

Exhibit A 1 Marketing Plan

EVENT DESCRIPTION NARRATIVE: The North Louisiana Bluegrass Festival began in the fall of 2003 at the Thomas Jason Lingo Community Center on Hwy. 17 South, in Oak Grove, Louisiana, on the first weekend in October that year. The following spring, on the first weekend in April, another Bluegrass Festival was held. Both Spring and Fall festivals continue to be held annually. These events were designed to attract Bluegrass enthusiasts from all over the United States, especially from the South. These two festivals pull from 23 states as far away as California in addition to North, Central and Southern Louisiana. These Festivals are a three day event and include five different shows. The Bluegrass entertainers come from as far away as Ohio. The Spring Festival is usually larger than the fall. Both festivals have grown in numbers since the beginning.

GOALS AND OBJECTIVES: The NEED Foundation strives to increase attendance year after year. From early in its beginnings the festivals have been a success and continue to grow.

The Monroe and surrounding areas will be targeted with radio and newspaper ads and fliers. All previous attendees are mailed fliers for all upcoming events. There are over 1100 direct mailings.

Of late, the recreational vehicle (RV) park has been at capacity with overflow parking in the Oak Grove Town Park. With this RV Park on site, one of our objectives is to see the number of campers increase by 7-8%. This increase would create a need for more RV parking spaces.

As a result of the number of campers increased, the three day passes should increase by approximately 8%. In addition, the local bluegrass fans are important to the success of the festivals therefore walk-ins should increase by 10%.

With an increase in these areas, the number of tourists would rise. These would visit our local tourist attractions in the area; such as Poverty Point, East Carroll historic sites, Morehouse Parish and Richland Parishes attractions and promote more tourism in the area.

TARGET AUDIENCE(S): Our target audience is Bluegrass fans from North, Central & Southern Louisiana along with western Mississippi and southern Arkansas. However, as noted above supporters have traveled from Illinois, Ohio and as far as California.

ADDITIONAL DELIVERIES: All newspaper ads, fliers, Road Trips magazine, Ouachita Citizen and other printed media will have the official LOT logo, recognizing LOT for the grant and including a link to the official tourism website www.LouisianaTravel.com. This link will also be on the NEED Foundation website. Including acknowledgement of LOT's website in any broadcast announcements, news releases, and publicity events. The radio and TV spots will also include the phrase "Visit Louisiana Travel.com and plan your trip today" "Pick Your Passion"

5. PERFORMANCE MEASURES:

Estimated attendance – 1,050

Registration/participation numbers –370

Admissions revenue (walk-ins) - \$5,500

Registration fees collected - \$16,655

Number of hotel room nights/occupancy rates/Average daily Rate – 45 rooms at \$90.00 per night with 100% occupancy

These events provide an economic boost for the northeast region of Louisiana. The bluegrass fans and entertainers buy food and fuel, use motel and RV accommodations in the town of Oak Grove. Also, the visitors take advantage of touring opportunities at Poverty Point in West Carroll Parish; as well as attractions in the adjoining parishes of East Carroll, Morehouse, and Richland.

**Exhibit A2
 Media Plan**

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation No.	Actual Cost	Match Amount
Louisiana Country	Rural Elect.	Full Pg	Feb	85,000	\$362.50	\$128.00
Ouachita Citizen	N. & Cen LA	¼ pg	Mar	61,000	\$350.00	\$175.00
LA Road Trips	N. & Cen LA	¼ pg	Feb	61,000	\$345.00	\$172.50
Totals:					\$1,057.50	\$475.50

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area (DMA)	Spot length/ Frequency	Broadcast Dates	Actual Cost	Match Amount
KJLO/KLIP	N. LA	30:132	Mar	\$600.00	\$300.00
WLRK/WLTM/WJIW	LA, MS, AK	30:50	Mar	\$200.00	\$100.00
KWCL	N LA	30:50	Mar	\$200.00	\$100.00
Totals:				\$1,000.00	\$500.00

Grantees grand total spent on qualifying marketing expenses	\$2,057.50
Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award or 66% for first-time events	\$975.50.00

Exhibit B

Anticipated Income or Revenue

Sources of Revenue	Amounts
Cash on Hand	\$
Admission/Ticket Sales	\$ 15,500.00
Other earned income (itemized)	\$
Concession Stand	\$ 1,500.00
Corporate Support	\$ 1,000.00
Fundraising	\$ 6,000.00
LOT Grant	\$ 1,003.00
Total Expected Revenue	\$ 25,003.00

Anticipated Expenses

Expense Categories	Total Amount
Entertainment – Artist Fees	\$ 15,000.00
Sound Technician	\$ 400.00
Lighting Technician	\$ 400.00
Master of Ceremonies	\$ 300.00
Insurance	\$ 1,500.00
Facility Rental	\$ 2,000.00
Security Services	\$ 300.00
Marketing and Advertising	\$3,000.00
Office Supplies	\$ 200.00
Hospitality and Culinary Services (Staff)	\$ 1,000.00
Total Expense:	\$ 24,100.00