

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

**Agency/Program:** Office of Tourism

**Recipient:** Fore! Kids Foundation, Inc.

- Indicate:**
- Cooperative Endeavor
  - Professional Services Contract
  - Personal Services Contract
  - Consulting Services Contract
  - Social Services Contract
  - Grant: Indicate Specific Program
  - Line Item Appropriation
  - Letter of Agreement

- | Yes                                 | No                       |  |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet?   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses?   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project?  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance?                           |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months?             |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority?                              |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor?         |

**Signatures:**

 _____ Contract Monitor	<u>12/11/12</u> Date
 _____ Appointing Authority	<u>12/11/12</u> Date



STATE OF LOUISIANA  
PARISH OF EAST BATON ROUGE  
PARISH OF JEFFERSON

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 referred to as "CRT" or the "State," and Fore! Kids Foundation, Incorporated, officially domiciled at 11005 Lapalco Boulevard, Avondale, Louisiana 70094, hereinafter referred to as "Contractor," under the following terms and conditions:

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 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 and is also mandated to assist local government and private sector development for the promotion of tourism; and

WHEREAS, the Audubon Golf Trail is a cooperative marketing program created by the State for the purpose of increasing golf tourism in Louisiana; and

WHEREAS, Fore! Kids Foundation is a 501 (c)(3) nonprofit corporation whose mission and passion since 1958 has been to raise money to fund children's service organizations through golf events such as the Zurich Classic of New Orleans, the Golf Ball Gala, and several other charitable golf tournaments; and

WHEREAS, the Fore! Kids Foundation in 2005 partnered with Zurich Financial Services, an insurance-based financial service provider, with a global network in key markets located in North American and Europe. Zurich became the title sponsor of the Zurich Classic of New Orleans ("Zurich Classic"), a tournament that originated in 1938 as the Greater New Orleans Invitational and was originally played at the New Orleans City Park Golf Course; and

WHEREAS, since the inception of the partnership between the Fore! Kids Foundation and Zurich, the Zurich Classic has raised more than \$8 million dollars for numerous charities (over 40) that serve thousands (over 200,000) of children throughout Louisiana annually. The event generates more than \$30 million annually for the local New Orleans economy and generates approximately \$17 million annually in national television coverage and exposure, consisting of over four days of broadcast seen in more than 114 countries, a major benefit to the state; and

WHEREAS, the upcoming Zurich Classic of New Orleans is a Professional Golf Association (PGA) TOUR event, scheduled to be held April 22 – 28, 2013 at the Tournament Players Club in the Parish of Jefferson, and is expected to draw more than 125,000 spectators; and

WHEREAS, the State will receive recognition as a sponsor of the 2013 Zurich Classic both on-site and in marketing and publicity efforts associated with radio and television advertisements, public relations efforts, promotional materials, on-site signage, kiosks, displays and other media efforts before, during and after the golf tournament and through media coverage in both sports and travel news publications and other media; and

WHEREAS, the public purpose of this endeavor is to provide Louisiana with (a) increased economic activity associated with hosting the participants, community sponsors, production staff, spectators, and other attendees for the event, (b) a venue for marketing Louisiana attractions to the event attendees and viewers of the television broadcast, and (c) an opportunity to present positive images of Louisiana as a golf recreation and tourism destination through associated marketing and media coverage of the event; and

WHEREAS, it is anticipated that the public benefits of increasing tourism in Louisiana and maintaining awareness and a positive image of Louisiana as a unique and desirable travel destination are proportionate to the obligations undertaken by the State. The State will also receive recognition as sponsor of Zurich Classic of New Orleans through broadcast and internet media, verbal acknowledgements, printed promotional materials and in other related publicity efforts.

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

### Scope of Services

Contractor shall utilize funding to support marketing and advertising activities associated with planning and promoting the annual Zurich Classic of New Orleans to be held April 22 - 28, 2013, at the Tournament Players Club, in the Parish of Jefferson. To ensure that the State receives a reasonable return on the investment in this event, the Contractor shall prominently recognize the **Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism, Office of Tourism** as supporting sponsors of the event to bring visibility to the tourism industry of Louisiana. Contractor shall generate positive local, national and international publicity and media exposure for the city and state, utilizing every opportunity to show hospitality and present Louisiana as a unique and inviting tourism destination, including many recreational opportunities for golf and other sports, as well as to promote other Louisiana tourism assets in the following manner:

- 1) Contractor shall provide a full Cypress Suite or two (2) half Cypress Suites on the 18<sup>th</sup> green, April 25 – 28, 2013, and a total of 100 Cypress Suite tickets (25 per day) and parking passes to be utilized by the Louisiana Department of Culture, Recreation and Tourism and the Office of Tourism Program Development staff, and to be used as incentives to promote the Audubon Golf Trail and other Louisiana tourism assets to tourism partners and travel writers to encourage increased visitation to Louisiana. Tickets and passes should be sent to Charlotte Galloway, DCRT, Office of Tourism, 1051 North Third Street, Room 343, Baton Rouge, LA 70802, or mailed to Post Office Box 94291, Baton Rouge, LA 70804-9291, for tracking purposes.
- 2) Contractor shall provide three (3) Pro-Am Admission badges to the State for Louisiana tourism representatives and a media guest to participate in the Pro-Am event, and attend the awards ceremonies to ensure tourism publicity, representation and visibility. Contractor shall also provide an invitation for two (2) to participate in the Pro-Am Pairings Reception scheduled to be held on Tuesday, April 23, 2013, at Harrah's New Orleans Casino to represent the Louisiana tourism industry and the Audubon Golf Trail.

- 3) Contractor shall provide the State speaking opportunities to promote tourism and an opportunity for on-site tourism exposure. Contractor shall also provide an information booth to the State to distribute tourism information, including brochures and marketing materials on the Audubon Golf Trail and other Louisiana tourism assets, during the tournament. The booth shall be located in the designated Fan Fest area on the tournament grounds.
- 4) Contractor shall provide the State one full-page color (5" x 8") ad in the Zurich Classic Preview Guide to be provided to participants, other attendees, potential customers, and public outlets throughout New Orleans and the Gulf South. The Preview Guide will be distributed to the public free of charge (30,000 distribution quantity).
- 5) Contractor shall provide prominent recognition to the State in the daily pairings sheets distributed to attendees. Pairing sheets are different every day reflecting the daily pairings of the Pros (75,000 distribution quantity).
- 6) Contractor shall provide the State one full-page color (8" x 11") ad in the Official Magazine of the Zurich Classic of New Orleans to be distributed to corporate sponsors, hospitality venues and the general public (approx. 5,000 distributed).
- 7) Contractor shall provide recognition of the Audubon Golf Trail by prominently displaying sponsorship signage on one of the 18-hole signs throughout the duration of the tournament.
- 8) Contractor shall provide recognition to the Audubon Golf Trail by displaying 15 video/static spots on the *Jumbotron Video Board* located at the highest traffic area on the course (State will receive a minimum of two promotional spots per hour, every hour throughout the tournament).
- 9) Contractor shall prominently insert Louisiana's official tourism logo "**Louisiana Pick Your Passion**" on the sponsor page of the official website of Zurich Classic at [www.zurichgolfclassic.com](http://www.zurichgolfclassic.com) with a link to [www.LouisianaTravel.com](http://www.LouisianaTravel.com) and shall also provide a banner ad logo and hyperlink to the Audubon Golf Trail webpage [www.audubongolf.com](http://www.audubongolf.com) as part of the benefits for sponsorship. Contractor shall contact the State's Programs and Service Department for information regarding the appropriate use of the Louisiana Tourism logo. The mark "**Louisiana Pick Your Passion**" is owned by the Louisiana Department of Culture, Recreation and Tourism and may only be used with the permission of DCRT.
- 10) Contractor agrees to recognize the Office of the Lieutenant Governor and the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism and Audubon Golf Trail as sponsors in the event program, and through verbal mention when the opportunity is presented, and by prominently displaying the State's official tourism logo and **Audubon Golf Trail logo** in other marketing and publicity materials produced and distributed to promote the event. **Questions regarding the Audubon Golf Trail, shall be directed to Steve Windham, Executive Director of Encore Louisiana, Office of the Lieutenant Governor, his supervisor, designee, or successor.**
- 11) Contractor shall submit a **Progress Report (Exhibit C)** providing details regarding the status of activities including information on marketing and advertising efforts and documented proof of acknowledgement of the State's sponsorship of the event. The Contractor shall provide a **Progress Report** at least 60 days prior to the implementation of the event.

- 12) Upon completion of all services, Contractor agrees to submit a **Final Report** which shall include, but is not limited to, a recapitulation of activities and events consistent with the goals, objectives and performance measurements listed in **Exhibit A**, such as documentation of recognition of the State as a sponsor of the event. Contractor shall submit copies of the preview guide, pairing sheets and the official Zurich Classic program, associated media/press clippings that were derived from publicity and other materials that recognize the State as a sponsor. The Final Report shall also include information that pertains to the economic impact of the event such as number of tournament competitors, attendance, a comparative analysis of attendance for the last several years on demographics in-state v. out-of-state, the media impact, and estimated publicity value derived from this endeavor and other economic impact statistics or data regarding the effect of the event on the city and state. Contractor agrees to submit the **Final Report** not later than **June 15, 2013**.

### PAYMENT TERMS

In consideration of the services described above, the State hereby agrees to pay the Contractor an amount not to exceed the total sum of **THREE HUNDRED FOURTEEN THOUSAND, ONE HUNDRED EIGHT AND NO/100 (\$314,108.00) DOLLARS**, which sum is inclusive of all costs or expenses to be paid by the State in connection with the services and deliverables to be provided under this agreement. No state funds shall be remitted for any items that are not listed in the **Budget (Exhibit B)**, without written prior approval of the State. No travel expenses will be paid under the terms of this contract. Payment will be made only upon approval of the State's assigned Contract Monitor, Jack Warner, Deputy Assistant Secretary of the Office of Tourism, his supervisor, designee or successor.

Payments will be disbursed in the following manner:

Upon completion of the event, Contractor shall submit the **Final Report (Exhibit C)**, accompanied by documentation for all expenses, an **Itemized Cost Report**, an original invoice on organization official letterhead noting the event and amount being requested, and supporting documentation for all expenses. Supporting documentation shall include copies of invoices, billing statements, agreements, requisitions, receipts, checks and other appropriate records that reflect incurred expenses in accordance with the attached Budget, **Exhibit B**. Other items of proof of services and activities may include copies of activity/event programs, publicity materials, attendance records, etc. All original documentation must be maintained by the Contractor and is subject to audit, as hereinafter stated.

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

If it is determined by the State's Contract Monitor or by any audit that State funds were expended on non-reimbursable expenses, the Contractor will be required to repay the State in accordance with the State's terms.

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 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 Contractor executes a copy of this Agreement and submits to the State for approval, a Comprehensive Budget showing all anticipated uses of the appropriation, an estimate of the duration of

the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. The State shall submit the Agreement, the Budget, and any other required information to the 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 Contractor's obligation and identified under Federal tax identification number **58-1940111-01**.

#### **TERMINATION FOR CAUSE**

The State may terminate this agreement for cause based upon the failure of Contractor to comply with the terms and/or conditions of the agreement; provided that the State shall give Contractor written notice specifying Contractor's failure. If within thirty (30) days after receipt of such notice, Contractor 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 Contractor in default and the agreement shall terminate on the date specified in such notice. Contractor 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 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 this agreement at any time by giving thirty (30) days written notice to Contractor. Upon receipt of notice, Contractor 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. Contractor shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

#### **OWNERSHIP**

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

#### **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 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.

#### **AUDITOR'S 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 records and accounts of Contractor<sup>2</sup>s that relate to this agreement. In accordance with La. R.S. 24:513 H (2)(a), quasi public agencies or bodies 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).

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.

#### **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, executed by all parties, and approved by the director of the Louisiana Division of Administration, Office of Contractual Review.

#### **FISCAL FUNDING CLAUSE**

The continuation of this agreement is contingent upon the legislative appropriation of funds to fulfill the requirements of the agreement. 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.

#### **TERM OF CONTRACT**

This agreement shall begin on **July 1, 2012** and shall terminate on **June 30, 2013**.

#### **DISCRIMINATION CLAUSE**

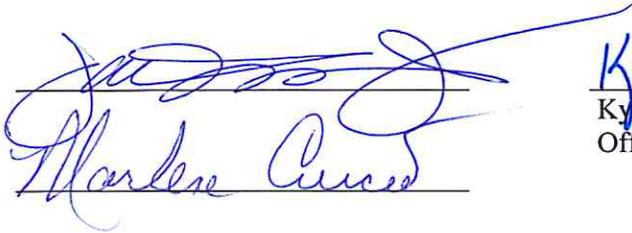
The Contractor agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973, as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 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.

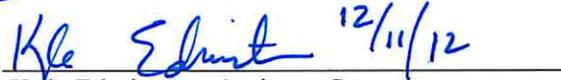
Contractor agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, national origin, veteran status, political affiliation, or disabilities. Any act of discrimination committed by Contractor, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this agreement.

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

WITNESSES:

Department of Culture, Recreation and Tourism,  
Office of Tourism

  
\_\_\_\_\_

  
\_\_\_\_\_  
Kyle Edminston, Assistant Secretary  
Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 12<sup>th</sup> day of December, 2012.

WITNESSES:

Office of the Lieutenant Governor  
Department of Culture, Recreation and Tourism

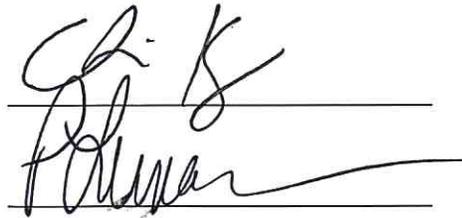
  
\_\_\_\_\_  
  
\_\_\_\_\_

  
\_\_\_\_\_  
Charles R. Davis, Deputy Secretary

THUS DONE AND SIGNED AT Avondale, Louisiana on the 14<sup>th</sup> day of DECEMBER, 2012.

WITNESSES:

Fore! Kids Foundation, Incorporated

  
\_\_\_\_\_  
\_\_\_\_\_

  
\_\_\_\_\_  
Steve Worthy, C.E.O.

## EXHIBIT A

**Agency Name:** Office of Tourism  
**Contractor's Name:** Fore! Kids Foundation, Incorporated  
**Contract Monitor:** Jack Warner, Deputy Assistant Secretary

### **Brief Description of Services**

In the 2012-13 Appropriations Act, the Louisiana Legislature appropriated funding within the Office of Tourism's budget for Fore! Kids Foundation. The funding will be used for marketing and publicity to encourage maximum attendance at the 2013 Zurich Classic of New Orleans. The Contractor will ensure that Louisiana tourism information and opportunities are included in associated publicity efforts. The Contractor shall recognize the State as a sponsor of the event.

### **Detailed Goal and Objectives:**

The goal in this endeavor is to support an effort that serves as an economic stimulus for the area, with an estimated economic impact of over \$30 million on the region and an additional \$17 million in television exposure for the state through national and international coverage of the PGA TOUR event, which is broadcast on CBS, and reaches approximately 116 countries, reflecting positively on the City of New Orleans, Parish of Jefferson and Louisiana. The event impacts tourism and economic development measured by increased hotel occupancies and increased retail activity for local merchants, including restaurants. The event also provides opportunities for tourism development through the sale of extended promotional packages associated with golf and other available tourism packages.

The State tourism goal is to increase the economic impact of the event on tourism in Louisiana and to utilize all available opportunities to present Louisiana as a unique and desirable travel destination, in order to support Louisiana's overall economy and tourism industry.

### **Deliverables:**

Deliverables include: 1) a **Progress Report** at least 60 days prior to the event, providing details of activities and efforts; 2) documented proof of recognition of the Office of the Lieutenant Governor, the Louisiana Office of Tourism and Audubon Golf Trail as prominent supporters of the Zurich Classic of New Orleans; 3) tickets and passes to attend the event as specified; 4) **Itemized Cost Reports** with supporting documentation for expenses; and 5) the **Final Report** as specified in Exhibit C.

### **Performance Measures:**

Contractor's performance will be measured by: 1) the economic impact on tourism for the city and state; 2) the amount of tourism exposure the State received; 3) the quality of the publicity and the inclusion of the State in publicity efforts providing public acknowledgement of the State as an official sponsor and/or promotion of the Audubon Golf Trail and other tourism assets (through the insertion of the Louisiana official logos in printed promotional materials, including providing the links to the Louisiana tourism websites); 4) speaking opportunities provided to the State to promote tourism; 5) the number and quality of publicity outlets; and 6) information provided in the **Final Report** regarding attendance figures, statistics, economic data, etc.

### **Monitoring Plan:**

The State's assigned Contract Monitor for this agreement is Jack Warner, Deputy Assistant Secretary, of the Office of Tourism, his designee, supervisor, or successor, who will be responsible for ensuring compliance with requirements of this agreement in the following manner:

**Contractor Monitor shall:**

- Review the Contractor's written **Progress Report (Exhibit C)** and supporting documentation to ensure compliance with the terms of the Scope of Services, and to ensure that goals and objectives are being achieved.
- Review the invoice and **Itemized Cost Report** to ensure compliance prior to authorizing the release of any payment.
- Upon the completion of all services, complete a performance evaluation and submit to the DCRT, Office of Management and Finance within 45 days of the completion of services or the expiration of this agreement.

**Utility of Final Product:** Activities funded under the terms of this agreement involve promoting and implementing the PGA Tournament event, the Zurich Classic of New Orleans; an event that supports the State's goals of increasing tourism in Louisiana and presenting the state as a unique and desirable travel destination. Local, national and international media interest in the annual Zurich Classic is expected because of professional golf and celebrity contenders participating in the PGA event. The intent is to incorporate Louisiana tourism publicity with advertising and media coverage of the event to emphasize the state's tourism assets, such as the promotion of the Audubon Golf Trail in order to stimulate interest and attract more visitors, prolong visitor stay, improve the travel experience, and increase visitor spending.

**EXHIBIT B**

**Budget Projections (2012-2013)**

**Fore! Kids Foundation Inc.**

<b>REVENUE</b>	<b>12-'13 Budget</b>	
Advertising/Fan Fest	310,400	
Special Events-Tournament	14,520	
Contributions/Charity Golf Events	716,834	
Cooperative Endeavor Agreement/Grants	414,108	
Suites/Venues	1,882,936	
Foundation/Membership	97,869	
Golf Ball/Masters/TPC	178,924	
Pro-Ams	1,202,768	
Rights Sales	3,491,500	
Ticket Sales//Parking	296,889	
Volunteers	43,334	
<b>Total</b>	<b>8,650,082</b>	
		<b>Amount of Line Item</b>
<b>EXPENSES</b>	<b>12-'13 Budget</b>	<b>Appropriation</b>
Adv/Mrktng/Fan Fest/Media/PR	570,664	\$314,108
Contributions/Charity Golf Events	1,360,851	
Suites/Venues	1,025,447	
Equipment/Tournament Week	735,894	
Foundation Management	1,395,839	
Miscellaneous/Office	197,731	
Printing/Postage	25,235	
PGA TOUR Players	181,238	
Pro Ams	264,991	
Professional Services	17,233	
Purse (prize money paid to pro golfers)	2,480,000	
Special Events/Economic Forum	49,550	
Tickets/Parking	159,246	
Insurance	68,889	
Volunteers	117,274	
<b>Total</b>	<b>8,650,082</b>	<b>\$314,108</b>

*(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)*

## EXHIBIT C

### Progress and Final Report Format

**Contractor shall submit a Progress Report at least 60 days prior to the start of the event and upon conclusion of all services a Final Report in compliance with the Scope of Services as follows:**

Provide a 1–2 page typed detailed summary of events and/or activities to inform the State regarding the status or outcome of activities that have taken place, taking into careful consideration the goals, objectives and the measures for performance, addressing the following:

- 1) **Goal**-State the goals and provide the overall measurement to show achievement of goals.
- 2) **Objectives Accomplished**-List accomplishments in compliance with the stated objectives in **Exhibit A**.
- 3) **Performance Measurements -Outcome** – Address items listed in **Exhibit A**.
- 4) **Tourism Publicity** - Provide a list of benefits that the Louisiana Office of Tourism received as a sponsor of Zurich Classic of New Orleans.
- 5) **Economic Indicators** – Provide the number of participants in events and activities, attending sponsors, community supporters, volunteers, and other attending spectators and/or viewers, as well as statistics and/or data to support the projected economic impact of the event and associated activities on the tourism industry including hotels, restaurants and other businesses.
- 6) **Media Relations** - Provide support documentation for media relations and publicity efforts to include copies of the official Zurich Classic preview guide, magazine publications, pairing sheets and other publicity pieces as well as copies of newspaper ads, magazine articles, advertisements and other media publications that will verify acknowledgment of the State's support of Zurich Classic of New Orleans. Estimate the dollar value of the media and publicity that the State received.
- 7) **Accountability for Expenditures** – Provide the **Itemized Cost Report**, accompanied by supporting documentation for expenses to include invoices, receipts, agreements, expense logs, and other documents of proof as requested in the Payment Terms to support incurred expenses.
- 8) **Final Report**- Please see the Scope of Services, Bullet 12 for other details.