

CORPORATIONS:

Nonprofit Corporation
(Requires Board Resolution of Authority)

Business Corporation
(Requires Board Resolution of Authority and Disclosure of Ownership)

Louisiana Commissioned Agency (Not for Profit)

Limited Liability Company

Out of State Corporation
(Requires Certificate of Authority to do business in Louisiana and requires agency justification)

Limited Liability Company

Sole Proprietor
(Requires statement written on company letterhead/stationary stating that the person is indeed the sole owner and as such has the authority to sign on behalf of the company)

Out of State Contractor
(Requires agency justification)

Contractor is a Consultant
(Requires resume if contracting with individual or sole proprietor of a company)

Advance Payment
(Requires justification from contractor and agency approval)

Multiyear Contract
(Requires agency justification)

RFP Contract

STAFF PERSON TO MONITOR CONTRACT: Jack Warner

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 the "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 2013-2014 Lieutenant Governor's Tourism Summit ("Summit"), (2) production of the Louisiana Culinary Trails Guide ("Guide"), and 3) the Louisiana Culinary Trails Publicity Mission; 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 2013-2014 Lieutenant Governor's Tourism Summit;
2. Louisiana Culinary Trails Guide
3. Louisiana Culinary Trails Publicity Mission

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 to maximize the value of each project.

Project I – The 2013-2014 Lieutenant's Governor's Tourism Summit

The 2013-2014 Summit is a three-day conference to be held August 26-28, 2013 at the Crowne Plaza hotel in Baton Rouge. This conference, which is held annually, shall be "designed to involve and educate the public and the 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 and stakeholders to promote 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.

Project II – Louisiana Culinary Trails Guide

The State and Contractor shall work cooperatively to produce and distribute 25,000 Guides (4X9 format). The 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.

Project III - Louisiana Culinary Trails Publicity Mission – To stimulate interest in the Louisiana Culinary Trails and to promote the Guide, LTPA shall plan, coordinate, and host an industry luncheon that will be held at Studio 887 in Atlanta, Georgia on September 16, 2013. LTPA shall handle all logistics for the event, and LOT shall be provided with prominent positioning and recognition for support through the prominent placement of LOT signage at the luncheon, and tourism logo placement in invitations and in publicity materials that are distributed to invited guests and attendees at the luncheon. The Lieutenant Governor and his designated tourism representative(s) shall also be provided with opportunities to represent and speak on behalf of Louisiana's tourism industry.

The objective for the publicity mission is to invite Atlanta media, travel writers and bloggers, and tourism stakeholders to attend the luncheon to gather information that will encourage writings about Louisiana's culinary offerings, to promote awareness regarding Louisiana's culinary assets, with the overall goal of increasing public interest in the culinary assets of Louisiana.

Payment Terms

In consideration of the services and State benefits described above, the State hereby agrees to pay Contractor a maximum amount of **SEVENTY- ONE THOUSAND THREE HUNDRED SEVENTY-FIVE AND NO/DOLLARS (\$71,375.00)**. Payment is inclusive of all fees, including production costs, speakers, honorariums, publicity, advertising and promotional costs. Travel and related costs, 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** accompanied by an original invoice not to exceed the maximum amount payable of Seventy-One Thousand Three Hundred Seventy-Five and No/dollars (\$71,375). The invoice shall note the services performed. All services, benefits, and/or deliverables must be performed in accordance with the terms of the agreement, including Attachments A and B. The Final Report of deliverables and invoice with supporting documentation must be submitted to the State not later than **March 15, 2014**.

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 Contractor is notified that no funds appropriated under Act 14 of the 2013 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 Contractor 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.

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 the 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 Agreement 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 Guide.

The Contractor shall provide to the State, unlimited rights to use and distribute the Guide in whole or in part, and the right to copy and reproduce the Guide in whole or in part for marketing, advertising and promoting Louisiana'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 Guide.

Assignment

Contractor shall not assign any interest in this Agreement 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 Agreement shall begin on **August 1, 2013** and terminate on **March 31, 2014**.

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 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 Contractor, his

agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

Amendments in Writing

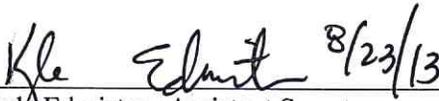
Any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing, execute by all parties and approved by the Director of the Office of Contractual Review, Division of Administration.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 23 day of August, 2013.

WITNESSES:

DEPARTMENT OF CULTURE,
RECREATION AND TOURISM

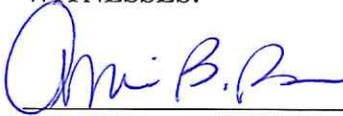




Kyle Edmiston, Assistant Secretary
DCRT, Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 27th day of August, 2013.

WITNESSES:





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



THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 5 day of September, 2013.

WITNESSES:

LOUISIANA TRAVEL PROMOTION
ASSOCIATION







Marion Fox, Chairman

Attachment A

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

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

Objectives:

1. Plan, produce, and promote the 2013-2014 Lieutenant Governor’s Tourism Summit, **August 26-28, 2013**;
2. Produce, promote, and distribute the Louisiana Culinary Trails Guide; and
3. Plan, promote, and implement the Louisiana Culinary Trails Publicity Mission (Mission) to be held **September 16, 2013** in Atlanta, Georgia.

Parties’ Responsibilities:

Project I – The 2013 Lieutenant Governor’s Tourism Summit	
LTPA (Contractor) shall:	LOT (State) shall:
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.	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 for this agreement.
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 Louisiana’s tourism industry.	Provide list of invitees, assist in promoting the Summit, and ensure that the State’s staff, tourism partners, and industry stakeholders are notified and encouraged to attend to share and obtain the latest tourism information, participate in activities and network with other attendees. Promote the Summit in the Louisiana Travel Pulse email newsletter, verbally mention when communicating with tourism stakeholders, and through other notifications, and provide information to inquirers.
Coordinate necessary arrangements for speakers, panelists and other tourism professionals, who are presenting information at the Summit.	Participate in the planning process to communicate the State’s tourism priorities, make recommendations for topics, and assist in the selection of speakers.
Coordinate all administrative needs including meals, site arrangements, signage, registrations, and decorations for Summit activities.	Assist with arrangements, provide signage, and assist where needed with Summit activities.
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 session and provide the State a booth, equipped with a table and chairs, throughout the Summit.	Plan and host 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. The Lieutenant Governor and staff will actively participate in a general session to provide information to attendees.

<p>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 and other prominent publicity websites used to promote the Summit.</p>	<p>Ensure the State’s presence is prominently visible at the Summit through staff involvement, participation, and /or representation, and ensure that appropriate Louisiana tourism signage is prominently displayed at various locations during Summit activities.</p>
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<p>Project II - Production of the Louisiana Culinary Trails Guide</p>	
<p>LTPA (Contractor) shall:</p>	<p>LOT (State) shall:</p>
<p>Ensure the successful production of the Guide to include content, design, layout and printing.</p>	<p>Provide supplemental funding to assist with production, and provide direction to ensure that the Guide represents Louisiana’s culinary industry partners on a statewide level, and supports Louisiana tourism goals and objectives.</p>
<p>Provide the State with at least two full-page advertisements and premium placement on the back cover of the Guide (as specified by the State).</p>	<p>Provide content for the two-page advertisement and the back cover of the Guide to represent the State’s interest.</p>
<p>Ensure that the Guide includes the “Louisiana Pick Your Passion” logo and a reference to LouisianaTravel.com.</p>	<p>Provide instructions regarding the appropriate use of the State’s official tourism logo. For information http://www.crt.state.la.us/DOCUMENTARCHIVE/.</p>
<p>Distribute the Guide at trade shows, at the Mission luncheon, through mailings, and upon public request, and ensure placement at State welcome centers and other venues.</p>	<p>Distribute the Guide as a publicity tool at trade shows, through mailings, and upon public request, and through other available venues.</p>
<p>Submit to the State all leads that are generated from distribution of the Guide.</p>	<p>Maintain leads in a database for distributing tourism information to the public.</p>

Project III – Louisiana Culinary Trails Publicity Mission	
LTPA (Contractor) shall:	LOT (State) shall:
Prepare guest list, create invitation, mail invitations, coordinate and engage in sales calls to invitees and prepare a preliminary list of attendees.	Provide names to be included on the invitation list, including media and tourism partners.
Coordinate set-up for the venue, agenda, registration needs, and the overall setting.	Assist with the agenda, approve logistics for arrangements, and assist with production expenses.
Coordinate hospitality arrangements including travel and lodging needs for invitees, registrations, entertainment, media packets, menu and serving arrangements, and registration. Distribute the Guide to attendees for future reference regarding Louisiana’s culinary assets.	Assist with hospitality services, including greet guests, and maintain the State’s presence during all activities of the Mission. The Lieutenant Governor or his designated representative(s) will also speak to attendees to promote the State’s official culinary trails website and the Guide, and voice the State’s support for culinary tourism.
Select Louisiana Chef to provide culinary demonstration, and purchase groceries from list provided by the Chef.	Provide direction for selection of the appropriate culinary Chef to represent the State and show support for culinary services.
Communicate the outcome of the Mission with tourism partners and attendees, and prepare a list of attendees to be submitted to the State for follow-up.	Utilize attendee list for future missions, and to identify culinary related media articles that were written as a result of the Mission.

Deliverables: Upon completion of services, Contractor shall provide a **Final Report** of the outcome of each project as noted below:

Summit Report - Provide a **summarized report** of the outcome of the **2013-2014 Lieutenant’s Governor’s Tourism Summit**, which shall include: 1) a list of all publicity benefits that the State received as a cooperative partner, 2) copies of printed publicity materials used to promote the Summit (invitations, email notifications, registration packet, etc.), 3) copies of the official itinerary and other literature distributed to attendees by LTPA at the Summit, 4) an assessment of attendees (number of speakers, CVBs, invited industry partners, and other participants) and the total attendance, and 5) a list of attendees and the organizations represented. Contractor shall also provide a summarized overview giving feedback from participants, and noting highpoints, challenges, opportunities for improvements at future summits, and information regarding the overall effectiveness of the Summit as it pertains to the goal and objectives.

Louisiana Culinary Trails Guide Report – Submit a preliminary draft of the Guide to the State for approval prior to finalizing, and provide at least three (3) originals of final product to the State for record and reference purposes. Provide information on the distribution of the Guide.

Louisiana Culinary Trails Publicity Mission Report – Provide a summarized report of the outcome of the Louisiana Culinary Trails Publicity Mission, which shall include; 1) the total number in attendance, and a list of attendees and organizations they represent (media, tourism partners, industry stakeholders, etc.), 2) a list of benefits provided to the State, and 3) copies of the invitation, itinerary, printed content of the media packet, and other publicity materials distributed to attendees that acknowledged the State as a cooperative partner in the Mission.

Performance Measures: The Contractor's performance will be measured by: 1) positive feedback from attendees at the Summit and Mission, 2) the number of publicity opportunities provided to the State in each project, 3) number in attendance and diversity (overall industry representation) of attendees at the Summit and participants in the Mission, 4) number of leads generated from projects, and 5) the Contractor's ability to adhere to all terms of this Agreement, including the submission of a complete Final Report.

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 the State's priorities and/or requirements, and review and verify information provided in the Final Reports, 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:

Each project in this endeavor supports the promotion of tourism in Louisiana and are all designed to encourage travel within the state. The Summit is a venue for sharing and providing Louisiana tourism information to industry partners and stakeholders to strengthen Louisiana's overall tourism industry. The Guide will be distributed to the public as an information piece for promoting Louisiana's statewide culinary assets. The Mission is a media initiative for providing Louisiana culinary information to travel writers and media to encourage writing articles regarding Louisiana's culinary offerings. The goal is to generate inquiries from potential travel customers. The Summit and Mission also set standards to be used by Louisiana tourism stakeholders throughout the state as a method for building statewide collaborations that involve media, industry partners, and stakeholders. This endeavor conforms to the aforementioned governmental purposes for which the Louisiana Office of Tourism was created, and therefore Louisiana's tourism industry and the state's economy will benefit from this endeavor.

Exhibit B – Project Budget

**LIST PROFESSIONAL AND/OR
CONTRACTED SERVICES**

Fiscal Year 2013-2014

**Louisiana Travel Promotion
Association**

Name of Organization:

**LTPA Summit & Marketing
Resources**

Name of Program:

2013-2014 Lieutenant Governor's Tourism Summit (August 26-28, 2013)	Nature of Work Performed	Total Cost	Total Paid Under this Agreement
Names and Addresses of Individuals and/or Firms			
Randall Dean Randall Dean Consulting & Training 1881 Linden Street East Lansing, MI 48823	Breakout Sessions "Smart Phone & Tablets: Getting More from Devices" "Finding an Extra Hour Every Day: Time Management..."	\$5,000.00	\$5,000.00
Melinda Hughey RH Factor P.O. Box 41 Pulaski, TN 38487	Breakout Sessions "It's No Mystery: Mining the Motor Coach Goldmine"	\$1,750.00	\$1,750.00
Neil White In the Sanctuary of Outcasts 148 W.23 rd Street, Ste 10-F New York, NY 10011	General Session Embracing The Louisiana Fringe	\$4,500.00	\$4,500.00
American Audio Visual 3358 Drusilla Lane, Suite 9-D Baton Rouge, LA 70809	AV for Speakers and all Sessions	\$15,000.00	\$15,000.00
LTPA (Graphic Design)	Graphic Design/Production of All Marketing Materials	\$5,000.00	\$5,000.00
Crowne Plaza Baton Rouge	Room Rentals (Conference Sessions & Activities) Lieutenant Governor's Breakfast (staffing services, set-up, and decorations	\$5,000.00	\$5,000.00
4728 Constitution Avenue Baton Rouge, LA 70808	Food & Beverage	\$12,950.00	\$4,700.00
		\$37,402.00	\$0.00
Dixieland Tours 10520 South Choctaw Baton Rouge, LA 70815	Offsite Transportation (Shuttle Services)	\$675.00	\$675.00
Total Summit		\$87,277.00	\$41,625.00

	Production of the Culinary Trails Guide		
Custom Marketing Group 814 Southwest Gate Avenue Los Angeles, CA 90049	Creative design, editorial content, & layout	\$13,500.00	\$13,500.00
	Distribution (Shipping and Mailings)	\$ 3,000.00	\$1,500.00
	Duplication/Printing	\$ 8,500.00	
Total Culinary Trails Guide		\$25,000.00	\$15,000.00
	P.R. Mission – Atlanta, GA on September 16, 2013		
Facility and equipment rentals		\$6,750.00	\$6,750.00
Signage		\$250.00	\$250.00
Transportation		\$2,650.00	\$0.00
Staffing Services and decorations		\$5,450.00	\$5,450.00
Attendee packages & related Misc.		\$2,300.00	\$2,300.00
Total P. R. Mission		\$17,400.00	\$14,750.00
TOTAL		\$127,277.00	\$71,375.00

Contractor is hereby notified that food/beverage and printing expenses shall not be paid under the terms of this agreement.