

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

**Agency/Program:** DCRT, Office of Tourism

**Recipient:** R+L Carriers New Orleans Bowl 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

  
Appointing Authority

8-21-14

Date

9/21/14

Date



STATE OF LOUISIANA  
COOPERATIVE ENDEAVOR AGREEMENT  
*(Line Item Appropriation)*

THIS COOPERATIVE ENDEAVOR AGREEMENT (“Agreement”) is made and entered into by and between the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana, hereinafter referred to as “State” and/or “Agency”, and R + L Carriers New Orleans Bowl, Inc., officially domiciled at 2020 St. Charles Avenue, New Orleans, Louisiana 70130 hereinafter referred to as “Contracting Party.”

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 15 of the 2014 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 Act 15 contains an appropriation within the Agency’s budget for the benefit of New Orleans Bowl of which the sum of **TWO HUNDRED EIGHTY THOUSAND FIVE HUNDRED SEVENTY-SEVEN & NO/100 DOLLARS (\$280,577.00)** has been allocated for this project, as set forth in Attachment A (the “Plan”), which is attached to this Agreement and made a part hereof; and

1.3 WHEREAS, in accordance with La. R.S. 51:1254, the 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 the Office of Tourism is mandated to encourage and assist local governmental and private sector development for the promotion of tourism; and

1.4 WHEREAS, the R+L Carrier New Orleans Bowl (Event) is a postseason National Collegiate Athletic Association (NCAA) football game. The Event originated in 2001 and is held annually in the Mercedes-Benz Superdome. In 2013 Event attendance was recorded at 63,230, and resulted in approximately 31,400 visitor night stays at city hotels, positively impacting hotels and businesses throughout the city. The Event generated approximately \$21.6 million in consumer spending; and

1.5 WHEREAS, the Agency desires to carry out the legislative intent to provide funding in support of the Event for economic benefits, and ensure that the State receives an adequate return on its investment by capitalizing on all available opportunities to promote Louisiana tourism in conjunction with promoting the Event. The Event will be held this year on Saturday, December 20, 2014; and

1.6 WHEREAS, the public purpose of this endeavor is the expansion and promotion of tourism and the tourism industry in Louisiana, resulting in increased economic activity and tax revenues for the state and local government. The objective is to attract visitors to Louisiana and to maintain awareness and a positive image of Louisiana as a unique and desirable travel destination. It is anticipated that the public benefit is proportionate to the obligations undertaken by the State. The State will receive tourism publicity and recognition for its support through verbal acknowledgements, in the official Event program, and in other related publicity and advertisements associated with publicizing the Event; and

1.7 WHEREAS, the Contracting Party has provided all required information in accordance with Act 15 of 2014, if applicable, and 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 successfully plan, organize, promote, produce, host, and manage the Event, and shall use the appropriated funds to support financial obligations for team payouts, as per the attached Budget, Attachment B.

2.2 Deliverables shall include: 1) successful implementation of the Event and associated activities, 2) all Sponsor benefits listed in Attachment A, 3) at least two (2) full-pages of editorial or advertising space in the official program guide for the Office of Tourism, as specified by the State, 4) prominent insertion of the official Louisiana tourism logo on the official R+L Carrier New Orleans Bowl website, with a link to [www.Louisianatravel.com](http://www.Louisianatravel.com), 5) public recognition and acknowledgement of the State's sponsorship in print advertising, including the official program guide, and media settings, 6) access (10 suite tickets and two (2) VIP parking passes to the game), and parking passes to associated activities to provide for the State's participation, recognition, representation and promotion of Louisiana's tourism industry. **(Notifications and tickets and/or passes to events/activities, including the game must be provided to the State at least 14 days prior to activities, when possible)**, and 7) all required reports to include quarterly **Cost Reports and Progress Reports**.

Contracting Party shall utilize the State's official tourism logo "Louisiana Pick Your Passion" in promotional efforts, and shall encourage visitors and Event participants to visit [LouisianaTravel.com](http://LouisianaTravel.com) for information regarding Louisiana travel opportunities. Information regarding the use of the State's official tourism logo can be found at <http://www.crt.state.la.us/DOCUMENTARCHIVE/>.

The 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, and quarterly **Cost Reports (Attachment D)** which shall provide detailed cost information outlining the use of the appropriated funds. **Attachment C (the Progress Report) and Attachment D (the Cost Report)** are attached to this Agreement and are made a part thereof by this 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 **TWO HUNDRED EIGHTY THOUSAND FIVE HUNDRED SEVENTY-SEVEN & NO/100 DOLLARS (\$280,577.00)** 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. **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.**

2.4 The Contracting Party is notified that no funds appropriated under Act 15 of the 2014 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 Contracting Party 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 Budget and any other required information to the Legislative Auditor for approval at [ebudgets@lla.la.gov](mailto:ebudgets@lla.la.gov).

### **ARTICLE III** **CONTRACT MONITOR**

**3.1** The Contract Monitor for this contract is Jack Warner, Deputy Assistant Secretary of the Office of Tourism, his designee, supervisor or successor.

**3.2 Monitoring Plan:** During the term of this Agreement, the Contracting Party shall discuss with the 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 the Contracting Party's **Plan** to ensure the Contracting Party's compliance with contract requirements.

The Contract Monitor shall also review and analyze the Contracting Party's written **Progress Reports** and **Cost Reports**, and all work products for compliance with the Scope of Services and shall:

1. Compare the Reports to the Goals/Results and Performance Measures outlined in this Agreement to determine the progress made;
2. Contact the Contracting Party to secure all missing deliverables;
3. Maintain telephone and/or e-mail contact with the 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 ensure that performance goals are being achieved, and to verify information when needed; and
4. Ensure 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 the Contracting Party and shall contact the Contracting Party for further details, information or documentation when necessary.

Between required performance reporting dates, the Contracting Party shall inform the 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. The 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 that the Contracting Party's progress and/or completion of the Contracting Party's services are to the reasonable satisfaction of the State, payments to Contracting Party shall be made by the State on a reimbursement basis, after receipt from the Contracting Party and approval by the State of quarterly **Cost Reports** requesting reimbursement, and certifying that such expenses have been incurred. Adequate supporting documentation shall include copies of invoices, financial and/or billing statements, signed agreements, checks and other appropriate records reflecting that expenses have been incurred. 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 Louisiana 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 the invoices for reimbursement.

4.3 Reimbursements under this Agreement will be allowed only for expenditures occurring between and including the dates of **July 1, 2014** and **June 30, 2015**, 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 quarterly basis. Under circumstances such that the Contracting Party has not demonstrated substantial progress towards the achievement of the goals and objectives, based on the established measures of performance, further disbursements shall be discontinued until substantial progress is demonstrated or the Contracting Party has justified to the satisfaction of the Agency, the reasons for the lack of progress. If the Agency determines that the Contracting Party failed to use the 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. The transferring Agency shall forward to the Legislative Auditor, the Division of Administration, and the Joint Legislative Committee on the Budget a report showing specific data regarding compliance with this Section and collection of any unexpended funds. This report shall be submitted no later than **May 1, 2015**.

If the Contracting Party defaults on this 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 terms of the State.

4.5 Taxes: The 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 the Contracting Party's obligation and identified under Federal tax identification number 72-1510989.

## **ARTICLE V**

### **TERMINATION FOR CAUSE**

5.1 The State may terminate this Agreement for cause based upon the failure of the Contracting Party to comply with the terms and/or conditions of the Agreement; provided that the State shall give the Contracting Party written notice specifying the Contracting Party's failure. If within thirty (30) days after receipt of such notice, the 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 the said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place the Contracting Party in default and the Agreement shall terminate on the date specified in such notice. The 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 this Agreement at any time by giving thirty (30) days' written notice to Contracting Party. Upon receipt of notice, the 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. The 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 the Contracting Party by the State shall remain the property of the State, and shall be returned by the Contracting Party to the State, at the 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 the Contracting Party in connection with the performance of the services contracted for herein shall become the property of the State, and shall, upon request, be returned by the Contracting Party to the State at the Contracting Party's expense at termination or expiration of this Agreement.

**ARTICLE VIII**  
**ASSIGNMENT**

8.1 The 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 the 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 The Contracting Party shall be audited in accordance with La. R.S. 24:513. If the amount of public funds received by the Contracting Party is below the amount for which an audit is required under R.S. 24:513, the 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 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 the Contracting Party which relate to this Agreement.

10.2 The Contracting Party 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.

10.3 In accordance with La. R.S. 24:513H(2)(a), the Contracting Party 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. The Contracting Party meets

the definition of a quasi public agency or body, as provided in La. R.S. 24:513A(1)(b)(iv).

**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 on **July 1, 2014** and shall terminate on **June 30, 2015**.

**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 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 Contracting Party agrees to abide by the requirements of the Americans with Disabilities Act of 1990. The Contracting Party agrees not to discriminate in its employment practices, and will render services under this Agreement without regard to race, color, religion, sex, national origin, veteran status, political affiliation, or disabilities. Any act of discrimination committed by the Contracting Party, 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 21<sup>st</sup> day of August, 2014.

WITNESSES:

DEPARTMENT OF CULTURE, RECREATION AND TOURISM

[Signature]  
Marlene Curcio

Kyle Edmiston 8/21/14  
Kyle Edmiston, Assistant Secretary  
Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 21<sup>st</sup> day of August, 2014.

WITNESSES:

Amie B. B.  
Linda C. Smith

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

THUS DONE AND SIGNED AT New Orleans, Louisiana on the 25<sup>th</sup> day of August, 2014.

WITNESSES:

R + L CARRIERS NEW ORLEANS BOWL, INC.

[Signature]  
[Signature]

[Signature]  
John J. Cicero, Executive Board Member

<b>“ATTACHMENT A” PLAN</b>	<b>NAME OF CONTRACTING PARTY:</b>  R+L Carriers New Orleans Bowl, Incorporated
	<b>NAME AND BRIEF NARRATIVE OF PROGRAM OR PROJECT:</b> The R+L Carrier New Orleans Bowl is an NCAA postseason college football game which originated in 2001, and is held annually at the Mercedes-Benz Superdome. The Event attracts visitors and supports the State’s tourism promotion efforts.
<b>Program Goals, Objectives, Expected Outcomes/Results Activities and Related Performance Measures (Duplicate pages as needed for each goal identified).</b> <b>What are the goals, objective(s), expected outcomes/results for this program:</b> 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.	
<b>1. Program Goal</b> ( <i>Goals are the intended broad, long-term results. The goal is a clear concise statement of the general end purposes toward which efforts are directed</i> ) The goal of the Office of Tourism is to carry out the Legislative intent to provide supplemental funding in support of the Event, and to ensure that the State receives a reasonable return on its investment by using publicity opportunities that are associated with the Event to attract visitors, and promote awareness and a positive image of Louisiana as a unique and desirable travel destination.	
<b>2. Program Objective(s):</b> <i>Objectives are intermediate outcomes--specific, measurable steps towards accomplishing the goal. They identify the specifics of the expected outcomes and results to be achieved).</i> 1) Successful planning and implementation of the Event and associated activities. 2) Adequate Event publicity to maximize attendance (minimum of 50,000 expected), and to increase the economic impact of the Event on the City of New Orleans and State of Louisiana. 3) Public acknowledgements of the State’s support of the Event in print and broadcast advertising, website media, press releases, at media events, during the game and in other publicity settings, and Louisiana tourism signage prominently displayed at the game.	
<b>3. Relevant Activity (Activities)</b> ( <i>An activity is a distinct subset of functions or services that will be implemented within a program.</i> ) 1) Provide the State with at least two (2) full pages of editorial space in the Event program that is distributed at the game. Content to be provided by the State upon the Contracting Party’s request for the information (notice of requests must be provided to the State at least 14 days prior to the due date). 2) Opportunity for the Lieutenant Governor or his designated representative(s) to speak on behalf of Louisiana’s tourism industry at the R+L Carriers New Orleans Bowl Kick-off Luncheon. 3) Provide access to the Event (10 suite tickets and two VIP parking passes to the game), so that Louisiana’s Lieutenant Governor and/or his designated representative(s) can adequately participate in activities, welcome visitors, and acknowledge the State’s support of the Event, represent the Louisiana tourism industry, and participate in media and publicity events at the game. 4) Sponsor benefits for the Event to include : 1) one (1) table for eight at the Luncheon, 2) eight (8) tickets to the Concert, VIP Party and Fan Fest events (details to be confirmed), 3) four (4) tickets to the Chairman’s Brunch or VIP Game Day (details to be finalized), 4) eight (8) tickets to the Pre-Game Party, 5) four (4) Pre & Post Game Field passes, and 6) forty (40) tickets to the R+L Carriers Game (at least 10 lower bowl), to be actively engaged in activities to represent Louisiana’s tourism industry. <b>Provide advance notices of Event activities and tickets/passes at least 14 days prior to activities.</b>	

- 5) Recognize the State as an official sponsor of the Event by inserting the State's official tourism logo "**Louisiana Pick Your Passion**" in promotional materials, and verbally acknowledge the State's support when promoting the Event and at the game.
- 6) Provide the State with at least one (1):30-second TV commercial to run during the ESPN game broadcast, and at least two (2) :30 second tourism spots on the Jumbo Tron screens during the game.
- 7) Ensure that the State receives a Louisiana tourism banner ad utilizing the "**Louisiana Pick Your Passion**" logo and provide a link to LouisianaTravel.com on the official R+L Carriers New Orleans Bowl website. Information regarding use of the State's tourism logo is available with instructions for downloading at <http://www.crt.state.la.us/DOCUMENTARCHIVE/>.
- 3) Provide the State's tourism representative (s) access to available media at the Event to promote the Louisiana tourism industry.
- 2) Provide quarterly Progress Reports of activities and Cost Reports with supporting documentation for expenses, as required.

**4. Performance Measure(s)** *(Measures the amount of products or services provided and/or number of customers served. Specific quantifiable measures of progress, results actually achieved and provided for to assess the program impact and effectiveness.) The performance measures are:*

- 1) Total attendance at the game
- 2) Percentage of out-of-state visitors that attended the game
- 3) Overall Economic Impact of the Event on the City of New Orleans and State of Louisiana (based on statistical data, such as the number of room nights generated, hotel occupancy, and the amount of tax revenue generated)
- 4) Television ratings, and the amount of media coverage provided for the Event
- 5) Amount of tourism publicity the State receives in conjunction with the Event
- 6) The submission of timely and complete Progress and Cost Reports
- 7) Submission of adequate documentation showing promotion benefits received by the State

**“ATTACHMENT B”**  
**Budget Page 1 of 3**  
**Project Budget (2014 -2015)**  
**R+L Carriers New Orleans Bowl, Inc.**

**Anticipated Income or Revenue**

<b><u>Sources</u></b> <i>(list all sources of revenue including State)</i>	<b><u>Amounts</u></b>
Gate Receipts (Tickets)	\$ 995,000.00
Sponsorships	\$ 830,000.00
Licensing/Merchandise	\$ 9,000.00
Rights Fees	\$ 360,000.00
Grants	\$ 20,000.00
State of Louisiana CRT CEA	\$ 280,577.00
Special Events	\$ 30,000.00
Miscellaneous	\$ 5,000.00
<b>TOTAL REVENUE</b>	<b><u>\$2,529,577.00</u></b>

**Anticipated Expenses**

<b><u>Expense Categories</u></b>	<b><u>Total Amount</u></b>	<b><u>Amount of LOT Appropriation</u></b>
Travel	\$ 28,500.00	\$
Operating Services	\$ 0.00	\$
Advertising	\$ 300,000.00	\$
Rentals	\$ 275,000.00	\$
Team Payouts	\$ 925,000.00	\$280,577.00
Insurance	\$ 40,000.00	\$
Media Relations	\$ 53,750.00	\$
Corporate Relations	\$ 42,500.00	\$
Tickets	\$ 20,000.00	\$
Auxiliary Game Events	\$ 18,350.00	\$
Community Relations	\$ 70,000.00	\$
Game Operations	\$ 65,750.00	\$
Officiating	\$ 32,500.00	\$
Special Events	\$ 450,000.00	\$
Other Charges	\$ 208,227.00	\$
<b>Total Use of the Appropriation</b>	<b><u>\$ 2,529,577.00</u></b>	<b><u>\$280,577.00</u></b>

*Budget categories listed above reflect budget projections for the Event and may be adjusted by the State and Contracting Party to reflect the actual expenditures. Salaries, Professional & Other Contract Services shall be detailed using pages 2 and 3 of Attachment B, if applicable.*

**ATTACHMENT B2  
Budget Page 2 of 3  
STAFFING CHART**

**Name of Organization:** R+L Carriers New Orleans Bowl, Inc.

**Name of Program:** New Orleans Bowl

Name	Title	Total Salary Amount	Total Salary Paid by Appropriation Percentage		Related Benefits	Full time or Part Time # of months
None of the funds from this line-item appropriation will be used for staff salaries.						

ATTACHMENT B3

Budget Page 3 of 3

SCHEDULE OF PROFESSIONAL AND OTHER CONTRACT SERVICES

Name of Organization: R+L Carrier New Orleans Bowl, Inc.

Name of Program: New Orleans Bowl

Name and Address of Individual and/or Firm	Nature of Work Performed and Justification for Services	Total Contract Amount	Total Paid by Appropriation
No funds provided under the terms of this Agreement will be used for professional and other contract services.			

**“ATTACHMENT C”**  
**Progress Report**

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

**Organization:** R+L Carriers New Orleans Bowl, Inc.  
**Contact Name:** John J. Cicero  
**Telephone:** (504) 525-5678 **Fax:** (504) 529-1622

**Note and/or List the Outcome to include Performance Indicators**

<p><b>Goal:</b> The goal of the Office of Tourism is to carry out the Legislative intent to provide supplemental funding in support of the Event, and to ensure that the State receives a reasonable return on its investment by using publicity opportunities that are associated with the Event to attract visitors, and promote awareness and a positive image of Louisiana as a unique and desirable travel destination.</p>	
<p><b>Objective(s):</b></p> <ol style="list-style-type: none"> <li>1) Successful planning and implementation of the Event and associated activities.</li> <li>2) Adequate Event publicity to maximize attendance (minimum of 50,000 expected), and to increase the economic impact of the Event on the City of New Orleans and State of Louisiana.</li> <li>3) Public acknowledgements of the State’s support of the Event in print and broadcast advertising, website media, press releases, at media events, during the Event and in other publicity settings, and Louisiana tourism signage prominently displayed at the Event.</li> </ol>	
<p><b>Relevant Activity(Activities) Performed:</b></p> <ol style="list-style-type: none"> <li>1) Provide the State with at least two (2) full-pages of editorial space in the Event program that is distributed at the Event. Content to be provided by the State upon the Contracting Party’s request for the information (notice of requests must be provided to the State at least 14 days prior to the due date).</li> <li>2) Opportunity for the Lieutenant Governor or his designated representative(s) to speak on behalf of Louisiana’s tourism industry at the R+L Carriers New Orleans Bowl Kick-off Luncheon.</li> <li>3) Provide access to the Event (10 suite tickets and two VIP parking passes to the Event, so that Louisiana’s Lieutenant Governor and/or his designated representative(s) can adequately participate in activities, welcome visitors, and acknowledge the State’s support of the Event, represent Louisiana’s tourism industry, and participate in media and publicity events at the game.</li> <li>4) Sponsor benefits for the Event, to include: 1) one (1) table for eight at the Luncheon, 2) eight (8) tickets to the Concert, VIP Party and Fan Fest events (details to be confirmed), 3)</li> </ol>	

<p>four (4) tickets to the Chairman’s Brunch or VIP Game Day (details to be finalized), 4) eight (8) tickets to the Pre-Game Party, 5) four (4) Pre &amp; Post Game Field passes, and 6) forty (40) tickets to the R+L Carriers Game (at least 10 lower bowl), to be actively engaged in activities to represent Louisiana’s tourism industry. <b>Provide advance notices of Event activities and tickets/passes at least 14 days prior to activities.</b></p> <ol style="list-style-type: none"> <li>5) Recognize the State as an official sponsor of the Event by inserting the State’s official tourism logo “<b>Louisiana Pick Your Passion</b>” in promotional materials, and verbally acknowledge the State’s support when promoting the Event, and at the game.</li> <li>6) Provide the State with at least one (1) :30-second TV commercial to run during the ESPN game broadcast, and at least two (2) :30-second tourism spots on the Jumbo Tron screens during the game.</li> <li>7) Ensure that the State receives a Louisiana tourism banner ad utilizing the “<b>Louisiana Pick Your Passion</b>” logo and provide a link to LouisianaTravel.com on the official R+L Carriers New Orleans Bowl website. Information regarding use of the State’s tourism logo is available with instructions for downloading at <a href="http://www.crt.state.la.us/DOCUMENTARCHIVE/">http://www.crt.state.la.us/DOCUMENTARCHIVE/</a>.</li> <li>8) Provide the State’s tourism representative (s) access to available media at the Event to promote the Louisiana’s tourism industry.</li> <li>9) Provide quarterly Progress Reports of activities and Cost Reports with supporting documentation for expenses, as required.</li> </ol>	
<p><b>Performance Measure(s):</b></p> <ol style="list-style-type: none"> <li>1) Total attendance at the game.</li> <li>2) Percentage of out-of-state visitors that attend the game.</li> <li>3) Overall Economic Impact of the Event on the City of New Orleans and State of Louisiana (based on statistical data, such as the number of room nights generated, hotel occupancy, and the amount of tax revenue generated).</li> <li>4) Television ratings and the amount of media coverage provided for the Event.</li> <li>5) Amount of tourism publicity the State receives in conjunction with the Event.</li> <li>6) The submission of timely and complete Progress and Cost Reports.</li> <li>7) Submission of adequate documentation showing promotion benefits received by the State.</li> </ol>	

**“ATTACHMENT D”**

**Organization:** R+L Carriers New Orleans Bowl, Inc.  
**Contact Name:** John J. Cicero  
**Telephone:** (504) 525-5678 **Fax:** (504) 529-1622

**Cost Report for the Period of:** *Start date:* July 1, 2014 *ending date of expense period:* June 30, 2015

<b>Expense Category</b>	<b>Approved Total Amount</b>	<b>(Quarterly) Expenditures</b>	<b>Total Cumulative Year to Date Expenditures</b>	<b>Balance Remaining</b>
Salaries				
Related Benefits				
Travel				
Operating Services				
Advertising				
Printing				
Maintenance of Equipment				
Maintenance of Office				
Rentals				
Dues/Subscriptions				
Telephones				
Postage				
Utilities				
Other				
Office Supplies				
Professional Services				
Other Charges (Team Payouts)	\$280,577.00			
<b>TOTALS</b>	<b>\$280,577.00</b>			

*(Expense categories must reflect budget categories listed in “Attachment B” budget.) \* Should reflect contract payment terms quarterly.*

**“ATTACHMENT E”**

**Disclosure and Certification Statement**

**Contractor’s Name:** R + L Carriers New Orleans Bowl, Inc.

**Contractor’s Mailing Address:** 2020 St. Charles Avenue New Orleans LA 70130

**Organization Type:** Non-profit, Corporation

**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:**

**SEE LIST ATTACHED**

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

**SEE LIST ATTACHED**

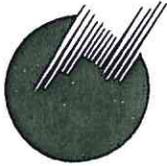
**List any person receiving anything of economic value from this agreement if that person is a state elected or appointed official or member of the immediate family of a person who is a state elected or appointed official Include the amount of anything of economic value received, the position held within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

- 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.



---

John J. Cicero, Executive Board Member



# Greater New Orleans Sports Foundation

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*Chaffe McCall, LLP*

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*University of New Orleans*

**Doug Thornton**  
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## 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:

### 2014 GNOSF Chairman of the Board

Philip B. Sherman  
2300 Entergy Centre  
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New Orleans, LA 70163-2300

### 2014 GNOSF Vice Chair

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Suite, 2700  
New Orleans, LA 701 12

### 2014 GNOSF Secretary

Kevin M. Bennett  
6014 Walden Place  
Mandeville, LA 70448

### 2014 GNOSF Treasurer

Ron Gardner  
LSU Health Sciences Center  
433 Bolivar Street, Room 816-C  
New Orleans, LA 70112

### Jay Cicero

President/CEO  
Greater New Orleans Sports Foundation  
2020 St. Charles Avenue  
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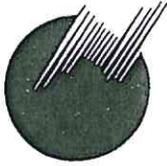
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## Names and Addresses of all key personnel responsible for the program or functions funded through this agreement:

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Alison Comeaux  
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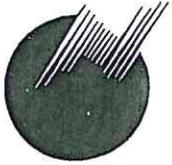
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