



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

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

**Recipient:** Alexandria/Pineville Area Convention and Visitors Bureau

- Indicate:**
- Cooperative Endeavor
  - Professional Services Contract
  - Personal Services Contract
  - Consulting Services Contract
  - Social Services Contract
  - Grant: Indicate Specific Program** Office of Tourism/Marketing
  - 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:** *Jamish Bourgeois*  
Contract Monitor

04/07/2011  
Date

*[Signature]*  
Appointing Authority

04/07/2011  
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: **Alexandria/Pineville Area Convention and Visitors Bureau**

CONTRACTOR'S ADDRESS: **707 Main Street  
Alexandria, LA 71301**

CONTRACTOR'S FEDERAL ID#: 72-1014119

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

CONTRACTOR'S CONTACT PERSON: **Shirley Ingram, Director of Sales**

CONTRACTOR'S TELEPHONE: (318) 442-9546

EMAIL ADDRESS: **shirley@apacvb.org**

CONTRACT AMOUNT: **\$15,000.00**

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 59 Reporting Cat. 7113  
Organ. \_\_\_\_\_ Object \_\_\_\_\_ Sub Object \_\_\_\_\_ Reporting Cat. \_\_\_\_\_

### BRIEF DESCRIPTION OF SERVICES:

**Contractor shall use these funds to market the Civil War Sesquicentennial Living History Events 2011 scheduled to be held April 27, 2011 – May 1, 2011 in the Alexandria/Pineville area and after the event, may request reimbursement of up to 50% of the costs actually incurred by the Grantee for qualifying marketing expenses to implement the LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B) for the event.**

**The goals of the LOT Grant Program are to fund activities that significantly increase the economic impact of tourism and increase visitation to Louisiana.**

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)*

  X   **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  
DEPARTMENT OF CULTURE, RECREATION AND TOURISM  
OFFICE OF TOURISM  
GRANT AGREEMENT**

**Marketing Grant  
FY 2010-2011**

BE IT KNOWN, the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana (hereafter sometimes referred to as "State" or "LOT") and Alexandria/Pineville Area Convention and Visitors Bureau, 707 Main Street, Alexandria, Louisiana, 71301, phone (318) 442-9546, email [shirley@apacvb.org](mailto:shirley@apacvb.org) (hereafter sometimes referred to as "Grantee") do hereby enter into this agreement ("Agreement") under the following terms and conditions.

**1. Scope of Work**

Grantee hereby agrees to market the Civil War Sesquicentennial Living History Events 2011 ("Event") scheduled to be held April 27, 2011 through May 1, 2011, in Alexandria/Pineville area as set forth in its **LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B)**.

The goal of this LOT Grant Program is to fund activities that significantly increase tourism in Louisiana. Specifically, this grant will assist the LOT in fulfilling its public purpose and statutory mandate to expand and increase the economic impact of tourism on Louisiana through strong, effective public initiatives, and to achieve the following program objectives: (1) to facilitate development of statewide tourism products that will attract visitors and enhance the visitor experience; (2) to strengthen Louisiana's tourism partnerships and alliances to support the State's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

**a. Qualifying Marketing Expenses.** After the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred by the Grantee for qualifying marketing expenses to implement the LOT-approved Marketing and Media Plans for the Event. Reimbursement will only be allowed for qualifying marketing expenses, as that term is defined in the LOT Grant Application and Guidelines. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses. Reimbursement will not exceed grant award. State funds from any source may not be used for the mandatory cash match.

**b. LOT as Official Sponsor.** Reimbursement will only be allowed if the LOT has been

acknowledged as an official sponsor of the Event, as set forth herein and in the LOT Grant Application and Guidelines. Grantee must provide the State access to the Event for monitoring and economic development purposes. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the Event, as follows:

- Grantee shall prominently display the official Louisiana Office of Tourism logo on the Grantee's official websites and the official websites of the Event. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>.
- Grantee shall include a link from the official Louisiana Office of Tourism logo to the LOT's official tourism website [www.LouisianaTravel.com](http://www.LouisianaTravel.com).
- Grantee shall prominently display the official Louisiana Office of Tourism logo in all grant-funded printed materials and other visual advertising and publicity, regardless of media.
- For broadcast announcements and scripts, Grantee shall include the following phrase "*Visit LouisianaTravel.com to plan your trip today.*"

**c. Event Advertisements.** Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts for qualifying marketing and advertising materials funded by the State through the Competitive Grant Program. The materials should include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and described above. Unapproved ads may not be eligible for reimbursement.

**d. Changes to Agreement.** If the Grantee wishes to propose any changes to this Agreement, the Grantee must submit any such proposed changes to the State in writing (email is acceptable), in advance. The Contract Monitor will notify the Grantee within 7 business days whether the change is acceptable. If the Grantee wishes to amend its LOT- approved Media Plan, Grantee shall send a written request (email is acceptable) to Contract Monitor prior to media placement. Revision of the Scope of Work, Media Plan, Marketing Plan, or Budget may be allowable, but must have prior written approval from the State. Grantee may not request an increase in the maximum amount of the Grant award. Any item not listed in the Scope of Work, Marketing Plan, Media Plan, Budget, or that has not been approved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any other change to this agreement requires a written amendment, executed by all parties, as set forth herein.

**e. Communication.** Close communication with the Contract Monitor throughout the term of this Grant Agreement is a requirement and a benefit of the Grant Agreement. Grantee is required to provide the

Contract Monitor written notice of changes in the Grantee's contact information. If a period of three months or more lapses without contact, the State may initiate the process of revoking this Grant.

## 2. Payment Terms

In consideration of the work described above, State hereby agrees to pay Grantee a maximum sum of **FIFTEEN THOUSAND AND NO/100 DOLLARS (\$15,000.00)**.

This funding is contingent upon the availability of funds appropriated to the State by the Louisiana Legislature or accruing to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

**a. One Payment.** There will be a single payment made under this Grant Agreement. No payment will be made until after the Event is complete. The payment is made on a reimbursement basis after the conclusion of the Event. Grantee shall submit to the Contract Monitor an original invoice to the State, a **Final Report (Exhibit C)**, and all supporting documentation required to verify that the qualifying marketing expenses were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, due by **June 30, 2011**.

**b. Original Invoice.** The original invoice to the State shall be in an amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee up to the maximum amount of the Grant award. The invoice must contain the word "invoice," must be submitted on Grantee's letterhead, and must include documentation that supports the qualifying marketing expenses incurred as detailed in the Final Report. The original invoice may be mailed or delivered to the Contract Monitor.

**c. Final Report.** The Grantee shall submit its typed **Final Report** on the form included as **Exhibit C**. The Final Report form can be downloaded from LOT's website, <http://www.crt.state.la.us/tourism/grants.aspx>.

Grantee shall complete each section of the Final Report, as applicable, including:

- Grantee Information
- Reimbursable Media – A report of qualifying marketing expenses under the appropriate category
- Reimbursement Documentation for Proof of Media Purchase – Vendor invoices and acceptable proof of implementation

- Final Report Summary

LOT reserves the right to require additional information and deliverables as needed to verify compliance with the terms of the Grant Agreement.

Grantee will not receive reimbursement for cancelled media or media not placed by the Grantee for any other reason. Only actual qualifying marketing expenses incurred by the Grantee are eligible for the 50% reimbursement.

**d. Payment.** The Contract Monitor shall review and verify the invoice, Final Report, and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks.

The State will reconcile the invoice to the supporting documentation. The State will adjust payment downward in the event the invoice includes a request for payment of expenses that are not qualifying marketing expenses, the State has not been acknowledged, the documentation to support the expense is missing or inadequate, or for noncompliance with the terms of this agreement. The State will provide the Grantee notice of the defect and a reasonable opportunity to cure. If the Grantee wishes to appeal the State's payment decision, the Grantee must submit a letter in writing to the Contract Monitor within 30 days of notice of the defect.

If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, Grantee will be required to repay the State. If the Grantee defaults on the agreement, breaches the terms of the agreement, or ceases to do business, it shall be required to repay the State in accordance with the State's terms or requirements.

**e. Act 11 Clause.** Grantee is notified 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 entity (e.g., a grantee) executes an agreement (e.g., a grant agreement) and submits to the transferring agency (e.g., LOT), 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 transferring 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).

### **3. Responsibility for Payment of Taxes**

The Grantee hereby agrees that the responsibility for payment of taxes, if any, from the funds thus received under this agreement and/or legislative appropriation shall be Grantee's obligation and identified under Federal tax identification number 72-1014119.

### **4. Term of Grant Agreement**

This Grant Agreement shall begin on **January 1, 2011** and shall terminate on **July 15, 2011**.

The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.

The Event must be held in Louisiana between January 1, 2011 and June 30, 2011. The Event is scheduled to be held **April 27 – May 1, 2011**. All approved qualifying marketing expenses must be incurred by June 30, 2011.

Grantee must submit to the Contractor Monitor an original invoice, a **Final Report (Exhibit C)**, and all supporting documentation due by **June 30, 2011**.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. If the Grantee is unable to perform the work or deliver the deliverables within the term of the Agreement, the Grantee shall so notify the State in writing before the termination date of the Agreement and thereby acknowledge the automatic cancellation of the grant, unless such notification contains a request for an amendment.

Any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing, duly signed and executed by all parties.

**5. Entire Agreement/Order of Precedence Clause**

This Agreement and any exhibits specifically incorporated herein by reference, together with the LOT Grant Guidelines and addenda issued thereto by the LOT, the application submitted by the Grantee, constitute the entire agreement between the parties with respect to the subject matter.

In the event of any inconsistent or incompatible provisions, this signed Agreement (excluding the LOT Grant Guidelines and Grantee's Application) shall take precedence, followed by the provisions of the LOT Grant Guidelines, and then by the terms of the Grantee's Application.

**6. Termination for Cause**

The State may terminate this Agreement for cause based upon the failure of Grantee to comply with the terms and/or conditions of the Agreement, provided that the State shall give Grantee written notice specifying Grantee's failure. If within thirty (30) days after receipt of such notice, Grantee 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 Grantee in default and the Agreement shall terminate on the date specified in such notice. From the date of the termination, no payments will be made by the State to the Grantee. In the event the Grantee has received payment above and beyond documented eligible expenses, the Grantee shall return all such funds to the State.

**7. Termination for Convenience**

The State may terminate this Agreement at any time by giving thirty (30) days' written notice to Grantee. In the event that the Grantee is not in compliance with the terms of this Agreement at the time of termination, no further payments will be issued to the Grantee and any funds previously dispersed but unaccounted for by the date of said termination will be returned to the State by the Grantee within 30 days of termination.

**8. Fiscal Funding Clause**

The continuation of this Agreement is contingent upon the appropriation and availability of funds to fulfill the requirements of the Agreement. If insufficient monies are appropriated to provide for the continuation of the Agreement, or if such funding is reduced by government action 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. Grantee acknowledges that the funding for this Agreement is subject to congressional, legislative or administrative action, such as mid-year budget reductions, which could result in a mid-year reduction of funds available to fund this Agreement, which may require amendment or termination of this Agreement.

**9. Audit**

It is hereby agreed that in accordance with La R. S. 24:513 auditors from the Louisiana Division of Administration, the Louisiana Department of Culture, Recreation and Tourism, and the Legislative Auditor of the State of Louisiana shall have the option of auditing all accounts of Grantee that are related to this grant.

**10. Liability**

The Grantee 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 reason of any negligent act or omission, operation or work of the Grantee, his agents, servants, or employees while engaged upon or in connection with services required or performed by the Grantee hereunder.

**11. Non-assignability**

The Grantee shall not assign any interest in this grant and shall not transfer any interest in same (whether by assignment or notation), without prior written consent of the State, provided however, that claims for money due or to become due to the Grantee from the State may be assigned to a bank, trust company, or other financial institution without such prior written consent. Notice of such assignment or transfer shall be furnished promptly to the State.

**12. Anti-discrimination**

The Grantee 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

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Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1972, the Fair Housing Act of 1968 as amended, and Grantee agrees to abide by the Requirements of the Americans with Disabilities Act of 1990. Grantee agrees not to discriminate in its employment practices, and will render services under this agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation or disabilities. Any act of discrimination committed by the Grantee, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

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THUS DONE AND SIGNED AT Alexandria, Louisiana on the 4<sup>th</sup> day of April, 2011.

**WITNESSES:**

Debra Pryor

Linda Legett

**Alexandria/Pineville Area Convention and  
Visitors Bureau**

Sherry Smith-Ellington

Sherry Smith-Ellington

Executive Director

For Alexandria/Pineville Area Convention and  
Visitors Bureau

Phone: (318) 442-9546

Email: sherry@apacvb.org

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 31<sup>st</sup> day of March, 2011.

**WITNESSES:**

[Signature]

Jenifer Bergeron

**Department of Culture, Recreation, & Tourism**

James L. Hutchinson

James L. Hutchinson, Assistant Secretary  
Office of Tourism

## EXHIBIT A1

### MARKETING PLAN

#### Event Description

The Civil War Sesquicentennial Living History Events 2011 is planned to draw attention to the rich Civil War history in central Louisiana. We have for a long time needed to develop Civil War themed events to help promote the area. Because Louisiana State Parks has recently completed Forts Randolph & Buhlow State Historic Site, and this momentous Civil War anniversary is upon us, we feel the time is right to showcase our Civil War history.

Many Civil War enthusiasts have visited the more traditional and well known battle sites over and over again. We believe many of them are looking for a new horizon to study. A less known story, if you will, that will provide insights and information. Since no battles were actually fought on this soil, we will be telling the stories of the home front, who the people were and how they lived. It is time to move beyond the battlefield and include civilian experiences and perspectives. Our goal is to engage multiple audiences through a broad range of learning experiences which will deliver meaningful opportunities to understand contemplate and debate the events of the Civil War, and its significance today.

#### Events include:

- April 28 Dinner Theatre – Loyd Hall Plantation, Cheneyville, La  
A true story about William Loyd, owner of Loyd Hall Plantation and what happened to him during the Civil War period. A delightful “who-dun-it” written and performed outdoors by the LSUA drama department.
- April 29 Living history activities throughout the day at Kent Plantation House & Tyrone Plantation – Alexandria, La  
  
Living history narratives in the evening at Tyrone Plantation
- April 30 10:00 am Funeral Re-enactment – Mt. Olivet Chapel, Pineville, La  
Burial of Major Mercer Canfield who fell during the Battle of Mansfield  
1:00 pm Meet the Authors -- Forts Randolph & Buhlow SHS  
Book signing and meet the authors section with Louisiana authors of Civil War books  
2:00 pm Red River Campaign Symposium – Forts SHS, Pineville  
Historical overview of the Red River Campaign and its importance  
3:00 pm Battle Re-enactment – Forts SHS  
7:00 pm Ball on the Bayou – Kent Plantation House, Alexandria  
Period Ball with live entertainment and hors d’oeuvres
- May 1 10:50 am Community Church Service – Emmanuel Baptist Church

Alexandria, La

Traditional 1860's Protestant service, King James text, period hymns, dulcimers

### **Goals and Objectives**

One of the major goals of this initiative is to increase out of state visitation. By offering a variety of events over a four day period, we believe many visitors will choose to stay for multiple days to enjoy several of the events offered; thereby increasing the economic impact on the area by staying our hotels, eating in our restaurants, shopping and buying fuel. It is also anticipated that out of state visitors will elect to visit surrounding areas in Louisiana while traveling to and from our planned activities, thereby financially benefiting other areas of the state.

Since the Civil War Sesquicentennial is a four year initiative nationally, we feel that 2011 is just the beginning of a four year opportunity to host special Civil War themed events. This is an incredible opportunity for us to focus on central Louisiana's Civil War history. We will also be able to duplicate many of these events on an as needed basis. When Civil War enthusiasts or senior citizens want to book tours to our area, these will be additional products we will be able to offer to them to encourage visitation.

Youth travel is also a growing market segment within our group tour market. We anticipate that this will provide us with new products that will help us attract youth study groups of all ages.

### **Target Audience(s)**

Our major target audiences are out of state visitors and those outside a 50 mile radius of Alexandria/Pineville who will need to stay overnight in local hotels, bed and breakfasts and RV parks, thereby greatly impacting the local economy. The day trippers and visitors staying with friends and family will impact the economy somewhat but at about half the amount as overnight visitors.

The dinner theatre, funeral re-enactment, period ball and battle are events that will be of particular interest to special interest groups such as Civil War enthusiasts, students and senior citizens. We will market extensively to groups in these categories.

It is anticipated that about one half of the attendees will come from our own communities and within a 50 mile radius. This provides a wonderful opportunity to educate local children and adults alike about the Civil War history in central Louisiana. We have a four year period to broaden the Civil War knowledge of our local population about the history of their hometown creating a lasting legacy.

### **Marketing & Promotional Strategies**

#### **Additional Deliverables**

LOT is listed as a sponsor on [www.theheartoflouisiana.com](http://www.theheartoflouisiana.com), under the Civil War 150<sup>th</sup> tab

LOT will be recognized during the ceremony at Forts Randolph & Buhlow State Historic Site and at the various activities.

### **Tracking and Evaluation Measures**

Tracking –

Ticket sales/reservations for dinner theatre and period ball

Hotel room reservations

Impress reports for Civil War Ad Network placement

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Website analytics for click-thru from Civil War ad placements  
Facebook analytics for event posting (RSVPs)  
Phone calls and emails

Evaluation –  
Increase in hotel/motel occupancy levels  
Number of participating re-enactors from outside the 50 mile radius  
Attendance at all events  
Increase in area tax revenues

**EXHIBIT A2**

**MEDIA PLAN**

**MEDIA PLAN**

**Print Placement (Magazine, Newspaper)**

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost	50% request of LOT
Bank Travel Mag	National	¼ pg	Jan/Feb 11	4,500	\$ 738.00	\$ 369.00
Travel Host Mag	38,000 Northeast/Central	8 pg book	Feb. 2011	10,000	\$ 6,000.00	\$3,000.00
1861 Special Issue	308,000	Full page	March 2011	80,000	\$ 2,500.00	\$1,250.00
America's Civil War	151,000	Full page	May 2011	37,000	\$ 2,500.00	\$1,250.00
<b>Totals</b>					<b><u>\$11,738.00</u></b>	<b><u>\$5,869.00</u></b>

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	50% request of LOT
US 96.3	Meridian/Jackson	:30	4/1/11-4/30/11	\$ 979.00	\$ 489.50
KIXB	El Dorado	:30	4/1/11-4/30/11	\$ 979.00	\$ 489.50
KELD	El Dorado	:30	4/1/11-4/30/11	\$ 979.00	\$ 489.50
KTBB	Tyler	:30	4/1/11-4/30/11	\$ 979.00	\$ 489.50
KEEL	Shreveport	:30	4/1/11-4/30/11	\$ 979.00	\$ 489.50
KVMA	Magnolia	:30	4/1/11-4/30/11	\$ 979.00	\$ 489.50
KFRO	Longview	:30	4/1/11-4/30/11	\$ 979.00	\$ 489.50
WQBC	Vicksburg	:30	4/1/11-4/30/11	\$ 979.00	\$ 489.50
WMIS	Natchez	:30	4/1/11-4/30/11	\$ 979.00	\$ 489.50
<b>Totals</b>				<b><u>\$8,811.00</u></b>	<b><u>\$4,405.50</u></b>

**Online Placement (Website)**

Web Site Name	Web Site Address	Dates	Budgeted Cost	50% request of LOT
Civil War Ad Network	Historynet.com	2/25- 4/30/11	\$7,000.00	\$3,500.00
	Civilwar.com			
	Historyplace.com			
	Blueandgraytrail.com			
	Americanheritage.com			
	Various others through the Network			
<b>Totals</b>			<b><u>\$7,000.00</u></b>	<b><u>\$3,500.00</u></b>

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**Postage for Direct Mail**

<b>Direct Mail Piece</b>	<b>Target Audience/Mailing List Group</b>	<b>Quantity</b>	<b>Dates</b>	<b>Budgeted Cost</b>	<b>50% request of LOT</b>
Travel Host Booklet	Tour Companies & Group Leaders	5,000	2/1-4/15	\$2,451.00	\$1,225.50
Overrun					
<b>Totals</b>				<b><u>\$2,451.00</u></b>	<b><u>\$1,225.50</u></b>

**EXHIBIT B  
 BUDGET**

**Name of PEI: Civil War Sesquicentennial Living History Events 2011**

**Anticipated Income or Revenue**

<b><u>Sources of Revenue</u></b>	<b><u>Amounts</u></b>
Cash on hand (CVB)	\$ 4,950.00
Admission/Ticket Sales \$40 x 140 = \$5,600; \$10 x 150 = \$1,500	\$ 7,100.00
Participant and Entry Fees	\$
Vendors	\$
Other Earned Income (Itemize)	\$
Federal Grants (List Sources)	\$
State Grants (List Sources)	\$
Community/Local Grants (List Sources) GAEDA	\$ 10,000.00
Foundation Grants (List Sources)	\$
Corporate Support (List Sources)	\$
Fundraising	\$
LOT grant	\$ 15,000.00
In-kind donations (Itemize)	<u>\$ 12,000.00</u>
Facility Rentals: Loyd Hall	\$2,500
Tyrone	2,500
Kent House	2,000
Mt. Olivet	1,200
City of Pineville Security & Emergency Services	\$3,500
Hay donation:	300.00
<b>Total Expected Revenue</b>	<b>\$ 49,050.00</b>

**Anticipated Expenses**

<b><u>Expense Categories</u></b>	<b><u>Total amount LOT Grant</u></b>
Staff salaries	\$ 4,600.00
Related benefits	\$
Travel	\$
Professional & Contract services	\$ 8,750.00
Caterers (3) Listed on page 16	
Production and Logistics Expenses -Shipping, Transportation	\$ 1,300.00
Gun powder for battle	\$1,200.00
Hay for cavalry	100.00
Printing, etc. (Itemize)	\$ 3,600.00

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Programs for events	\$ 600.00	
Postcards	2,500.00	
Signage	500.00	
Facility/Site Rentals - Rental of a hall, fairgrounds, etc. (Itemize)	\$ in-kind	
Insurance	\$ in-kind	
Artist Fees	\$ 600.00	
Ball Entertainers - Roscoe, Lee and Abadie		
Licensing Fees (Itemize)	\$	
Security Services	\$ 200.00	
Acquisitions & major repairs	\$	
Marketing and Advertising	\$30,000.00	15,000.00
<b>Magazines:</b>		
Bank Travel	\$ 738.00	\$ 369.00
TravelHost	6,000.00	3,000.00
1861 Special Issue	2,500.00	1,250.00
America's Civil War	2,500.00	1,250.00
<b>Radio:</b>		
US96.3	979.00	489.50
KIXB	979.00	489.50
KELD	979.00	489.50
KTBB	979.00	489.50
KEEL	979.00	489.50
KVMA	979.00	489.50
KFRO	979.00	489.50
WQBC	979.00	489.50
WMIS	979.00	489.50
<b>Placement:</b>		
Civil War Ad Network	7,000.00	3,000.00
<b>Direct Mail:</b>		
Target Audience – Tour Companies & Groups	2,451.00	1,225.50
Other charges (Itemize)	\$	
<b>Total anticipated expenditures</b>	<hr/>	<hr/>
	<b>\$49,050.00</b>	<b>\$15,000.00</b>

Professional & Contract services:

Southern Creations \$15 x 170 = \$2,550  
 Caterer for Ball TBD \$15 x 150 = \$2,250  
 Caterer for re-enactors TBD \$10 x 200 x 2 nights = \$4,000

**Exhibit C**

**Grant Cycle January 1, 2011 – June 30, 2012**  
**Louisiana Office of Tourism Marketing Grant Final Report Form**  
 Note: Final reports should be typed.

**SECTION I: Grantee Information**

Name of Event Civil War Sesquicentennial Living History Events 2011  
 Event Date April 27, 2011 through May 1, 2011  
 Organization Alexandria/Pineville Area Convention and Visitors Bureau  
 Grant Award Amount \$15,000.00  
 Primary Contact for Event Shirley Ingram, Director of Sales  
 Phone Number (318) 442-9546  
 Email shirley@apacvb.org

**SECTION II: Reimbursable Media; Qualifying Marketing Expenses**

**Reimbursable Items** –All qualifying marketing and advertising must be directed toward areas **outside a 50-mile radius of the event**. At least 66% or 2/3 of the designated marketing area/ media audience must be outside a 50-mile radius of the event for the media to be eligible for reimbursement. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

\*\*\*If awarded a grant, 50% of the grand total spent on qualifying marketing expenses will be reimbursed up to the total amount of the award.

\*\*\*List only qualifying marketing expenses eligible for reimbursement through the LOT Marketing Grant Program.

**Print Placement (Magazine, Newspaper)**

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost	50% request of LOT
<b>Totals</b>					\$ _____	\$ _____

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost	50% request of LOT



**LOT STAFF USE ONLY**

LOT Approved Reimbursement Amount \$

**Section III: Reimbursement Documentation for Proof of Media Purchase**

Note: All media must adhere to the logo/mention guidelines listed in the Grant Application and Agreement.

- **Vendor invoice:** Submit itemized media invoice reflecting date, description and dollar amount
- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:
  - Original ad placement tear sheets for print advertisements (verifying name and date of publication)
  - Broadcast log reports indicating actual broadcast times and dates
  - Screenshots for online advertisements
  - Billboard photographs showing content
  - Mailing lists, addresses, postage receipts and a copy of the marketing piece are required for direct mail
  - Other \_\_\_\_\_ (LOT Contract Monitor will determine if the proof is acceptable.)

**Section IV: Final Report Summary Format**

- A 1–2 page typed detailed summary on the outcome of the Event taking into consideration the goals, objectives and measurable outcome regarding the impact that the Event had on tourism in the area and the state, which should include:
  - 1) **Objectives Achieved**-List accomplishments in compliance with the overall goal of impacting tourism.
  - 2) **Estimated Attendance**- Provide an estimate of the attendance for the Event
  - 3) **Measurements of Performance**- include but are not limited to the following: admissions revenue, event registration and entry fees collected, number of hotel room nights/ occupancy rates/ADR, food and beverage tax and average visitor spending, etc.
  - 4) **Local/State/Regional Economic Impact**
  - 5) **Media Relations** -Grantee shall include supporting documentation for media relations which may include but are not limited to the following: copies of news releases, newspaper clippings, flyers, programs, itineraries, photographs and programs.
  - 6) **Profitability of the Event**