



BOBBY JINDAL
GOVERNOR

ANGELE DAVIS
COMMISSIONER OF ADMINISTRATION

State of Louisiana
Division of Administration
Office of Contractual Review

April 20, 2009

Ms. Fran Gladden
Undersecretary
Department of Economic Development
Post Office Box 94185
Baton Rouge, LA 70804-9185

Dear Ms. Gladden:

Enclosed are approved copies of the following cooperative endeavor agreement, received in our office on April 14, 2009. This agreement is being approved under the authority of Executive Order BJ 2008-30 and Executive Order BJ 2008-29 issued August 5, 2008.

Department of Economic Development
OCR# 252-900942 CFMS# 677081 Shreveport Regional Sports Authority

The OCR and CFMS numbers preceding the cooperative party's name has been assigned by this office and are used as identification for this cooperative endeavor. The CFMS number is the system assigned number for the ISIS Contract Financial Management System. Please use these numbers when referring to the cooperative endeavor in any future correspondence or amendment(s).

We appreciate your continued cooperation.

Sincerely,


Susan H. Smith
Director

SHS/pl

Enclosure

APR 27 2009

OFFICE OF CONTRACTUAL REVIEW

09192-21
677081

STATE OF LOUISIANA
DEPARTMENT OF ECONOMIC DEVELOPMENT
AND
SHREVEPORT REGIONAL SPORTS AUTHORITY
COOPERATIVE ENDEAVOR AGREEMENT (*line item appropriation*)

THIS COOPERATIVE ENDEAVOR (sometimes herein referred to as "agreement" or as "contract"), has been made and entered into and is effective as of the 1st day of December, 2008, by and between the LOUISIANA DEPARTMENT OF ECONOMIC DEVELOPMENT of the State of Louisiana, Capitol Annex Building, 1051 North 3rd Street, P. O. Box 94185, Baton Rouge, La. 70804-9185, hereinafter referred to as "State," as "LED", and/or as "Agency", and SHREVEPORT REGIONAL SPORTS AUTHORITY, officially domiciled at *839 Kings Highway, Suite 200, Shreveport, LA 71104*, hereinafter referred to as "Contracting Party", or as "Recipient Entity".

ARTICLE I

WITNESSETH:

- 1.1 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
- 1.2 WHEREAS, Act 19 of the 2008 Regular Session of the Louisiana Legislature, which was adopted in accordance with Article VII, Section 10, of the Constitution of the State of Louisiana, is the appropriation for the expenditure of State funds, and said Act 19 contains a line item appropriation within the Agency's budget for the benefit of Shreveport Regional Sports Authority for the Bassmaster Classic in the sum of TWO HUNDRED FIFTY THOUSAND & NO/100 (\$250,000.00) DOLLARS;
- 1.3 WHEREAS, due to projected a budget shortfall in the State fiscal year ending June 30, 2009, LED has been directed to reduce the amount of all Line Item Appropriations by five percent (5%), and the amount that has been allocated for this project, has been reduced to TWO HUNDREDTHIRTY SEVEN THOUSAND FIVE HUNDRED & NO/100 DOLLARS (\$237,500.00),
- 1.4 WHEREAS, Act 511 of the 2008 Regular Session of the Louisiana Legislature contains a line item appropriation within the Agency's budget for the benefit of Shreveport Regional Sports Authority for the Bassmaster Classic in the sum of ONE HUNDRED THOUSAND AND NO/100 DOLLARS (\$100,000.00), the total budget for the project is THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED & NO/100 DOLLARS (\$337,500.00), as set forth in Attachment A Plan, which is attached to this agreement and made a part hereof;
- 1.5 WHEREAS, the agency desires to cooperate with the Contracting Party in the implementation of the Project as hereinafter provided;
- 1.6 WHEREAS, the public purpose is described as: (*provide a detailed description of the public purpose sought to be achieved which must conform to the program described in the appropriations bill, and, if applicable, supplemental information form submitted to the legislature;*) *Direct economic impact for NW Louisiana and the State of Louisiana is the primary achievement sought in hosting the 2009 Bassmaster Classic. This event brings an average \$24 million economic impact and extensive worldwide positive media coverage. Virtually all visitor spending is taxed. Public services that benefit citizens ranging from police and fire to parks and recreation are funded by taxes. Visitor spending helps to*

relieve additional tax burdens on the citizens of the State of Louisiana. Additionally, this event provided positive public relations and marketing for NW Louisiana and the state as a whole.

1.7 WHEREAS, the Contracting Party has provided all required information in accordance with the governor's Executive Order BJ 2008-30 on accountability for line item appropriations; and is attached to this agreement and made a part hereof by reference as "Attachment E".

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

ARTICLE II **SCOPE OF SERVICES**

2.1 The Contracting Party shall: Shreveport-Bossier City will host the ESPN-owned 2009 Bassmaster Classic; a significant, high profile, sports tourism economic development event.

The Shreveport Regional Sports Authority submitted a bid to host said event in response to the request for proposal issued by event owner, ESPN. The process for selection of a host city is through the competitive bid process. The Shreveport Regional Sports Authority is a non-profit, public benefit, economic development corporation whose mission is to secure sports tourism for its economic impact.

The program goals and objectives as well as the expected outcomes and results are more specifically detailed in the Attachment "A" Plan.

2.2 Deliverables: The Request for Proposal/contract for hosting requires:

- \$500,000 cash rights fee;
- Rent-free facilities for hosting the Classic Outdoors Show and the Classic daily weigh-in show, to-wit: Century-Tel Center, and Shreveport Convention Center, valued at \$100,000 each; in addition to free rental for daily launch facility, Red River South Marina, valued at \$153;
- Free transportation, i.e., charter bus shuttles between the venues throughout the event, i.e., 3 days; \$150,000 estimate;
- Marketing/advertising and public relations plan to augment that of the rights holder, ESPN. Host community is required to market the event to the drive market, i.e., approximately 200-300 mile radius of Shreveport-Bossier City;
- Signage to announce the event and welcome visitors and directional signage to advise visitors where to park, location of each of the venues, transportation schedule as well as transportation pick up and drop off locations;
- Traffic and security services;
- Operational details and facilitation of event-related functions as well as ancillary functions of client and client's sponsors.

In excess of 60,000 visitors will attend the 3-day outdoors show utilizing in excess of 5,000 hotel room nights. Hotel/motel room night numbers are traceable through Shreveport-Bossier Convention & Tourist Bureau, post-event.

In excess of 10 hours television coverage on ESPN2, a media broadcast platform of rights holder, ESPN.

Over 150 working media on site from around the country providing worldwide positive print and broadcast media coverage, providing positive public relations for NW Louisiana and the state as a whole. The 2009 Bassmaster Classic will provide both economic benefits and positive public relations for the State of Louisiana. The positive long-term effects of positive television and print media coverage will be seen by a very large audience. The positive public relations created by this event will market and advertise NW Louisiana and the state as a whole.

This project will be a successful joint venture to benefit Shreveport-Bossier, NW Louisiana and the entire state. The 2009 Bassmaster Classic will provide an approximate \$24 million average economic impact. Virtually all visitor spending is taxed. City and parish governments will realize increased tax revenues due to direct visitor spending during event related dates.

The near future will not likely present a similar opportunity that will compare to the 2009 Bassmaster Classic in size and potential economic impact.

The actual services that are to be provided, the relevant activities and anticipated outcomes and performance measures are specifically detailed on the Attachment "A" Plan.

Contracting Party will provide to State written quarterly **Progress Reports (Attachment C)** outlining the Contracting Party's resources, initiatives, activities, services and performance consistent with the provisions, goals and objectives of this agreement monthly **Cost Reports (Attachment D)** which provide detailed cost information outlining the use of appropriated funds. **Attachment C Progress Report** and **Attachment D Cost Report** are attached to this agreement and made a part thereof by reference.

2.3 Budget: The **Budget** for this project is incorporated herein as "**Attachment B**" which is attached hereto and made a part hereof by reference and shows all anticipated revenues and expenditures provided by this cooperative endeavor. The **Budget** for this project shall not exceed the total sum of THREE HUNDRED THIRTY SEVEN THOUSAND FIVE HUNDRED AND NO/100 DOLLARS (\$337,500.00) which sum shall be inclusive of all costs or expenses to be paid by State in connection with the services to be provided under this agreement. This is the total sum that has been appropriated for this project by State. No state funds shall be paid for any one phase of this agreement that exceeds the categories shown on the **Budget** attached as "Attachment B", without the prior approval of State.

ARTICLE III **CONTRACT MONITOR**

3.1 The Contract Monitor for this contract is Rachel Farmer; however, the Secretary of LED, or his designee, will designate and may change from time to time, one or more persons on his staff to act as the LED's project representative or as the "Contract Monitor" for this contract, to provide liaison between the Contracting Party and the LED, and to perform various duties which are specifically provided for in this agreement; and any changes in the Contract Monitor shall not require any amendment to this agreement.

3.2 Monitoring Plan: (A) During the term of this agreement, Contracting Party shall discuss with State's Contract Monitor the progress and results of the project, ongoing plans for the continuation of the project, any deficiencies noted, and other matters relating to the project. Contract Monitor shall review and analyze Contracting Party's **Plan** to ensure Contracting Party's compliance with contract requirements.

(B) The Contract Monitor shall also review and analyze the Contracting Party's written **Progress Reports** and **Cost Reports** and any work product for compliance with the Scope of Services; and shall

1. Compare the Reports to Goals/Results and Performance Measures outlined in this contract to determine the progress made;
2. Contact Contracting Party to secure any missing deliverables;
3. Maintain telephone and/or e-mail contact with Contracting Party on contract activity and, if necessary, make visits to the Contracting Party's site in order to review the progress and

completion of the Contracting Party's services, to assure that performance goals are being achieved, and to verify information when needed.

4. Assure that expenditures or reimbursements requested in **Cost Reports** are in compliance with the approved **Budget**. Contract Monitor shall coordinate with agency's fiscal office for reimbursements to Contracting Party and shall contact Contracting Party for further details, information or documentation when necessary.

(C) Between required performance reporting dates, Contracting Party shall inform Contract Monitor of any problems, delays or adverse conditions which will materially affect the ability to attain program objectives, prevent the meeting of time schedules and goals, or preclude the attainment of project results by established time schedules and goals. Contracting Party's disclosure shall be accompanied by a statement describing the action taken or contemplated by the Contracting Party, and any assistance which may be needed to resolve the situation.

ARTICLE IV **PAYMENT TERMS**

4.1 Provided Contracting Party's progress and/or completion of the Contracting Party's services are to the reasonable satisfaction of State, payments to the Contracting Party shall be made by State on a reimbursement basis, after receipt from the Contracting Party and approval by State of *monthly Cost Reports* requesting reimbursement, and certifying that such expenses have been incurred. Adequate supporting documentation (including copies of invoices, checks and other appropriate records reflecting expenses incurred) shall be attached to the reports. All original documentation supporting the reports shall be maintained by Contracting Party, and shall be subject to audit, as hereinafter stated.

4.2 Travel expenses, if any, shall be reimbursed only in the event that this agreement provides for such reimbursement, such travel expenses are included in the Contracting Party's approved compensation, budget or allocated amount, and then only in accordance with Division of Administration Policy and Procedure Memorandum No. 49. Invoices and/or receipts for any pre-approved reimbursable expenses or travel expenses must be provided or attached to periodic invoices for reimbursement.

4.3 Reimbursements under this agreement will be allowed only for expenditures occurring between and including the dates of **December 1, 2008** and **June 30, 2009** and this project and all of the Contracting Party's services shall be completed by that date. Payment is contingent upon the availability of funds and upon the approval of this agreement by the Office of Contractual Review.

4.4 The Contract Monitor shall monitor disbursements on a *monthly* basis. Under circumstances such that the recipient entity has not demonstrated substantial progress towards goals and objectives, based on established measures of performance, further disbursements shall be discontinued until substantial progress is demonstrated or the entity has justified to the satisfaction of the agency reasons for the lack of progress. If the agency determines that the recipient failed to use the Line Item Appropriation within the estimated duration of the project or failed to reasonably achieve its specific goals and objectives, without sufficient justification, the agency 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.

4.5 If the Contracting Party defaults on this agreement, breaches the terms of this agreement, ceases to do business, or ceases to do business in Louisiana, it shall be required to repay the State. In any such event this agreement shall be terminated by written notice, and within thirty (30) days of such notice of

termination the Contracting Party shall repay to the State the amount of all funds disbursed to it under this agreement.

4.6 Taxes: Contracting Party hereby agrees that the responsibility for payment of taxes from the funds thus received under this agreement and/or legislative appropriation shall be Contracting Party's obligation and identified under Federal tax identification number 72-1334412.

ARTICLE V **TERMINATION FOR CAUSE**

5.1 The State may terminate this agreement for cause based upon the failure of Contracting Party to comply with the terms and/or conditions of the agreement; provided that the State shall give Contracting Party written notice specifying Contracting Party's failure. If within thirty (30) days after receipt of such notice, Contracting Party 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 Contracting Party in default and the agreement shall terminate on the date specified in such notice. Contracting Party may exercise any rights available to it under Louisiana law to terminate for cause upon the failure of the State to comply with the terms and conditions of this agreement; provided that the Contracting Party shall give the State written notice specifying the State's failure and a reasonable opportunity for the State to cure the defect.

ARTICLE VI **TERMINATION FOR CONVENIENCE**

6.1 The State may terminate the agreement at any time by giving thirty (30) days written notice to Contracting Party. Upon receipt of notice, Contracting Party shall, unless the notice directs otherwise, immediately discontinue the work and placing of orders, for materials, facilities, services and supplies in connection with the performance of this Agreement. Contracting Party shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

ARTICLE VII **OWNERSHIP**

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

ARTICLE VIII **ASSIGNMENT**

8.1 Contracting Party 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 Contracting Party 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.

ARTICLE IX
FINANCIAL DISCLOSURE

9.1 Each recipient shall be audited in accordance with R.S. 24:513. If the amount of public funds received by the provider is below the amount for which an audit is required under R.S. 24:513, the transferring agency shall monitor and evaluate the use of the funds to ensure effective achievement of the goals and objectives.

ARTICLE X
AUDITOR'S CLAUSE

10.1 It is hereby agreed that the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration auditors shall have the option of auditing all records and accounts of Contracting Party which relate to this agreement.

10.2 Contractor and any subcontractors paid under this agreement shall maintain all books and records pertaining to this agreement for a period of three years after the date of final payment under the prime contract and any subcontract entered into under this agreement.

ARTICLE XI
AMENDMENTS IN WRITING

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

ARTICLE XII
FISCAL FUNDING CLAUSE

12.1 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 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.

ARTICLE XIII
TERM OF CONTRACT

13.1 This agreement shall begin as of **December 1, 2008**; the Contractor's services hereunder and this project shall be completed by **June 30, 2009**; and this contract shall terminate on **July 31, 2009**, unless amended in writing and approved by all parties, including the Division of Administration, Office of Contractual Review. Any amendment to extend the date to complete the project must be fully executed by **June 30, 2009**.

ARTICLE XIV
DISCRIMINATION CLAUSE

14.1 The Contracting Party 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 Opportunity Act of 1972, Federal Executive Order 11246, 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 Act of 1975, and Contracting Party agrees to abide by the requirements of the Americans with Disabilities Act of 1990. Contracting Party agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, or disabilities. Any act of discrimination committed by Contracting Party, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this agreement.

ARTICLE XV.
AGREEMENT APPROVAL

This agreement shall not be effective until it has been approved and signed by all parties, and until it has been approved by the Division of Administration, Office of Contractual Review.

ARTICLE XVI.
CHOICE OF LAW

This is a Louisiana contract and all of its terms shall be construed in accordance with and all disputes shall be governed by the laws of the State of Louisiana, of the United States of America; and all parties submit themselves to the jurisdiction of the Courts located in the Parish of East Baton Rouge, in the State of Louisiana, in the event of any legal proceedings in connection with this contract.

ARTICLE XVII.
ENTIRE AGREEMENT

This agreement, together with any exhibits and/or attachments specifically incorporated herein by reference, constitute the entire agreement between the parties with respect to the subject matter of this agreement.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 9 day, of April, 2009

WITNESSES:

Joyce Davidson
Witness (print name) Joyce Davidson

Kathy Blankenship
Witness (print name) Kathy Blankenship

Kuehel Turner
LED Contract Monitor

**LOUISIANA DEPARTMENT OF
ECONOMIC DEVELOPMENT**

Fran Gladden
Fran Gladden, Undersecretary

APPROVED
Office of the Governor
Office of Contractual Review

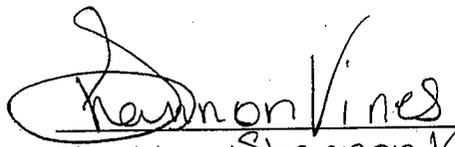
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Susan Smith
DIRECTOR

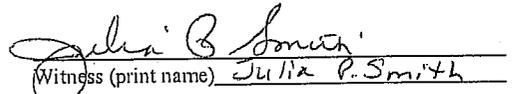
THUS DONE AND SIGNED AT Shreveport, Louisiana, _____ on the 3rd day, of April,
2009

WITNESSES:

**SHREVEPORT REGIONAL
SPORTS AUTHORITY**


Witness (print name) Shannon Vines


Mary Ann Tice, Executive Director/CAO


Witness (print name) Julia P. Smith

"ATTACHMENT A" PLAN

NAME OF CONTRACTING PARTY:

SHREVEPORT REGIONAL SPORTS AUTHORITY

NAME AND BRIEF NARRATIVE OF PROGRAM: Paying rights fee/investment to host the 2009

Bassmaster Classic in Shreveport-Bossier City, NW LA for economic impact. The ESPN-owned 39th annual Bassmaster Classic is a significant, high profile, sports tourism, economic development, worldwide media event.

Program Goals, Objectives, Expected Outcomes/Results Activities and Related Performance Measures (Duplicate pages as needed for each goal identified). What are the goals, objective(s), expected outcomes/results for this program: Indicate the goals/objectives for this program. Indicate the expected outcomes/results for each goal. Explain how each goal, objective, outcome/result is measured. Identify activities that will be implemented to achieve expected outcomes, the person(s) responsible for implementing the activity, and the expected completion date.

1. Program Goal (Goals are the intended broad, long-term results. Goals are clear statements of the general end purposes toward which efforts are directed.)

- *Securing economic impact for Shreveport-Bossier/NW Louisiana/State of LA; enhancing Shreveport-Bossier's image as a destination; Diversifying the area's visitation base; increasing the pride and self-image of NW Louisiana; marketing the State of Louisiana to the nation and to the world via broadcast and print media.*

The Shreveport Regional Sports Authority secures sports tourism for Shreveport – Bossier area for its economic impact. The goals of hosting the 2009 Bassmaster Classic are to secure direct economic impact for Shreveport-Bossier City, NW Louisiana, and the state as a whole in addition to receiving extensive, worldwide positive public relations, marketing and advertising. These goals are measured by direct tracking of event attendees at the Classic Outdoors Expo at Shreveport Convention Center via digital turnstile tracking, attendees at the televised daily weigh-ins at CenturyTel Center, attendees at the daily morning launches as well as tracking hotel/motel stays anticipated to be in excess of 5,000 hotel room nights.

2. Program Objective(s) (Objectives are intermediate outcomes--specific, measurable steps towards accomplishing the goal. They identify the expected outcomes and results).

- Increasing overnight stays; increasing retail sales; increasing the enjoyment of local citizens to enjoy high quality sports events of regional, national and international interest; marketing the State of Louisiana to the nation and to the world via broadcast and print media; increasing positive public relations toward NW Louisiana and the state as a whole.
- Shreveport-Bossier City hosted the ESPN-owned 2009 Bassmaster Classic February 20-22, 2009; a significant, high profile, sports tourism economic development event. The objectives in hosting said event are to secure direct, immediate economic impact as well as indirect economic impact, and immediate positive public relations for the area as well as for the State of Louisiana. The positive, long-term effects of positive television and print media coverage will be seen by a very large worldwide audience and will be, perhaps, immeasurable. The event will provide direct economic impact of at least \$24 million; providing an average of at least 35,400 economic visitor-days—which determines spending by all visitors in the area because of the event as opposed to spectator counts only. Indirect impact of the event is caused by ripples of additional rounds of re-circulating visitors' and spectators' dollars while in attendance at the event.

3. Relevant Activity (Activities) (An activity is a distinct subset of functions or services within a program.)

- a. Pay cash rights fee—total fee of \$500,000.00;
- b. Provide facilities for hosting the Classic Outdoors Show at Shreveport Convention Center and the Classic daily weigh-in show at CenturyTel Center;
- c. Provide daily launch facility, Red River South Marina;
- d. Provide free transportation, i.e., charter bus shuttles between the venues throughout the event for visitors;
- e. Provide Marketing/advertising and public relations plan to augment that of the rights holder, ESPN;
- f. Provide signage to publicize the event and welcome visitors and provide directional signage to facilities;

- g. Traffic and security services for the smooth, uninterrupted movement and safety of visitors and participants;
- h. Operational details and facilitation of event-related functions as well as ancillary functions of client and client's sponsors, to-wit: Elite Night VIP dinner function @ Municipal Auditorium/250 people; special event functions re ESPN special events committee/Shreveport Regional Arts Council—Artspace on the West Edge; catering functions for staff, media, and VIP's at marina

4. Performance Measure(s) *(Measure the amount of products or services provided or number of customers served. Specific quantifiable measures of progress, results actually achieved and assess program impact and effectiveness.)*

- In excess of 100,000 visitors attended the 3-day outdoors show utilizing in excess of 5,000 hotel room nights;
- Record breaking crowds in excess of 137,000 attended the combined events of the Classic. Attendance grew 85% over 2008 and exceeded the previous record. Previous host city economic impact studies show that approximately 70% of Classic attendees travel from a distance further than 50 miles.
- In excess of 10 hours television coverage on ESPN2, a media broadcast platform of rights holder, ESPN.
- 12.4 million Internet pageviews were generated across ESPNOutdoors.com, Bassmaster.com and BASSInsider.com—up 64% vs. 2008.
- Nearly 1 million minutes of Classic action was viewed on ESPN360.com making it the most viewed event (total minutes consumed) for the weekend.
- TV ratings grew 3% in M18+ ratings; ESPN Classic Bassmaster Classic marathon averaged a .14 rating with a high of .27 for the last hour of the marathon. The .27 rating was the highest rated ESPN Classic show since the December 5, 2008 NASCAR Sprint Cup Awards.
- A record 320+ working media members on site from around the country attended including publications such as *The Dallas Morning News*, *Miami Herald*, *San Diego Union Tribune* and *South Florida Sun Sentinel*, providing worldwide positive print and broadcast media coverage.
- The 2009 Bassmaster Classic will provide at least an approximate \$24 million average economic impact.*
- Program impact and effectiveness exceeded expectations. 39 year records were shattered by attendance and by media coverage and internet coverage and hits; providing potential economic impact in excess of the projected \$24 million economic impact as well as providing marketing and advertising for potential future visitors and business in excess of projections.

*Data and statistics provided by ESPN and/or Shreveport Convention Center

"ATTACHMENT B"

Page 1

Project Budget (2008-09)

2009 Bassmaster Classic

SHREVEPORT REGIONAL SPORTS AUTHORITY, Contracting Party/Recipient Entity

Anticipated Income or Revenue

<u>Sources</u> (list all sources of revenue)	<u>Amounts</u>
State of Louisiana	\$337,500.00
SBCTB	200,000.00
DDA	21,000.00
Bossier City	14,000.00
Chesapeake	5,000.00
Finder's Fee	11,200.00
LOT/CRT	60,000.00
City of Shreveport	150,000.00
City of Bossier City	65,000.00
Greater Bossier EDF	50,000.00
Bossier Parish Police Jury	45,000.00
Caddo Parish Commission	45,000.00
TOTAL	<u>\$1,003,700.00</u>

Anticipated Expenses

<u>Expense Categories</u>	<u>Total Amount</u>	<u>Amount of Line Item Appropriation</u>
Rights fee/investment	\$500,000.00	\$337,500.00
Event Underwriting / Sponsorship Transportation	150,000.00	\$0.00
Marketing/Advertising/Public Relations	60,000.00	0.00
Legal Services	300.00	0.00
Event / light pole signage	35,000.00	0.00
Directional signage	30,000.00	0.00
Postage / Shipping	1,198.26	0.00
Rent	200,000.00	0.00
Security, Traffic Control & EMT	25,000.00	0.00
Travel & Lodging	339.12	0.00
Total Use of the Appropriation	<u>\$1,001,837.38</u>	<u>\$337,500.00</u>

(Budget categories listed above reflect a typical budget and may be adjusted by the agency and recipient to reflect actual categories necessary for each individual program. Salaries and Professional & Other Contract Services shall be detailed using pages 2 and 3 of Attachment B).

ATTACHMENT B
 Page 2
STAFFING
CHART

Name of Organization: SHREVEPORT REGIONAL SPORTS AUTHORITY

Name of Program: 2009 BASSMASTERS

Name	Title	Total Salary Amount	Total Salary Paid by Appropriation Percentage	Related Benefits	Full time or Part Time # of months
N/A					

ATTACHMENT B
Page 3
SCHEDULE OF PROFESSIONAL AND OTHER CONTRACT SERVICES

Name of Organization: SHREVEPORT REGIONAL SPORTS AUTHORITY

Name of Program: 2009 BASSMASTERS

Name and Address of Individual and/or Firm	Nature of Work Performed and Justification for Services	Total Contract Amount	Total Paid by Appropriation
N/A			

“ATTACHMENT C”

Progress Report

(To be submitted at least quarterly showing progress achieved. Duplicate pages as needed.)

Organization: SHREVEPORT REGIONAL SPORTS AUTHORITY

Contact Name: Mary Ann Tice

Telephone: (318) 429-0660 Fax: (318) 429-0664

<p>Goal: Securing economic impact for Shreveport-Bossier/NW Louisiana/State of LA; enhancing Shreveport-Bossier's image as a destination; diversifying the area's visitation base; increasing the pride and self-image of NW Louisiana; marketing the State of Louisiana to the nation and to the world via broadcast and print media. The Shreveport Regional Sports Authority secures sports tourism for Shreveport – Bossier area for its economic impact. The goals of hosting the 2009 Bassmaster Classic are to secure direct economic impact for Shreveport-Bossier City, NW Louisiana, and the state as a whole in addition to receiving extensive, worldwide positive public relations, marketing and advertising. These goals are measured by direct tracking of event attendees at the Classic Outdoors Expo at Shreveport Convention Center via digital turnstile tracking, attendees at the televised daily weigh-ins at CenturyTel Center, attendees at the daily morning launches as well as tracking hotel/motel stays anticipated to be in excess of 5,000 hotel room nights.</p>	<p>Objective(s): Increasing overnight stays; increasing retail sales; increasing the enjoyment of local citizens to enjoy high quality sports events of regional, national and international interest; marketing the State of Louisiana to the nation and to the world via broadcast and print media; increasing positive public relations toward NW Louisiana and the state as a whole. Shreveport-Bossier City hosted the ESPN-owned 2009 Bassmaster Classic February 20-22, 2009; a significant, high profile, sports tourism economic development event. The objectives in hosting said event are to secure direct, immediate economic impact as well as indirect economic impact, and immediate positive public relations for the area as well as for the State of Louisiana. The positive, long-term effects of positive television and print media coverage will be seen by a very large worldwide audience and will be, perhaps, immeasurable. The event will provide direct economic impact of at least \$24 million; providing an average of at least 35,400 economic visitor-days—which determines spending by all visitors in the area because of the event as opposed to spectator counts only. Indirect impact of the event is caused by ripples of additional rounds of re-circulating visitors' and spectators' dollars while in attendance at the event.</p>
<p>% Complete Event dates: February 20-22, 2009; therefore, project goals are 100% complete</p>	<p>100% complete</p>

<p>Activity(Activities) Performed:</p> <ul style="list-style-type: none"> ▪ Pay cash rights fee—total fee of \$500,000.00; ▪ Provide facilities for hosting the Classic Outdoors Show at Shreveport Convention Center and the Classic daily weigh-in show at CenturyTel Center; ▪ Provide daily launch facility, Red River South Marina; ▪ Provide free transportation, i.e., charter bus shuttles between the venues throughout the event for visitors; ▪ Provide Marketing/advertising and public relations plan to augment that of the rights holder, ESPN; ▪ Provide signage to publicize the event and welcome visitors and provide directional signage to facilities; ▪ Traffic and security services for the smooth, uninterrupted movement and safety of visitors and participants; ▪ Operational details and facilitation of event-related functions as well as ancillary functions of client and client's sponsors, to-wit: Elite Night VIP dinner function @ Municipal Auditorium/250 people; special event functions re ESPN special events committee/Shreveport Regional Arts Council—Artspace on the West Edge; catering functions for staff, media, and VIP's at marina 	<p>50% complete</p> <p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p>
<p>Performance Measure(s):</p> <ul style="list-style-type: none"> ▪ In excess of 100,000 visitors attended the 3-day outdoors show utilizing in excess of 5,000 hotel room nights; ▪ Record breaking crowds in excess of 137,000 attended the combined events of the Classic. Attendance grew 85% over 2008 and exceeded the previous record. Previous host city economic impact studies show that approximately 70% of Classic attendees travel from a distance further than 50 miles. ▪ In excess of 10 hours television coverage on ESPN2, a media broadcast platform of rights holder, ESPN. ▪ 12.4 million Internet pageviews were generated across ESPNOutdoors.com, Bassmaster.com and BASSInsider.com—up 64% vs. 2008. ▪ Nearly 1 million minutes of Classic action was viewed on ESPN360.com making it the most viewed event (total minutes consumed) for the weekend. ▪ TV ratings grew 3% in M18+ ratings; ESPN Classic Bassmaster Classic marathon averaged a .14 rating with a high of .27 for the last hour of the marathon. The .27 rating was the highest rated ESPN Classic show since the December 5, 2008 NASCAR Sprint Cup Awards. ▪ A record 320+ working media members on site from around the country attended including publications such as <i>The Dallas Morning News</i>, <i>Miami Herald</i>, <i>San Diego Union Tribune</i> and <i>South Florida Sun Sentinel</i>, providing worldwide positive print and broadcast media coverage. ▪ The 2009 Bassmaster Classic will provide at least an approximate \$24 million average economic impact * ▪ Program impact and effectiveness exceeded expectations. 39 year records were shattered by attendance and by media coverage and internet coverage and hits; providing potential economic impact in excess of the projected \$24 million economic impact as well as providing marketing and advertising for potential future visitors and business in excess of projections.* 	<p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p> <p>100%</p>

*Data and statistics provided by ESPN and/or Shreveport Convention Center

“ATTACHMENT D”

Cost Report for the Period of February 1-March 1, 2009

Expense Category	Approved Total Amount	(Quarterly) Expenditures (Monthly)	Total Cumulative Year to Date Expenditures	Balance Remaining
Rights fee/investment	\$500,000.00	½ due by Feb. 1, 2009 & remaining ½ due by March 1, 2009	\$500,000.00 \$250,000.00 paid Feb. 2009	\$250,000.00 due March 1, 2009
Event underwriting/Transportation	150,000.00	Due at contract signing	\$150,000.00	Balance due
Legal Services	300.00	Paid	\$ 300.00	\$139,175.00
Event/light pole signage	35,000.00	Paid	\$ 35,000.00	0
Event/Directional signage	30,000.00	Paid	\$ 30,000.00	0
Postage/Shipping	1,198.26	Paid	\$ 1,198.26	0
Rent	200,000.00	Paid	\$200,000.00	0
Security/Traffic Control/EMT	25,000.00	Paid	\$ 25,000.00	0
Travel & Lodging	339.12	Paid	339.12	0

(Expense categories must reflect budget categories listed in "Attachment B" budget.)

** Should reflect contract payment terms, either quarterly or monthly.*

“ATTACHMENT E”

Disclosure and Certification Statement

Contractor's Name: Shreveport Regional Sports Authority

Contractor's Mailing Address: 839 Kings Highway, Suite, 200
Shreveport, LA 71104

Organization Type: (For example, local government, non-profit, corporation, LLP, etc.) Non-profit, public benefit, economic development corporation per LA R.S. 33:9020, *et seq.* and LA R.S. 12:201, *et seq.*

Private entities required to register with the Secretary of State's office must be in good standing with that office.

Names and Addresses of all officers and directors, including Executive Director, Chief Executive Officer or any person responsible for the daily operations of the entity: President, Tom Glass, 1350 E. 70th Street Shreveport, LA 71105; Vice-President, Sandy Cimino, 2034 Captain Shreve, Shreveport, LA 71105; Sandra J. Braddock, Secretary-Treasurer, 1318 Shreveport-Barksdale Highway, Shreveport, La 71105; William J. Coburn, 400 Travis Street, Shreveport, LA 71101; Leonard Barnes, 1847 Simpkins Drive, Shreveport, LA 71107; Executive Director/Chief Administrative Officer, Mary Ann Tice, 6674 North Club Drive, Shreveport, LA 71107.

Names and Addresses of all key personnel responsible for the program or functions funded through this agreement:

Mary Ann Tice, 6674 North Club Drive, Shreveport, LA 71107
Shannon Vines, 553 Gladstone, Shreveport, LA 71104

List any person receiving anything of economic value from this agreement if that person is a state elected or appointed official or member of the immediate family of a person who is a state elected or appointed official Include the amount of anything of economic value received, the position held within the organization. Identify the official and the public position held.

N/A

I hereby certify that this organization has no outstanding audit issues or findings.

I hereby certify that this organization has outstanding audit issues or findings and is currently working with the state to resolve such issues or findings.

I hereby certify that the above information is true and correct, to the best of my knowledge, and I am the duly authorized representative of the organization.

Mary Ann Tice, Executive Director/CAO
(Name and Title of Contractor)

(Authorized Signature of Contractor)