IT IS TIME TO ROUTE CONTRACT FOR APPROVALS AND SIGNATURES.

CONTRACTOR'S NAME: Louisiana Travel Promotion Association (Summit & Publications)

CONTRACTOR'S ADDRESS: 1165 South Foster Drive, Baton Rouge, LA 70806

CONTRACTOR'S FEDERAL ID#72-6027251 or

SOCIAL SECURITY # \_\_\_\_\_

CONTRACTOR'S CONTACT PERSON: Darienne Mobley or Jill Kidder

CONTRACTOR'S TELEPHONE: 1-225-408-4031/225-346-1857

EMAIL ADDRESS: DMobley@ltpa.org of JKidder@ltpa.org

TOTAL CONTRACT AMOUNT: \$80,000.00 Amendment Amount: N/A

CONTRACT PERIOD: 08/01/12-06/30/13

FUNDING AGENCY: DCRT, Office of Tourism

SOURCE OF FUNDS: Line Item Appropriation (N/A)

State:

Federal \_\_\_\_\_ Percent

Self-generated 100% Percent

Organ. 6786	Object <sup>3000</sup> <del>2710</del>	Sub object _____	Reporting Cat. 7313 <i>mw</i>
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

Services provide for implementing three initiatives that will assist the state in promoting the Louisiana tourism industry to include 1) the 2013 Lieutenant Governor's Tourism Summit, 2) the Louisiana Outdoor Guide, and 3) the Louisiana Culinary Guide. Each product will be used to assist in the expansion of tourism as marketing and public relations tools.

**STATE OF LOUISIANA  
PARISH OF EAST BATON ROUGE**

**COOPERATIVE ENDEAVOR AGREEMENT**

THIS COOPERATIVE ENDEAVOR AGREEMENT is made and entered into by and between the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism, hereinafter sometimes referred to as "State" or "LOT," and the Louisiana Travel Promotion Association officially domiciled at 1165 S. Foster Drive, Baton Rouge, Louisiana 70806, hereinafter sometimes referred to as "LTPA" or "Contractor."

WITNESSETH:

WHEREAS, Article VII, Section 14 (c) of the Constitution of the State of Louisiana provides that "for a public purpose, the state and its political subdivisions...may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual"; and

WHEREAS, in accordance with La. R.S. 51:1254, the Louisiana Office of Tourism was established to be responsible for the design, plan, development and implementation of the effective and accurate promotion of Louisiana's history, culture, art, folklife, recreational and leisure opportunities, natural and scenic resources, transportation, cuisine, sites, attractions, accommodations, and events. The LOT is also mandated to assist local government and private sector development for the promotion of tourism; and

WHEREAS, La. R.S. 51:1255 provides that among its many powers, duties, functions, and responsibilities, the Office of Tourism shall "...sponsor seminars, meetings, and an annual conference designed to involve and educate the public and tourism industry..." and shall "...cooperate with all government agencies, tourists, promotion agencies, private industry, and private nonprofit associations..."; and

WHEREAS, the LTPA, a nonprofit corporation, is Louisiana's tourism industry membership trade association. The LTPA provides marketing opportunities for the tourism industry; connects stakeholders with available resources for tourism development opportunities; serves as an advocate, resource and voice for the tourism industry of Louisiana; and provides educational opportunities for the Louisiana travel and tourism industry; and

WHEREAS, the LTPA and the State have each agreed to contribute resources and labor to implement three initiatives that will promote Louisiana's tourism industry: (1) the 2013 Lieutenant Governor's Tourism Summit ("Summit"), (2) the Louisiana Outdoor Guide, and (3) the Louisiana Culinary Program Guide; and

WHEREAS, this collaboration allows for the sharing of responsibilities between the parties to achieve a common goal for a public benefit. The State has a demonstrable, objective and reasonable expectation of receiving a benefit or value at least equivalent to the amount to be expended and otherwise contributed to this cooperative endeavor; and

WHEREAS, the public purpose of this endeavor is the expansion of tourism and the tourism industry in Louisiana, resulting in increased tax revenues for the state and local governments. This public purpose comports with the governmental purposes the Louisiana Office of Tourism is legally authorized to pursue.

NOW THEREFORE, in consideration of the mutual covenants herein contained, the parties hereto agree as follows:

## Scope of Services

As provided herein and in greater detail in the attached exhibits, which are by this reference incorporated herein, the LTPA and the LOT will work collaboratively on three projects to promote Louisiana tourism.

- 1) The 2013 Lieutenant Governor's Tourism Summit
- 2) The Louisiana Outdoor Guide
- 3) The Louisiana Culinary Program Guide

Each project shall incorporate components of the State's master plan for tourism, including promotion of the "**Louisiana Pick Your Passion**" brand. The parties shall encourage participation and inclusion of a broad and deep representation of Louisiana's tourism partners in these projects. The parties shall take all reasonable and appropriate steps to minimize the cost of this endeavor, including targeted and appropriate advertising, and to maximize the value of each project.

### Project I – 2013 Lieutenant's Governor's Tourism Summit

The Summit is a three-day conference to be held January 22-24, 2013 at the L'Auberge Casino Resort in Lake Charles. This conference, which is held annually, shall be "designed to involve and educate the public and travel industry of the purposes and programs of the" LOT (R.S. 51:1255), shall present the latest tourism industry trends, and shall provide opportunities for cooperation and collaboration among private and public tourism industry partners for the purpose of promoting the expansion of tourism in Louisiana.

The Contractor and the State shall work collaboratively to select and secure speakers and exhibitors, plan, implement, and manage all activities associated with the Summit. The Summit shall include a series of workshops, sessions, and lectures on topics that strengthen Louisiana's tourism industry.

#### The Contractor shall:

- a) Use funding for production expenses, to include providing speakers for workshops, sessions, panel discussions, lectures on current trends, updates, and other relevant information that impacts the tourism industry.
- b) Market and publicize the Summit through invitations, verbal communication, internet publicity, mailings, media publications, public announcements, and other publicity outlets to encourage participation from tourism partners, stakeholders, exhibitors and other tourism related professionals to ensure sizable numbers in attendance, and a diverse representation of the Louisiana tourism industry.
- c) Coordinate necessary arrangements for speakers, panelists and other tourism professionals, who are presenting information at the Summit.
- d) Coordinate all administrative needs including meals, site arrangements, signage, registrations, and decorations for Summit activities.
- e) Ensure that the State receives complimentary and/or reduced registrations to ensure prominent State inclusion in Summit activities. Contractor shall provide, at a minimum, an opportunity for a representative from the Office of the Lieutenant Governor and/or the Office of Tourism (speakers to be determined by the State) to address attendees in at least one general sessions, and provide the State a booth, equipped with a table and chairs, throughout the Summit.
- f) Recognize the Louisiana Office of the Lieutenant Governor and the Department of Culture Recreation and Tourism, Office of Tourism as the "Title Sponsor" for the Summit by prominently displaying the State's official tourism logo "**Louisiana Pick Your Passion**" and **Louisianatravel.com** at various locations throughout the Summit, and in all publicity materials to include the official program/itinerary, electronic video presentations particularly in general sessions, newsletters, email notices, and handouts. The Contractor shall also prominently insert the

“**Louisiana Pick Your Passion**” banner ad with hyperlink to LouisianaTravel.com on the official LTPA website [www.ltpa.org](http://www.ltpa.org) and other prominent publicity websites used to promote the Summit.

**The State shall:**

- a) Provide supplemental funding for production expenses, publicity and speakers, as per the attached Budget, Exhibit B, which funding is inclusive in the total maximum amount payable in for this agreement.
- b) Be actively engaged in the planning process to communicate the State’s tourism priorities and participate in Summit activities, make recommendations for topics, and assist in the selection of speakers.
- c) Maintain responsibility for planning and hosting at least two sessions at the Summit to provide Louisiana tourism information such as new developments, plans, forecasts, activities and events that impact the Louisiana Office of the Lieutenant Governor and the DCRT, Office of Tourism’s programs and services.

**Project II - Louisiana Outdoor Guide**

The State and Contractor shall work cooperatively to produce and distribute 50,000 units of a Louisiana Outdoor Guide (4X9 brochure with approximately 80 pages), which shall provide information to promote outdoor and leisure opportunities, including natural and scenic resources and attractions, recreational sites, and other outdoor travel opportunities. The Outdoor Guide will be cooperatively distributed to the public at travel and trade shows, placed at tourist information centers, and mailed to interested consumers in markets on the state, national and international levels to encourage participation in outdoor activities that are available in Louisiana. Additional details are provided in Exhibit A.

**Project III – Louisiana Culinary Program Guide**

The State and Contractor shall work cooperatively to produce and distribute 25,000 Louisiana Culinary Program Guides (4X9 format). The Culinary Guide shall provide information on cultural and culinary aspects of Louisiana’s cuisine and provide information on eight Louisiana culinary trails. Additional details are provided in Exhibit A.

**Payment Terms**

In consideration of the services described above, the State hereby agrees to pay Contractor a maximum amount of **EIGHTY THOUSAND AND NO/DOLLARS (\$80,000.00)**. Payment is inclusive of all fees, including production cost, speakers, honorariums, publicity, advertising or promotional costs. Travel and related cost, including miscellaneous expenses will not be paid or reimbursed. Payment will be made only on approval of the Contract Monitor Jack Warner, Deputy Assistant Secretary of the Office of Tourism, his designee, supervisor or successor.

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

Upon completion of all services, Contractor shall submit a **Final Report** of services accompanied by an original invoice, which shall not to exceed the maximum amount payable of Eighty Thousand and No/dollars (\$80,000). The invoice shall note the services performed. All services and/or deliverables must be performed in accordance with the terms of the agreement, including the Attachments A and B. The **Final Report** of deliverables and invoice with supporting documentation for services must be submitted to the State not later than **June 15<sup>th</sup>, 2013**.

Payment is also contingent upon approval of this agreement by the Louisiana Division of Administration, Office of Contractual Review and the availability of funds.

If the Contractor defaults on the agreement, breaches the terms of the agreement, ceases to do business, or ceases to do business in Louisiana, it shall be required to repay the State in accordance with the State's terms.

The Contracting Party is notified that no funds appropriated under Act 13 of the 2012 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 Contracting Party executes a copy of this Agreement and submits to the 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 LOT shall submit this executed agreement, the comprehensive budget, and any other required information to the Louisiana Legislative Auditor for approval at [ebudgets@lla.la.gov](mailto:ebudgets@lla.la.gov).

#### **Taxes**

Contractor hereby agrees that the responsibility for payment of taxes from the funds thus received under this Agreement and/or legislative appropriation shall be the responsibility of the Contractor and identified under Federal tax identification number 72-6027251.

#### **Termination Clause**

The State may terminate this Agreement for cause based upon the failure of the Contractor to comply with the terms and/or conditions of this Agreement; provided the State shall give the Contractor written notice specifying the Contractor's failure. If within thirty (30) days after receipt of such notice, the Contractor shall not have either corrected such failure or, in case of 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 the Contractor in default and the agreement shall terminate on the date specified in such notice. Contractor may exercise any rights available to it under law to terminate for cause upon the failure of the State to comply with the terms and conditions of this agreement; provided that the Contractor shall give the State written notice specifying the State's failure and a reasonable opportunity for the State to cure the defect.

#### **Termination for Convenience**

The State may terminate the Agreement at any time by giving (30) days written notice to the Contractor. The Contractor shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

#### **Remedies for Default**

Any claim or controversy arising out of this contract shall be resolved by the provisions of La. R.S. 39:1524 - 1526.

#### **Ownership**

All records, reports, documents and other material delivered or transmitted to Contractor by State shall remain the property of State, and shall be returned by Contractor to State, at Contractor's expense, at termination or expiration of this Agreement. All records, reports, documents, or other material related to this Agreement and/or obtained or prepared by Contractor in connection with the performance of the services contracted for herein shall become the property of State, and shall, upon request, be returned by Contractor to State, at Contractor's expense, at termination or expiration of this Agreement.

## **Trademarks and Copyrights**

The parties each grant to the other a limited right to use trademarks, trade names, service marks, logos, images and other identifying marks of the other, and any copyrighted or copyrightable materials which include any marks or names of the other (the "Intellectual Property") for the purpose of advertising and marketing promotions. All reproduction and use of the Intellectual Property of either party shall be under the strict control and supervision of the owner.

All Intellectual Property supplied to the other party under this Agreement shall belong to and remain the sole property of the owner. Neither party shall be granted the right to use, copy, reproduce, publish or use the other party's Intellectual Property, except in connection with the specific purposes of and in accordance with this Agreement.

## **Rights Granted**

The State shall not be liable for the protection of the Contractor's Intellectual Property. Contractor is solely responsible for securing any third party waivers, permission, and/or licenses necessary for the Contractor to produce the Louisiana Outdoor Guide and the Louisiana Culinary Program Guide.

The Contractor shall provide to the State, unlimited rights to use and distribute the Guides in whole or in part, and the right to copy and reproduce the Guides in whole or in part for marketing, advertising and promotional needs, to represent the State's tourism industry. Contractor shall save, defend, protect, and indemnify the State against any claims that may arise in relation to the production or reproduction of the Guides.

## **Assignment**

Contractor shall not assign any interest in this contract and shall not transfer any interest in same (whether by assignment or novation), without prior written consent of the State, provided however, that claims for money due or to become due to the Contractor from the State may be assigned to a bank, trust company or other financial institution without such prior written consent. Notice of any such assignment or transfer shall be furnished promptly to the State.

## **Auditors Clause**

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 and /or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Contractor that relate to this Agreement.

In accordance with La. R.S. 24:513 H (2)(a), quasi public agencies or bodies that are recipients of state funds, shall designate an individual who shall be responsible for filing annual financial reports with the Legislative Auditor and shall notify the Legislative Auditor of the name and address of the person that is designated. A quasi public agency or body is defined in La. R.S. 24:513 A (1)(b).

## **Fiscal Funding Clause**

The continuation of this Agreement is contingent upon the appropriation of funds to fulfill the requirements of the Agreement by the Legislature. If the Legislature fails to appropriate sufficient monies to provide for the continuation of the Agreement, or if such appropriation is reduced by the veto of the Governor or by any means provided in the appropriations act to prevent the total appropriation for the year from exceeding the revenues for that year, or for any other lawful purpose, 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.

**Term of Contract**

This contract shall begin on **August 1, 2012** and terminate on **June 30, 2013**.

**Discrimination Clause**

The Contractor agrees to abide by the requirements of the following as applicable: Title VI of the Civil Rights Act of 1964 and Title 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 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 1975, the Fair Housing Act of 1968 as amended, and Contractor agrees to abide by the requirements of the Americans with Disabilities Act of 1990.

Contractor 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 Contractor, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

**Indemnification Clause**

Contractor shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any part 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 Contractor, his agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

**Amendments in Writing**

Any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when they have been reduced to writing, execute by all parties and approved by the Director of the Office of Contractual Review, Division of Administration.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 10<sup>th</sup> day of October, 2012.

WITNESSES:

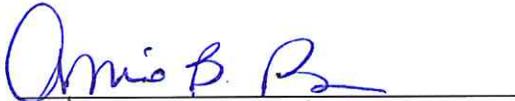
DEPARTMENT OF CULTURE,  
RECREATION AND TOURISM

  
\_\_\_\_\_  
Marlene Curcio

  
\_\_\_\_\_  
Kyle Edmiston, Assistant Secretary  
DCRT, Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 11<sup>th</sup> day of October, 2012.

WITNESSES:

  
\_\_\_\_\_  
Annis B. B.  
  
\_\_\_\_\_  
Valerie Grew

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

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 17 day of October, 2012.

WITNESSES:

LOUISIANA TRAVEL PROMOTION  
ASSOCIATION

  
\_\_\_\_\_  
Samantha L. McClure  
  
\_\_\_\_\_  
Celine Alis

  
\_\_\_\_\_  
Fran Thibodeaux, Chairman

## Attachment A

**Agency Name:** DCRT, Office of Tourism  
**Contractor:** Louisiana Travel Promotion Association  
**Contract Monitor:** Jack Warner, Deputy Assistant Secretary

**Goal:** The goal in this endeavor is to engage in three publicity and/or marketing initiatives that will assist the Office of Tourism in promoting Louisiana’s tourism industry.

**Objectives:**

1. Planning, production, and promotion of the 2013 Lieutenant Governor’s Tourism Summit,
2. Production, promotion and distribution of the Louisiana Outdoor Guide,
3. Production, promotion and distribution and the Louisiana Culinary Program Guide.

**Parties’ Responsibilities:**

<b>Production of the Louisiana Outdoor Guide</b>	
<b>LTPA (Contractor) shall:</b>	<b>LOT (State) shall:</b>
<ul style="list-style-type: none"> <li>• Ensure the successful production of the Louisiana Outdoor Guide to include content, design, layout, and printing</li> </ul>	<ul style="list-style-type: none"> <li>• Provide supplemental funding to assist with production</li> <li>• Assist in providing direction to ensure that the Outdoor Guide contains tourism opportunities and attractions that represent Louisiana’s outdoor recreation opportunities</li> </ul>
<ul style="list-style-type: none"> <li>• Ensure that Louisiana tourism receives at least four (4) full-pages of editorial space in the Outdoor Guide (as specified by the State), with prominent use of the “Louisiana Pick Your Passion” logo and reference the State’s website <b>LouisianaTravel.com</b>. Two pages of the guide are to be designated for the Office of Tourism and two pages for the Office of State Parks (details to be finalized by the State).</li> </ul>	<ul style="list-style-type: none"> <li>• Provide content to be included in the four-page editorial for the Outdoor Guide</li> </ul>
<ul style="list-style-type: none"> <li>• Convert the Outdoor Guide into an e-guide that will be placed on the <b>LouisianaTravel.com</b> website to be linked to the virtual visitor webpage <a href="http://www.louisianatravel.com/welcome">http://www.louisianatravel.com/welcome</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide assistance to ensure adequate placement of the e-guide on the State’s tourism website</li> </ul>
<ul style="list-style-type: none"> <li>• Attend events that support and promote outdoor recreation to gather information and to distribute the Louisiana Outdoor Guide to include, but not limited to the Southeastern Outdoor Writers’ Association conference, the International Sportsmen’s Expo, and 34<sup>th</sup> Annual Louisiana Sportsman Show &amp; Festival (see Exhibit B).</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute the Outdoor Guide at State welcome centers, trade shows, and other publicity events, and use as an information tool when responding to public request for travel information to Louisiana</li> </ul>
<p>Submit to the State leads that are generated from distribution of the Outdoor Guide at travel and trade shows, reader services, print advertisements, and other venues.</p>	<ul style="list-style-type: none"> <li>• Maintain leads in a data base for distributing tourism information to the public</li> </ul>

<b>Production of the Louisiana Culinary Program Guide</b>	
<b>LTPA (Contractor) shall:</b>	<b>LOT (State) shall:</b>
<ul style="list-style-type: none"> <li>Ensure the successful production of the Culinary Program Guide to include content, design, layout and printing</li> </ul>	<ul style="list-style-type: none"> <li>Provide supplemental funding to assist with production</li> <li>Provide direction to ensure that the Culinary Guide represents Louisiana’s overall culinary industry partners on a statewide level, and supports Louisiana tourism goals and objectives</li> </ul>
<ul style="list-style-type: none"> <li>Provide the State with at least two full-page advertisements; with premium placement on the back cover of the Culinary Guide (as specified by the State)</li> </ul>	<ul style="list-style-type: none"> <li>Provide content for the two page advertisement and back cover of the Culinary Guide to represent the State’s interest</li> </ul>
<ul style="list-style-type: none"> <li>Provide the State with at least two pages of editorial content in the Culinary Guide and two Interactive Modules in the Digital Guide on the Louisiana Culinary Program Guide website <a href="http://www.louisianaculinarytrails.com">http://www.louisianaculinarytrails.com</a>, as well as positioned on other prominent websites that promote the Culinary Guide. Contractor shall provide a minimum of 5,000 clicks to drive viewers to the State’s tourism website <b>Louisianatravel.com</b>, from the Interactive Digital Guide of the Louisiana Culinary Trails website</li> </ul>	<ul style="list-style-type: none"> <li>Provide content for the two-page editorial for the Culinary Guide, direction, and assistance to ensure adequate website publicity</li> </ul>
<ul style="list-style-type: none"> <li>Ensure that the Louisiana Culinary Program Guide is positioned to include the “<b>Louisiana Pick Your Passion</b>” logo with reference to <b>LouisianaTravel.com</b>, and that Louisiana tourism is recognized in a Sweepstakes entry that provides a travel offer in an online Texas Monthly promotion (Texas to promote the sweepstakes with text links, in book listings and on twitter when possible). LTPA responsible for all aspects of the offer.</li> </ul>	<ul style="list-style-type: none"> <li>Provide instructions regarding the appropriate use of the State’s official tourism logo in advertising and publicity campaigns</li> </ul>
<ul style="list-style-type: none"> <li>Provide the State a two-page advertorial promotion in the November “Food” issue of Texas Monthly with editorial mentions and photo caption of “<b>Louisiana Pick Your Passion</b>” with link to <b>Louisianatravel.com</b></li> </ul>	<ul style="list-style-type: none"> <li>Provide content for the two-page advertorial to be inserted in the November “Food” issue of Texas Monthly</li> </ul>
<ul style="list-style-type: none"> <li>Provide the State with at minimum a ¼ page creative editorial in the Texas Monthly newsletter to be distributed in October, 2012</li> </ul>	<ul style="list-style-type: none"> <li>Provide content for the ¼ page editorial for the Texas Monthly news letter representing the State’s interest</li> </ul>
<ul style="list-style-type: none"> <li>Provide opportunity for one tourism representative to participate in and/or attend the Bayou City Arts Festival in Houston (October 13-14, 2012) to promote Louisiana</li> </ul>	<ul style="list-style-type: none"> <li>Make arrangements for staff to participate in the festival</li> </ul>
<ul style="list-style-type: none"> <li>Distribute the Culinary Guide at trade shows, through mailings, and upon public request, and ensure placement at State welcome centers and other venues</li> </ul>	<ul style="list-style-type: none"> <li>Distribute the Culinary Guide as a publicity tool at trade shows, through mailings, and upon public request, and through other available venues</li> </ul>
<ul style="list-style-type: none"> <li>Submit to the State all leads that are generated from distribution of the Culinary Guide</li> </ul>	<ul style="list-style-type: none"> <li>Maintain leads in a database for distributing tourism information to the public</li> </ul>

**Deliverables:**

Upon completion of all projects and/or services, Contractor shall provide the following:

**Summit Report** - Contractor agrees to provide a comprehensive **Final Report** of the outcome of the 2013 Lieutenant's Governor's Tourism Summit activities, which shall include a listing all benefits that the State received in publicity efforts, and a copy of the official Itinerary. Contractor shall provide information regarding the total attendance, an assessment of attendees and/or participants, and provide a list of attendees and the organizations they represented. Contractor shall provide feedback from participants and note strong points, opportunities for improvement, recommendations for future summits, and provide information regarding the effectiveness of the overall Summit as it pertains to the goals and objectives of this agreement. Contractor shall also provide the State with copies of all printed publicity materials that acknowledged the State's partnership and support.

**Louisiana Outdoor Guide** – Contractor shall submit to the State at least three copies of the Louisiana Outdoor Guide, and provide all leads that were generated from advertising, publicity and distribution efforts, and provide proof of associated internet publicity related to the e-guide and on the virtual visitor page, with link to **LouisianaTravel.com**.

**Louisiana Culinary Program Guide** – Provide at least three copies of the Louisiana Culinary Trails Guide, and proof of all advertising benefits to include the two-pages of Interactive Modules in the Digital Guide, a report on the number of clicks to **Louisianatravel.com** from the Culinary Trails website, and copies of the Texas Monthly publications, including the newsletter that included Louisiana tourism promotions. The State will also confirm as to whether or not a Louisiana tourism representative participated in the Bayou City Arts Festival in Houston (October 13-14, 2012).

**Performance Measures:** The Contractor's performance will be measured by 1) the quality of each product, and its impact on visitor interest in Louisiana, which will be based upon public feedback 2) the publicity opportunities and amount of recognition provided to the State in each project 3) the ability to carry out each project effectively within the contract term, 4) number in attendance, and positive feedback that is received from participants at the Summit, 5) number of leads generated from projects, and 6) by the ability of the Contractor to adhere to all terms of this agreement, including providing all information required in the reports.

**Monitoring Plan:**

Jack Warner, Deputy Assistant Secretary of the Office of Tourism will serve as the State's Contract Monitor, and will ensure that all services are completed to the reasonable satisfaction of the State, in accordance with the terms of this Agreement in the following manner:

**Contract Monitor shall:**

- Maintain regular communication with the Contractor, set up meetings as necessary, communicate tourism priorities, and/or requirements, and review and verify information provided in the Final Report and other products and documents to ensure compliance with the terms of the agreement. The Contractor Monitor will contact the Contractor regarding any concerns or unachieved requirements.
- Review all services to ensure the accomplishment of the stated goal and objectives, as per the performance measures as stated above.
- Complete and submit a Performance Evaluation to the Office of Management and Finance within 45 days of the completion of all services or the termination or expiration of the agreement.

**Utility of Final Product:**

This endeavor will assist the State in distributing information to the public to increase travel activities within the state, and will encourage tourism stakeholders to provide positive visitor experiences throughout the State. The public benefit in this endeavor is tourism growth and economic development, which conforms to the aforementioned governmental purposes for which the Louisiana Office of Tourism was created, therefore the Louisiana tourism industry overall and the state's overall economy will benefit from this endeavor.

**Exhibit B – Project Budget**

**LIST PROFESSIONAL AND/OR  
CONTRACTED SERVICES**

**Name of Organization:** Louisiana Travel Promotion Association  
**Name of Program:** LTPA Summit & Marketing Resources

Lieutenant’s Governor’s Tourism Summit Names and Addresses of Individuals and/or Firms	Nature of Work Performed	Total Cost of	Total Paid Under this Agreement
Paul Vitale P.O. Box 2042, Little Rock, AR 72203	Breakout Session "Sell With Confidence"	\$5,000.00	\$5,000.00
Stuart Ellis-Myers "Twitchy", Uniquely Speaking 3319 Flagstaff Place, Vancouver BC V5S 4K9	Breakout Sessions (2) "Six Steps to Anchoring Any Rapid Social Sales Growth" "How to Over-Wow Every Louisiana Visitor"	\$4,500 .00	\$4,500.00
Jamie Wax, Jamie Wax Productions 10060 Bunting Dr, Baton Rouge, LA 70809	Closing Awards Luncheon, Master of Ceremonies "And the Louey Award Goes to..."	\$3,000 .00	\$3,000 .00
Steve Harper, Author & Business Strategist 300 S. Kettleman Lane, Austin, TX 78717	Breakout Session "The Ripple Effect: Maximizing The Power of Relationships For Your Life and Business"	\$2,500 .00	\$2,500 .00
Bruce S. Wilkinson, Workplace Consultants/Wilkinson Seminars & Presentations 350 Emerald Forest Blvd., Ste 24101, Covington, LA 70433	Breakout Session "Redefining Leadership & Communication in Times of Change"	\$2,000.00	\$2,000 .00
L'Auberge Resort	Audio/Visual Services (Equipment rentals, arrangements, and set-up cost)	\$33,000.00	\$23,000.00

<b>Louisiana Culinary Program Guide</b>	Development & Production of Louisiana Culinary Program Guide (creation and distribution of e-marketing campaign and implement a PR strategy)	\$55,000.00	\$15,000.00
Custom Marketing Group 814 Southwest Gate Avenue, Los Angeles, CA 90049			
Texas Monthly P.O. Box 731484, Dallas, TX 75373	Two full page ads in November issue, online sweepstakes, reception in Dallas and tradeshow	\$40,000.00	\$20,000.00
Miles Media P.O. Box 116755, Atlanta, GA 30368	Create an iphone/iPad app	\$10,000.00	0.00
<b>Louisiana Outdoor Guide</b>	Development/Production of Outdoor Guide	\$16,260.00	\$5,000.00
Gary Hauser Press 1513 Sams Ave., Harahan, LA 70123			
SEOPA- Southeastern Outdoor Writer's Association PO Box 115, Badin, NC 28009	Contractor will attend the Annual Conference to be held in Johnson City, Tennessee, September 26-29, 2012 to gather and share tourism information	\$ 400.00	0.00
	International Sportsmen's Expositions (ISE) has over 37 years experience producing America's premier sportsman's shows, to share information on hunting, fishing, outdoor sports and adventure travel in the western United States. LTPA will be attending their largest show in Sacramento, CA, January 10-13, 2013	\$1,350.00	0.00
International Sportsmen's Expo PO Box 2569, Vancouver, WA 98668			
34 <sup>th</sup> Annual Louisiana Sportsman Show & Festival Lamar-Dixon Expo Center, Gonzales, Louisiana	Louisiana Sportsman show is the premier outdoor show in the Gulf South with over 25,000 attendees. Louisiana Publishing, Inc. puts on this show and publishes Louisiana Sportsman Magazine and also Louisiana Sportsman TV and various websites.	\$700.00	0.00
<b>TOTAL</b>		<b>\$ 173,710.00</b>	<b>\$80,000.00</b>