

CONTRACT FISCAL INFORMATION SHEET

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

CONTRACTOR'S NAME: Fore! Kids Foundation Inc.

CONTRACTOR'S ADDRESS: 11005 Lapalco Boulevard
Avondale, LA 70094

CONTRACTOR'S FEDERAL ID#: _____ or SOCIAL SECURITY#:

CONTRACTOR'S CONTACT PERSON: Pam Luman

EMAIL ADDRESS: PLuman@forekidsfoundation.com

CONTRACTOR'S TELEPHONE #: (504) 342-3000

CONTRACT AMOUNT: \$314,108.00

CONTRACT PERIOD: From: 11/1/14 - 6/30/15

FUNDING AGENCY: DCRT, Office of Tourism

SOURCE OF FUNDS: Agency Appropriation
State: _____ Percent
State: _____ Percent
Federal _____ Percent
Self-generated 100 Percent

Organ. 6786 Object 4160 Sub Object ~~04~~ Reporting Cat. 7513
Organ. _____ Object _____ Sub Object _____ Reporting Cat.
Organ. _____ Object _____ Sub Object _____ Reporting Cat.

BRIEF DESCRIPTION OF SERVICES: The State is providing funding in support of the 2015 Zurich Classic of New Orleans, a PGA TOUR event, to be held April 20-26, 2015 at the Tournament Players Club in Jefferson Parish. Funding will be used to assist in marketing and publicity to encourage maximum attendance at the Event. The Contractor will ensure efforts to provide Louisiana tourism information in associated publicity efforts and shall recognize the State as a supporting sponsor of the Event.

Contract Monitor: Nancy Watkins

Organizational Type: Not-for-Profit Corporation

EXHIBIT A

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

Brief Description of Activities: The Louisiana Legislature appropriated funding within the Office of Tourism's budget to support Fore! Kids Foundation for planning, producing and promoting the 2015 Zurich Classic of New Orleans scheduled April 20-26, 2015 at the Tournament Players Club in the Parish of Jefferson.

Goal: The State's goal is to capitalize on available marketing and publicity opportunities associated with the Event to promote the Audubon Golf Trail program and other tourism assets to increase tourism in Louisiana.

Objectives: The objectives are to: (a) generate economic activity as a result of participation from competitors, supporters, sponsors, production staff, spectators, and others, (b) capitalize on opportunities to market Louisiana's tourism assets and resources to a broad audience, and (c) utilize available opportunities to present a positive image of Louisiana as a desirable destination for golf, recreation, business and leisure travel.

Deliverables: Deliverables include: 1) a **Progress Report** provided by **February 21, 2015** to update on activities and efforts; 2) documented proof of delivered sponsorship benefits as specified in the Scope of Services, 3) tickets/badges to attend Event activities as specified; 4) **Itemized Cost Reports** with supporting documentation for expenses; and 5) the **Final Report** (Exhibit C, Summary of Outcomes) as specified.

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 promotion of the Audubon Golf Trail and other tourism assets (through the insertion of the Louisiana official logos in printed promotional materials with web addresses for www.louisianatravel.com and www.audubongolf.com); 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 Nancy Watkins, Deputy Assistant Secretary, of the Office of Tourism, or his designee, supervisor, or successor, who will be responsible for ensuring compliance with the requirements of this Agreement in the following manner:

Contractor Monitor shall:

- Review the Contractor's written **Progress Report, Final 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.
- Secure any missing documentation necessary to verify delivery of the State's benefits.
- Review the invoice, **Itemized Cost Report**, and documentation for expenses to ensure compliance with the Budget prior to authorizing the release of any payment.
- Complete a performance evaluation and submit to the DCRT, Office of Management and Finance within 45 days of the completion of Event 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, 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 that participate in the PGA event. The intent is to incorporate Louisiana tourism publicity with advertising and media coverage of the Event, by emphasizing the state's tourism assets, such as the Audubon Golf Trail, to stimulate interest, attract more visitors, prolong visitor stays, and increase visitor spending.

EXHIBIT B

Budget Projections (2014-2015)

Fore! Kids Foundation Inc.

REVENUE	14 -'15 Budget	
Advertising/Fan Fest	314,000	
Special Events-Tournament	60,000	
Contributions/Charity Golf Events	875,000	
Cooperative Endeavor Agreement/Grants	414,108	(LOT included)
Suites/Venues	2,314,560	
Foundation/Membership	100,000	
Golf Ball/Masters/TPC	157,500	
Pro-Ams	1,232,000	
Rights Sales	3,837,500	
Ticket Sales//Parking	254,500	
Volunteers	60,000	
Total	9,619,168	
		Amount of Line Item
EXPENSES	14-15 Budget	Appropriation
Adv/Mrktng/Fan Fest/Media/PR	454,000	\$314,108
Contributions/Charity Golf Events	1,789,000	
Suites/Venues	1,142,000	
Equipment/Tournament Week	1,090,600	
Foundation Management	1,293,742	
Miscellaneous/Office	153,101	
Printing/Postage	21,000	
PGA TOUR Players	165,500	
Pro Ams	254,000	
Professional Services	13,000	
Purse (Prize money paid to pro golfers)	2,805,000	
Special Events/Economic Forum	52,200	
Tickets/Parking	171,500	
Insurance	87,525	
Volunteers	127,000	
Total	9,619,168	\$314,108

Budget categories listed above reflect budget projections, and may be adjusted by the agency and recipient to reflect the actual expenditures necessary to carry out the Event. Professional services shall be fully disclosed to include the name of providers, services provided, and the total amounts paid to each provider. State funds shall not be used to pay the cost of travel and related services (hotel lodging, air travel, related transporting charges and food and beverage costs associated with travel).