



JAY DARDENNE
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF TOURISM

CHARLES R. DAVIS
DEPUTY SECRETARY

JIM HUTCHINSON
ASSISTANT SECRETARY

May 31, 2011

Mr. George Richard
Louisiana Ballooning Foundation
P.O. Box 14417
Baton Rouge, LA 70898

Dear Mr. Richard:

This document is considered a Letter of Agreement (LOA) between the Louisiana Office of Tourism (State or LOT) and Louisiana Ballooning Foundation, to provide financial support to offset costs associated with producing and promoting the **Louisiana Hot Air Balloon Championship** taking place on August 5-7, 2011 in Baton Rouge, LA.

This letter serves three purposes: (1) to establish mutual agreement upon the level of support to be provided by the Office of Tourism; (2) to clarify functional support for specific activities to be held in conjunction with producing and promoting the event; and (3) to provide for leveraging the State's investment by ensuring support of a function or project that parallels with Louisiana tourism goals and objectives, which include presenting Louisiana as a unique and desirable travel destination.

The Louisiana Office of Tourism will provide funding not to exceed **Five Thousand Dollars (\$5,000)**, to be applied towards the costs of producing and promoting the event. Contractor shall acknowledge the State's support when opportunities are made available verbally and by including the official Louisiana tourism logo on advertising, broadcast and marketing materials. The logo must also be prominently displayed on the event/organization's website and must include a hyperlink to **LouisianaTravel.com**. The official LouisianaTravel.com logo is available for download at <http://www.crt.state.la.us/tourism/grants.aspx>.

To receive appropriated funding, Contractor shall submit an original invoice to the State for not more than the agreed upon amount, along with documentation of event promotion and production expenses; such as vendor invoices, along with evidence of sponsor recognition. Your organization shall also submit an Event Report detailing the outcome, the estimated attendance, the economic impact on tourism in the area, and the benefit to the state as it relates to the measurements of performance, as specified in Exhibit A, which is by this reference incorporated within this agreement, **due by October 10, 2011**. Contractor is permitted to submit promotion and production expenses as they are incurred for sponsorship payment. Upon the State's verification of activities in compliance with the requirements of this agreement, payment will be authorized for release by the Louisiana Office of Tourism, Sponsorship Manager.

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Auditors Clause

It is hereby agreed that in accordance with R. S. 24:513 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 accounts of Contractor, which relate to this contract.

To indicate your review and approval of the terms of this Letter of Agreement, inclusive of the attached Plan of Work, please sign and return this document to the Louisiana Office of Tourism, Attn: Leeann Borne, Sponsorship Manager, P.O. Box 94291, Baton Rouge, LA 70804-9291. Please note that no payments will be authorized for release without a signed agreement by both parties (State and Contractor) and all revisions to this LOA must be approved in writing by both parties.

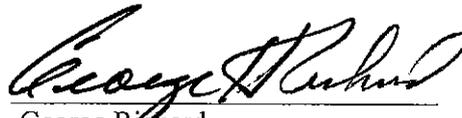
APPROVED:



James L. Hutchinson, Assistant Secretary
Department of Culture, Recreation & Tourism
Office of Tourism

Date 6/3/11

APPROVED:



George Richard
Louisiana Ballooning Foundation
Organization Tax ID#: 30-0142609

Date 6/3/11

<p>EXHIBIT A PROGRAM - PLAN OF WORK</p>	<p>NAME OF CONTRACTING PARTY: Louisiana Ballooning Foundation/ Louisiana Hot Air Balloon Championship</p> <p>NAME AND BRIEF NARRATIVE OF PROGRAM: The Louisiana Ballooning Foundation in conjunction with the Pennington Biomedical Research Foundation will conduct the ninth annual Hot Air Balloon Championship in the heart of Baton Rouge at the corner of Perkins Road and Kenilworth Parkway on August 5-7, 2011. The event attracts pilots from 10 states. The event has been highlighted by AAA Southern Traveler, Sports Illustrated, and America's Best events.</p>
<p>Program Goals, Objectives, Expected Outcomes/Results Activities and Related Performance Measures (Duplicate pages as needed for each goal identified). <u>What are the goals, objective(s), expected outcomes/results for this program:</u> 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.</p>	
<p>1. Program Goal (<i>Goals are the intended broad, long-term results. Goals are clear statements of the general end purposes toward which efforts are directed.</i>) The 2011 Pennington Hot Air Balloon Championship is designed to provide a unique community event attracting visitors from Baton Rouge, the State of Louisiana, and tourists from the region. The goal is to utilize this event to attract and promote a positive image of Louisiana as a tourism destination. In accordance with the Louisiana Office of Tourism's Master Plan to expand and increase the economic impact of tourism on Louisiana through strong, effective public initiatives, the State desires to partner with the Contractor in promoting and advancing the expansion of tourism in Louisiana.</p>	
<p>2. Program Objective(s) (<i>Objectives are intermediate outcomes--specific, measurable steps towards accomplishing the goal. They identify the expected outcomes and results.</i>) Contractor will utilize all available resources to maximize attendance by effectively promoting and advertising the Louisiana Hot Air Balloon Championship to markets outside of the State to encourage visitation to the City of Baton Rouge and State of Louisiana.</p>	
<p>3. Relevant Activity (Activities) (<i>An activity is a distinct subset of functions or services within a program.</i>) Competition is scheduled each morning with balloon liftoffs, balloon glows and live music on Friday, Saturday and Sunday. Fireworks will light the night sky on both Friday and Saturday. The exciting community event offers free admission, parking and participation in a giant children's area in the adjacent BREC Park.</p>	
<p>4. Performance Measure(s) (<i>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.</i>)</p> <ul style="list-style-type: none"> • Number in attendance • Positive economic impact on the City of Baton Rouge and State • Adequate reporting of expenditures and activities, with supporting documentation for all services provided 	

Louisiana Ballooning Foundation
2011 BUDGET

	2011 Budget	LOT PEI
Income		
Booth Sales		
Beer	15,450	
Food	16,150	
Soft Drinks	18,712	
T-Shirts/Posters	1,500	
Booth Sales - Other	2,200	
Total Booth Sales	<u>54,012</u>	-
In-Kind Donations	249,060	
Other Revenue	500	
Registration Fees	3,500	
Sponsorship Revenue	120,000	
LOT Grant	5,000	5,000
Pennington Foundation	25,000	
PEI Grant	25,000	25,000
Total Income	<u>482,072</u>	<u>30,000</u>
Expense		
Announcer	1,000	
Children's Village	23,318	
Contract Labor	10,000	
Crew/Worker Meals	5,000	
Donation - PBRF	10,000	
Dues	500	
Entertainment		
Sound	3,950	
Total Entertainment	<u>3,950</u>	
Event Operations	84,000	
Fireworks	10,000	
Fuel	100	
In-Kind Expenditures		
In-Kind Advertising	67,000	
In-Kind Communications	2,000	
In-Kind Property/Facilities	96,600	
In-Kind Security	63,400	
In-kind Supplies	560	
In-Kind Tents	5,000	
In-Kind Vendor Services	14,500	
Total In-Kind Expenditures	<u>249,060</u>	
Insurance	8,950	5,000
Internet	262	
Licenses and Fees	30	
Marketing	6,250	6,250
Meals & Entertainment	2,907	
Meeting Expense	340	
Miscellaneous	-	
Office Supplies	315	
Pilot Fees	28,000	18,750
Postage	540	
Poster Design/Printing	2,776	
Printing	152	
Professional Fees	650	
Promotional Items		
Balloon Pins	1,221	
Total Promotional Items	<u>1,221</u>	
Propane	5,171	
Subscriptions	269	
Supplies	805	
Telephone	2,809	
Tents	1,237	
Travel	6,341	
Utilities	243	
Vendor Services	15,876	
Total Expense	<u>482,072</u>	<u>30,000</u>
Net Income	<u>-</u>	<u>-</u>