



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

**Agency/Program:** Office of Tourism/Marketing

**Recipient:** Louisiana Charter Boat Association, 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

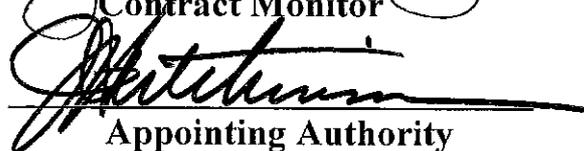
- | Yes                                 | No                       |  |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet?   |
| <input checked="" type="checkbox"/> | <input 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

03/01/2011

**Date**

  
Appointing Authority

03/01/2011

**Date**

## 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: **Louisiana Charter Boat Association**

CONTRACTOR'S ADDRESS: **13824 Red River Avenue  
Baton Rouge, Louisiana 70818**

CONTRACTOR'S FEDERAL ID#: 72-1279571

SOCIAL SECURITY #: \_\_\_\_\_

CONTRACTOR'S CONTACT PERSON: **Daryl Carpenter, President**

CONTRACTOR'S TELEPHONE: (225) 937-6288

EMAIL ADDRESS: **reelscreamers.com**

CONTRACT AMOUNT: **\$50,000.00**

CONTRACT PERIOD: **From: 01/01/2011 to: 07/15/2011**

FUNDING AGENCY: **Office of Tourism**

SOURCE OF FUNDS: State: \_\_\_\_\_ Percent  
Federal \_\_\_\_\_ Percent  
Self-generated 100 \_\_\_\_\_ Percent

Organ. 6786 Object 3000 Sub Object BP Reporting Cat. 7113  
Organ. \_\_\_\_\_ Object \_\_\_\_\_ Sub Object \_\_\_\_\_ Reporting Cat. \_\_\_\_\_

### BRIEF DESCRIPTION OF SERVICES:

**Contractor shall use these funds to support approved marketing and advertising activities associated with the Louisiana Charter Boat Association, Inc. to protect and promote the development and preservation of the fishing guide industry in Louisiana through a limited advertising campaign, outdoor fishing travel shows, production of brochures used for distributing information and through the development of a website for LCBA members designed to keep the industry informed regarding changes; as well as collaborating with industry stakeholders to provide and support numerous programs and events to promote Louisiana's outstanding fishery opportunities.**

CHECK OFF IF APPLICABLE TO THE CONTRACTOR AND **PROVIDE THE NECESSARY DOCUMENTATION:**

**CORPORATIONS:**

**Nonprofit Corporation**  
*(Requires Board Resolution of Authority)*

**Profit Corporation**  
*(Requires Board Resolution of Authority and Disclosure of Ownership)*

**Limited Liability Corporation**

**Out of State Corporation**  
*(Requires Certificate of Authority to do business in Louisiana and requires agency justification)*

**Municipality, State (City Convention and Visitors Bureau)**

**Sole Proprietor**  
*(Requires statement written on company letterhead/stationary stating that the person is indeed the sole owner and as such has the authority to sign on behalf of the company)*

**Out of State Contractor**  
*(Requires agency justification)*

**Contractor is a Consultant**  
*(Requires resume if contracting with individual or sole proprietor of a company)*

**Advance Payment**  
*(Requires justification from contractor and agency approval)*

**Multiyear Contract**  
*(Requires agency justification)*

**RFP Contract**

**STAFF PERSON TO MONITOR CONTRACT: Janis LeBourgeois**

Cc: Josh McDaniels, Budget Manager

STATE OF LOUISIANA

COOPERATIVE ENDEAVOR AGREEMENT

DEPARTMENT OF CULTURE, RECREATION AND TOURISM, OFFICE OF TOURISM  
AND  
LOUISIANA CHARTER BOAT ASSOCIATION

**THIS COOPERATIVE ENDEAVOR 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 the Louisiana Charter Boat Association, Inc., 13824 Red River Avenue, Baton Rouge, Louisiana 70818, hereinafter referred to as "Contractor" or the "Association".

WITNESSETH:

**1.0 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

**1.1 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

**1.2 WHEREAS**, in April of 2010, the Governor of the State of Louisiana issued Proclamation No. 20 BJ 2010, extended by Proclamation No. 37 BJ 2010 declaring a State of Emergency with regard to the BP - Deepwater Horizon Oil Spill and under this proclamation Section 1 declared, "Pursuant to the Louisiana Homeland Security and Emergency Assistant and Disaster Act, R. S. 29:721, et seq., a state of emergency is declared to exist in the State of Louisiana as a result of the potential impact of oil leaking from the Deepwater Horizon along the Louisiana coast which has created emergency conditions that threaten the natural resources of the State, and the economic livelihood and property of the citizens of the State"; and

**1.3 WHEREAS**, in an agreement dated June 1, 2010, BP Exploration & Production, Inc. provided a \$15M grant to the Department of Culture, Recreation and Tourism to use in addressing tourism concerns in Louisiana resulting from the explosion at the Deepwater Horizon Oil Rig in the Gulf of Mexico on April 20, 2010 and the resulting oil spill (the "Event"); and

**1.4 WHEREAS**, the agreement specified that the BP grant shall be used by DCRT to promote tourism in the State in a manner designed to alleviate or mitigate concerns result from the Event; provided for the avoidance of doubt, that the physical location for events promoting such tourism shall not be restricted so long as such events have the purpose and effect or alleviating or mitigating tourism-related concerns in the coastal areas of Louisiana affect by the Event; and

**1.5 WHEREAS**, the Event has negatively impacted public perceptions on the quality and availability

of nature-based tourism resources in Louisiana and the quality and availability of seafood in Louisiana; and

1.6 **WHEREAS**, the Louisiana Charter Boat Association, Inc., was created to protect and promote the development and preservation of the fishing guide industry in Louisiana. The Association promotes the fishing guide industry through a limited advertising campaign, outdoor fishing travel shows, production of brochures used for distributing information and through the development of a website for LCBA members designed to keep the industry informed regarding changes; as well as collaborating with industry stakeholders to provide and support numerous programs and events to promote Louisiana's outstanding fishery opportunities for the purpose and effect of alleviating or mitigating tourism-related concerns in the coastal areas of Louisiana affected by the Event; and

1.7 **WHEREAS**, the Louisiana Charter Boat Association will continue to promote the quality, safety, and availability of Louisiana seafood and fishing guide opportunities as a part of a larger, comprehensive effort to generated positive attention for Louisiana's fishing industry, an important component of Louisiana's overall tourism industry that has been negatively affected by the Event; and

1.8 **WHEREAS**, the Louisiana Department of Natural Resources' 2010 Science-Based Recommendation Coastal Zone Inland Boundary (including Coastal Use Permit Management Area, Intergovernmental Coordination Area, and the Watershed Planning Area) includes all or a portion of 34 parishes of the Louisiana gulf coast and whose tourism economy relies heavily of positive perceptions of its Louisiana seafood and nature-based tourism resources; and

1.9 **WHEREAS**, the public purpose of this endeavor is to support an organization that will assist the State in promoting an important segment of Louisiana's tourism industry affected by the Event, Louisiana's seafood industry and nature-based tourism assets. The public purpose comports with the governmental purposes the Louisiana Office of Tourism is authorized to pursue. The benefits derived from the State's investment in the Louisiana Charter Boat Association's awareness campaign include (a) increased opportunities to maintain awareness and a positive image of Louisiana as a unique and desirable travel destination, (b) increased public awareness of the quality, safety, and availability of Louisiana seafood, (c) increased visitation, awareness, and support for the Louisiana Coastal region which is an important nature-based tourism asset and economic driver for this coastal region, and (d) promotion of the State's official tourism website **LouisianaTravel.com** in advertisements and other publicity and promotional materials. The benefits derived are proportionate to obligations undertaken by the State.

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

#### **SCOPE OF SERVICES**

2.1 Contractor shall utilize funding to aggressively and accurately increase promotional efforts associated with the fishing guide industry of Louisiana, by expanding on initiatives and increasing public exposure, reaching a broader audience of potential visitors to promote the fishing guide industry. Contractor shall incorporate strategies to improve the marketing campaign that will include but is not limited to 1) outdoor recreational opportunities tied to fishing shows that are cohesive with the fishing guide industry, 2) production and distribution of publicity materials to broader audiences, and through website enhancements and internet media in the following manner:

**Contractor shall:**

- 1) Work with fishing industry stakeholders as well as the media to develop positive messages regarding the Louisiana Fishing Industry and its resources, sending strong messages to the out of state public as well as in-state that Louisiana is still a unique, and desirable place to visit, fish and enjoy outdoor recreational opportunities.
- 2) Plan, organize, implement and manage promotional events and press opportunities to positively promote the Louisiana Charter Fishing Industry
- 3) Ensure complete fiscal accountability to the State for funds used to engage in added initiatives to promote the Louisiana Charter Fishing Industry.
- 4) Ensure that information provided to the public is accurate by incorporating appropriate research, planning, organizing and management of the responsibilities associated with promoting seafood awareness, availability and safety as that does not portray negative images of the State's industry.
- 5) Provide speaking opportunities for the Louisiana Office of the Lieutenant Governor and/or the Department of Culture, Recreation and Tourism to represent the Louisiana tourism industry in publicity and media opportunities when opportunities are available.
- 6) Provide the State with the list of sponsors, media and other partners including the organization name, contact person, phone number, email and address in order to have the ability to correspond with participants and supporters.
- 7) Recognize the Louisiana Office of the Lieutenant Governor and the Office of Tourism as partner and supporter in all publicity efforts including press releases, speaking opportunities, media coverage, broadcast promotions and printed materials by acknowledging the State's tourism website **LouisianaTravel.com** when possible. Contractor shall insert the State's official tourism logo in printed promotional pieces as well as insert the State's official tourism logo in printed promotional pieces and on the Association's website <http://www.fishlcba.com> as a banner ad with link to [www.louisianatravel.com](http://www.louisianatravel.com). The State's official tourism logo can be found at <http://www.crt.state.la.us/tourism/industrypartners.aspx#CMP>.
- 8) Upon the conclusion of all activities, Contractor shall provide to the State a **Final Report** of activities to include advertising and publicity efforts, including media coverage, trade shows attended, list of media outlets, website enhancements, production of printed materials and distributions efforts, sponsors, partnerships, and other initiatives. Contractor shall also provide the State with proof of State recognition as supporter in publicity efforts and documentation verifying activities to include photos of activities, copies of articles, publicity materials developed, and copies of press releases, etc. which must be consistent with the goals and objectives for this sponsorship. Contractor shall submit the Final Report not later than **June 30, 2011**.

#### PAYMENT TERMS

3.1 In consideration of the services described above, the State hereby agrees to reimburse the Contractor for expenditures up to the maximum amount payable of **FIFTY THOUSAND AND NO/100 DOLLARS (\$50,000.00)**. Travel and other expenses for the event are not reimbursable under the terms

of this agreement, therefore will not be paid or reimbursed. Payment will be made only on approval of the State's Contractor Monitor, Jack Warner, Deputy Assistant Secretary of the Office of Tourism, his designee, supervisor, and/or successor.

Upon the completion of services to the reasonable satisfaction of the State, payments shall be disbursed as follows:

Contractor may submit at least quarterly original invoices upon completion of major events or services as per the attached Budget, Exhibit B, with supporting documentation for expenditures, which invoices shall not exceed the total maximum payment of Fifty Thousand Dollars (\$50,000.00). Supporting documentation for expenditures shall include but is not limited to copies of expense logs/reports, list of initiatives and associated cost breakdowns, requisitions, signed commitments or agreements for services, vendor invoices, and other documents of proof which must be provided in accordance with the attached Budget. Invoice requests must be made on the organization's official letterhead.

Upon the invoiced request for Final Payment, Contractor must also submit the **Final Report** as noted above in the **Scope of Services, Item 8**, which final invoice and report must be submitted no later than **June 30, 2011**.

All original documentation for expenses and details of all activities shall be maintained by the Contractor and is subject to State audit.

Payment is also contingent on the approval of this Agreement by the director of the Louisiana Division of Administration, Office of Contractual Review and the availability of funds to fulfill the requirements of the agreement.

If it is found in any audit that the Contractor defaulted on the agreement, breached the terms of the agreement, ceased to do business as agreed, or ceased to do business in Louisiana, it shall be required to repay the State in accordance with the State's terms.

Contractor is informed that no funds appropriated under Act 11 of the 2010 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 (e.g., a contractor, contracting party, grantee, etc.) executes a copy of the Agreement (or contract, grant, etc.) and submits to the State (e.g., CRT, LOT, OCD, etc.), 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 Agency shall submit the Agreement, the Budget, and any other required information to the Legislative Auditor for approval at [ebudgets@lla.la.gov](mailto:ebudgets@lla.la.gov).

In the event the Agency determines that the Contractor failed to use the funds set forth in its budget within the estimated duration of the project or failed to reasonably achieve its specific goals and objectives for the use of the funds, the Agency shall demand that an 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. Contractor shall be audited in accordance with R.S.24:513. If the amount of the public funds received by the Agency 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. The Agency shall forward to the Legislative Auditor, the Division of Administration, and the Join 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, 2011.

## TAXES

4.1 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 72-1279571.

## TERMINATION FOR CAUSE

5.1 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 the Contractor written notice specifying Contractor's failure. If within thirty (30) days after receipt of such notice, the 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

6.1 The State may terminate the Contract at any time by giving thirty (30) days written notice to the Contractor. Upon receipt of notice, the Contractor unless the notice directs otherwise, shall immediately discontinue work and the place 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

7.1 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 contract.

## ASSIGNMENT

8.1 The 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.

## FINANCIAL DISCLOSURE

9.1 The State reserves the right to audit the Contractor's records in accordance with R.S. 24:513. If the amount of public funds received by the Contractor 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.

## 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 auditors shall have the option of auditing all records and accounts of Contractor that relate to this agreement.

10.2 Contractor and any subcontractors paid under this agreement shall maintain all books and records pertaining to this agreement until a final resolution of all state claims associated with the Event.

#### **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 Louisiana Division of Administration, Office of Contractual Review.

#### **FISCAL FUNDING CLAUSE**

12.1 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.

#### **TERMS OF CONTRACT**

13.1 This agreement shall begin on January 1, 2011 and shall terminate on July 15, 2011.

#### **DISCRIMINATION CLAUSE**

14.1 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, the 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 farther agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, sexual orientation, 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.

#### **INDEMNIFICATION CLAUSE**

15.1 Contractor shall indemnify and hold harmless the State against any and all claims, demands, suits and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from or by any negligent act or omission, operation or work of the Contractor, his agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on 24<sup>th</sup> day of February 2011

WITNESSES:

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

Amie B. B.

Charles R. Davis

Charles R. Davis, Deputy Secretary

Linda C. Smith

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on 23<sup>rd</sup> day of February 2011

WITNESSES:

DCRT, Office of Tourism

[Signature]

Jim Hutchinson

Jim Hutchinson, Assistant Secretary

Jennifer L. Banzon

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on 2 day of March 2011

WITNESSES:

Louisiana Charter Boat Association, Inc.

[Signature]

Daryl Carpenter

Daryl Carpenter, President

[Signature]

## ATTACHMENT A

**Agency Name:** Office of Tourism  
**Contractor's Name:** Louisiana Charter Boat Association, Inc.  
**Contract Monitor:** Jack Warner

**Goals:** To support a Charter Boat promotional campaign initiative that will assist the State in promoting the quality, safety, and availability of Louisiana seafood as a part of a larger, comprehensive effort to generate positive attention for Louisiana restaurants and fishing industry, important components of Louisiana's tourism industry which have been negatively affected by the Deepwater Horizon Oil Rig in the Gulf of Mexico on April 20, 2010 and the resulting oil spill.

**Objectives:** The objectives include (a) increased opportunities to maintain awareness and a positive image of Louisiana as a unique and desirable travel destination, (b) increased publicity for the Louisiana Charter Boat Association's initiative to promote awareness of the quality, safety, and availability of Louisiana seafood, (c) increased support for the Louisiana seafood industry, which is an important nature-based tourism asset and economic driver for this coastal region, and (d) increased exposure to the State's tourism industry resources through promoting the official tourism website **LouisianaTravel.com** in advertisements and other publicity and promotional materials.

**Performance Measures:** Contractor's performance will be measured by the amount of exposure given to Louisiana Charter Boat fishing and associated tourism related activity, amount of media exposure measured by articles written and other positive media coverage, collaborations, supporters, public attention drawn to Charter Boat fishing, and by the Contractor's ability to adhere to the requirements of the Scope of Service including financial accountability for expenditures.

**Monitoring Plan:** the Contract Monitor will evaluate services and ensure that all deliverables are provided and in compliance with the Scope of Services in the following manner:

Contractor Monitor will review all invoiced requests for payments for compliance with the Scope of Service and the attached Budget, Exhibit B, prior to authorizing any release for payment to the Contractor.

Contract Monitor will review the **Final Report**, and supporting documentation to verify services and to ensure that the achievement of the goals and objectives related to expenditures have been met in compliance with the BP intent for funding.

The Contract Monitor will also complete a performance evaluation upon the completion of services and receipt of the Final Invoice and Final Report taking into consideration the goals, objectives and measures of performance and submit to the Office of Management and Finance within 45 days of the termination or expiration of this Agreement.

**Utility of Final Product:** Louisiana's image, seafood and tourism industry have been challenged in the last five years because of various events including several major hurricanes and the BP Deepwater Horizon Oil Spill in the Gulf of Mexico in April of 2010. To mitigate damages and concerns pertaining to the fishing industry, the Contractor is engaging in an initiative to increase efforts to promote seafood and the Louisiana Charter Boat services and associated tourism opportunities. The project will assist the State in mitigating negative concerns and bring positive attention to Louisiana giving notice to the public including media, tourist and business travelers that Louisiana is still open for business, fishing is still a vibrant part of the tourism industry and that Louisiana is still a unique and desirable travel destination.

**ATTACHMENT B**

**Project Budget (2010-11)**

**Louisiana Charter Boat Association**

**Promotion of the Louisiana Charter Boat Industry**

**Anticipated Income or Revenue**

<b><u>Sources</u></b> <i>(list all sources of revenue)</i>	<b><u>Amounts</u></b>
DCRT, Tourism	\$50,000.00
<b>Total Anticipated Revenue</b>	<b>\$50,000.00</b>

<b><u>Expense Categories</u></b>	<b><u>Total Amount</u></b>	<b><u>Amount of State Appropriation</u></b>
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Please provide a comprehensive budget for the entire project. **Note: this is a sample format;** therefore budget line item categories may be modified based on actual expectations.

**Operating Services**

Regional Television Advertising	\$ 7,800.00	\$ 7,800.00
Print Advertising	\$19,053.00	\$19,053.00
Radio Advertising	\$ 8,840.00	\$ 8,840.00
Internet Advertising	\$ 4,200.00	\$ 4,200.00
Marketing material (print, screen, etc.)	\$ 5,000.00	\$ 5,000.00
FAMs, Field Trips, Writer Tours	\$ 5,107.00	\$ 5,107.00
<b>Total Anticipated Expenditures</b>	<b>\$50,000.00</b>	<b>\$50,000.00</b>

(Budget categories listed above reflect a typical budget and may be adjusted by the State and/or recipient to reflect actual categories necessary for each individual project or program.)