

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

Agency/Program: Office of Tourism

Recipient: Alexandria/Pineville CVB

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program CGP
 - 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:	<i>Judy K. Walker</i>	7/31/12	
	Contract Monitor	Date	
	<i>Kle Edmit</i> 7/23/12		
	Appointing Authority	Date	

**STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
GRANT AGREEMENT**

**Competitive Grant Program
FY 2012-2013**

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 the Alexandria/Pineville Area Convention & Visitors Bureau, PO Box 1070, Alexandria, LA 71309, phone: 318.442.9546, email: sherry@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

The goal of the LOT Competitive Grant Program is to fund activities that significantly increase tourism travel to 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; (2) to strengthen Louisiana's tourism partnerships and alliances to support Louisiana's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

a. Event Marketing. In accordance with the LOT's stated goals, the Grantee hereby agrees to market the Civil War Sesquicentennial Event ("Event") scheduled to be held April 6-9, 2013, in Alexandria and Pineville, LA as set forth in its LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

b. Qualifying Marketing Expenses. Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the costs actually incurred for qualifying marketing expenses (as defined in the LOT Grant Application Guidelines) associated with implementing the LOT-approved Marketing and Media Plans for the Event. Qualifying marketing expenses include the actual placement costs of media; however, does not include the costs associated with ad creation or media production. Reimbursement shall not exceed the total grant award. State funds from any other source may not be applied towards the mandatory cash match to be provided by the Grantee.

c. Event Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts to ensure the eligibility of marketing and advertising materials and expenses that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism

logo and/or verbiage, as applicable and as described above. Unapproved marketing and advertising materials and expenses may not be eligible for reimbursement.

d. 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 complimentary tickets and/or passes to events and activities should any fees be required for admission in a quantity necessary for all appropriate staff to represent Louisiana tourism and monitor the Event to ensure compliance and for economic development purposes.
- Grantee shall contact the State regarding such access at least fourteen (14) days prior to date(s) of grant-funded activity when possible.
- 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.
- 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."*

e. Changes to Agreement. If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Marketing Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), in advance, prior to implementing such changes. The Contract Monitor will contact the Grantee within seven (7) business days to notify as to whether the change has been accepted. Grantee shall not request an increase in the maximum amount of the Grant award. Any expense that is submitted to the State for reimbursement, and is not listed in the Scope of Work, Marketing Plan, Media Plan, or Budget, that has not been preapproved by the Contract Monitor may not be considered an eligible expense. Only eligible expenses will be approved for reimbursement. Any substantial change to this Agreement will require a written amendment, executed by all parties, as set forth herein.

f. Communication. Close communication with the Contract Monitor throughout the term of this Grant Agreement is a requirement and is a benefit to both the Grantee and the State to ensure complete compliance with the grant intent. Grantee is required to submit a written notification to the Contract Monitor regarding any changes in the Grantee's contact information. Should a period of three months or more lapse without contact, the State may initiate the process of revoking this Grant.

2. Payment Terms

In consideration of the work described above, the State hereby agrees to pay Grantee a maximum sum of FOUR THOUSAND TWO HUNDRED DOLLARS AND 00/00 CENTS (\$4,200.00). Travel and other expenses not specified in the terms of this Agreement are not reimbursable.

The State will reconcile the invoice to the supporting documentation and will reduce the payment in the event of any of the following: 1) the request reflects payment for non-qualifying expenses associated with marketing activities, 2) the State has not been acknowledged as a sponsor in accordance with the terms of this Agreement, 3) inadequate supporting documentation for expenses, or 4) noncompliance with the terms of this Agreement. The State will notify the Grantee of any inadequacies or deficiencies and will provide the Grantee 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. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. 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 in accordance with the terms set by 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.

Payment is contingent upon the availability of funds that are appropriated by the Louisiana Legislature or may be accrued to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

a. One Payment. It is anticipated that there will be a single payment made under this Grant Agreement. No payment shall be made until after the Event. Payment will be made on a reimbursement basis for qualifying marketing expenses actually incurred by the Grantee as specified within this Agreement and in accordance with the Grant program guidelines.

b. Original Invoice. Grantee shall deliver to the State's Contract Monitor an original invoice, a Final Report (**Exhibit C**) by June 6, 2013, 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 Agreement. 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 document submitted as invoice for reimbursement must contain 1) the word "invoice," 2) must not exceed the total grant award 3) must be submitted on Grantee's letterhead, 4) must reference the Event, and 4) must be accompanied by supporting documentation for qualifying marketing expenses for actual incurred cost as detailed

in the Final Report (Exhibit C).

c. Final Report. Upon completion of the Event, the Grantee shall submit a Final Report (Exhibit C). The Final Report (Exhibit C) may be mailed or delivered to the Contract Monitor. The Final Report form can also 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 (Exhibit C) of qualifying marketing expenses-actually incurred by the Grantee. List all media types under the appropriate category.
- Support documentation for Media Buys/Proof of Media Purchases – Media invoices and acceptable proof of implementation
- Final Report Summary

LOT reserves the right to require additional information, documentation and/or added deliverables in order to adequately 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 qualifying marketing expenses actually incurred by the Grantee are eligible for the 50% reimbursement.

d. Act 13 Clause. Grantee is informed that no funds appropriated under Act 13 of the 2012 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 Grantee executes this Agreement and submits to the 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 LOT shall submit this Agreement, the Budget, and any other required information to the Legislative Auditor for approval at 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 July 30, 2012, and shall terminate on June 21, 2013.

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

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 (email is acceptable) 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.

5. Amendments in Writing

Except as provided in Section 1 (e), 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.

6. 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.

7. 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 payment 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.

8. 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 payment will be issued to the Grantee.

9. 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.

10. Audit

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 accounts of Grantee that are related to this grant.

Any quasi public agency or body as defined in La. R.S. 24:513 A (1)(b) 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 so designated (La. R.S. 24:513 H (2)(a)).

11. 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.

12. Non-assignability

The Grantee shall not assign any interest in this Agreement 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.

13. 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

Grantee: Alexandria/Pineville Area Convention & Visitors Bureau Grant Amount: \$4,200.00
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amended, the Vietnam Era Veteran's 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.

THUS DONE AND SIGNED AT Alexandria, Louisiana on the 25th day of July, 2012.

WITNESSES:

Kelli West

Cindy Leggett

Sherry Ellington

Sherry Ellington, Executive Director
Alexandria/Pineville Area CVB

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 23 day of July, 2012.

WITNESSES:

Marlene Curcio
Judy K. Fallon

Department of Culture, Recreation, & Tourism

Kyle Edmiston 7/23/12
Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1
Marketing Plan
Civil War Sesquicentennial Events 2013

Event Description:

Representatives from the APACVB, the City of Pineville, City of Alexandria, Forts Randolph and Buhlow, Mt. Olivet, Tyrone Plantation, Kent Plantation House and local historians are all on the Committee planning these events. Each member possesses expertise in a different area. This will lend to the success of the events.

The Event weekend will begin on Thursday, March 6, 2013, with the Central Louisiana Civil War Roundtable. The topic of discussion for the month of March is women in Civil War film with guest speaker Faith Ford.

Events will continue on Friday, March 7, 2013, at Forts Randolph and Buhlow and Kent Plantation House at 9:00 am with "School Day". This event is designed as an educational field trip for students and teachers and will last most of the day. At Fort Buhlow, they will experience the Red River Campaign through the eyes of a soldier. There will be an Artillery Presentation, a discussion of the Confederate Infantry and Battlefield Medicine. Kent Plantation House will be presenting Life Under Union Occupation and Encampment. The stations will be discussing The Calvary, The Blacksmith's services, Union Troops, Open Hearth Cooking and Soap and Candle making, as well as quilting and spinning. These events are including an educational component and are being promoted in surrounding parishes, including Grant, Avoyelles, Vernon, Natchitoches, LaSalle, Evangeline, Catahoula, Allen, and Sabine Parishes.

Friday evening, Tyrone Plantation will present a Slave Narrative "When I was a Slave". All Friday events will be open to the public at no charge.

On Saturday, March 8, 2013, the events will begin with a Funeral Cortège, or Procession, and Major Mercer Canfield's coffin will be carried to Mt. Olivet Chapel & Cemetery to "lie in state". Major Canfield fell during the Battle of Mansfield during the Civil War. Mt. Olivet is the final resting place for many Civil War veterans and their stories will be told by re-enactors.

Forts Randolph & Buhlow State Historic Site will commence their Saturday events with a camp life demonstration and tour with the re-enactors, followed by a battle re-enactment on the grounds. In the afternoon, Kent Plantation House will host a Civil War Symposium where three authors will speak about a specific topic of Civil War history. The topic is to be determined. The 2012 topic is Life on the Plantation during Union Occupation. Saturday evening, Tyrone Plantation will host a Dinner Theatre with a reception. Both the Symposium and Dinner Theatre are opportunities for the Lt. Governor to speak.

On Sunday, March 9, 2013, camp life will resume at Forts Randolph & Buhlow State Historic Site, followed by a Battle Re-enactment.

Goals & Objectives:

One of our major goals is education. The 150th anniversary of the Civil War is an extremely important event in the history of the United States. It is probably the most momentous event that

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had a significant impact on the history of the country. It was the only war fought on American soil that pitted Americans against Americans. It divided the nation and its lessons need to be passed down to generations of Americans.

The Civil War also played an important part in the history of Alexandria and Pineville, Louisiana. Even though there were no actual battles fought in either town, the devastation that the community suffered from the retreating troops was extremely significant and long lasting. Several objectives will help us meet this goal, including the school day component and Civil War Symposium. We have enlisted the help of several historians and college history professors to account to the historical accuracy of the events and the story being told.

Economic Development is also a goal. As always, the CVB's goal is to increase economic impact by increasing hotel/motel occupancy. We will increase the occupancy by attracting out-of-town visitors to these events through our outreach and advertising. Civil War re-enactments are major tourist attractions throughout the country. Visitors to the area shop at local stores, eat at local restaurants and spend the night at local hotels and motels. Our goal is to build this into an annual event that draws visitors and Civil War buffs into our area. This is already a major draw in other established sites in the country. The central location of our area is a great advantage. The new Forts Randolph and Buhlow State Park provides an excellent location for annual Civil War themed events.

Target Audience:

Target areas will be Civil War historians, history enthusiasts and the surrounding states. We are targeting men and women ages 35-65 that live outside a 50-mile radius. We are also targeting the schools: teachers and administrators.

Additional Deliverables:

The Louisiana Office of Tourism, as well as all other sponsors, will be prominently featured in all promotions and advertising venues. Planned advertising venues include radio, newspaper, magazine and other print media, as well as electronic press releases and online ads. All printed materials will be made available to all visitors.

Signage will be produced listing sponsors and placed at the various locations where events will occur, as well as listings in the event programs.

Performance Measures:

Each event will be evaluated by the number of participants and attendees, as well as other tracking methods including sign-in sheets, push pin location maps, and surveys. We will also tally overnight rooms occupied by visitors in town for the events. Welcome Center visitation numbers will also be used to evaluate the attendance and location of out of town guests. We project a total of approximately 6,000 in attendance over the three day duration of all events.

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Exhibit A2

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Projected Cost	LOT 50% Match
Country Roads Mag.	Baton Rouge area, Southwest Miss.	Half Page	March 2013	30,000	1400.00	700.00
Louisiana Road Trips	North La., East Texas, South Ark., West Mississippi	Front Cover Package	March 2013	58,000	2500.00	
Cenla Focus	Central LA	½ Page	April 2013	20,000	800.00	
Totals:					\$4,700.00	\$700.00

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Projected Cost	LOT 50% Match
KVMA	Magnolia, Ark.	:30	4/1/13-4/27/13	1312.40	656.20
KIXB	El Dorado, Ark.	:30	4/1/13-4/27/13	1312.40	656.20
KNUE	Tyler, TX	:30	4/1/13-4/27/13	1312.40	656.20
KEEL	Shreveport, LA	:30	4/1/13-4/27/13	1312.40	656.20
WNAT	Natchez, MS	:30	4/1/13-4/27/13	1312.40	656.20
KSYL & KRRV	Alexandria, LA	:30	4/1/13-4/27/13	1000.00	
Totals:				\$7,562.00	\$3,281.00

Online Placement (Website)

Website Name and Address Ex:	Target / Reach	Dates	Projected Cost	LOT 50% Match
the Advocate / www.theadvocate.com				
Camp Chase Gazette/ Campchase.com	Re-enactors, Civil War Enthusiasts	Jan 1-Apr 30	139.00	69.50
Civil War Courier/ Civilwarcourier.com	Re-enactors, Civil War Enthusiasts	Jan 1-Apr 30	139.00	69.50
Civilwar.com/ Civilwar.com	Re-enactors, Civil War Enthusiasts	Feb 1- Apr 30	360.00	80.00
Totals:			\$638.00	\$219.00

Grantees Grand Total	\$12,900.00
LOT 50% Match Grant Total	\$4,200.00

Grantee: Alexandria/Pineville Area Convention & Visitors Bureau
Event: Civil War Sesquicentennial Event
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Grant Amount: \$4,200.00

Exhibit B
Civil War Sesquicentennial Event 2013

Anticipated Income or Revenue

Sources of Revenue	Amounts
Cash on hand	\$ 5,000.00
Admission/Ticket Sales	\$
Participant and Entry Fees	\$
Vendors	\$
Other Earned Income (Itemize)	\$
Federal Grants (List Sources)	\$
State Grants (List Sources)	\$
Community/Foundation Grants	\$ 5,000.00
American Legion	500.00
GAEDA	4,500.00
Corporate Support	\$
Fundraising	\$
LOT grant	\$ 4,200.00
In-kind donations	\$12,700.00
Facility Rentals: Kent House	\$2,000
Tyrone Plantation	2,500
Mt. Olivet	1,200
Fts. Randolph & Buhlow	3,500
City of Pineville Security & Emergency Services	3,500
Total Expected Revenue	\$26,900.00

Grantee: Alexandria/Pineville Area Convention & Visitors Bureau
 Event: Civil War Sesquicentennial Event
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Grant Amount: \$4,200.00

Anticipated Expenses

Please provide a comprehensive budget for the entire project.

<u>Expense Categories</u>	<u>Total Amount</u>
Staff salaries	\$ 3,925.00
Related benefits	\$
Travel	\$
Professional & Contract services	\$
Production and Logistics Expenses -Shipping, Transportation	\$ 2,500.00
Gun powder for battle \$1,500.00	
Food rations 1,000.00	
Printing, etc.	\$ 3,600.00
Programs for events \$ 600	
Postcards 2,500	
Signage 500	
Facility/Site Rentals - Rental of a hall, fairgrounds, etc.	\$ in-kind
Insurance	\$ 675.00
Artist Fees – i.e. entertainment	\$
Licensing Fees	\$
Security Services	\$ 200.00
Acquisitions & major repairs	\$
Marketing and Advertising	\$16,000.00
Magazines:	
Country Roads Mag.	1400.00
Cenla Focus	800.00
Louisiana Road Trips	2500.00
The Scene	500.00
The Town Talk	600.00
Newspaper buy	2,000.00
(Longview, Tyler, Magnolia, Natchez)	
Radio:	
KVMA	1312.40
KIXB	1312.40
KNUE	1312.40
KEEL	1312.40
WANT	1312.40
KSYL/KRRV	1000.00
Online:	
CampChase.com	139.00
Civilwarcourier.com	139.00
Civilwar.com	360.00
Other charges (Itemize)	\$
Total anticipated expenditures	\$26,900.00

Grantee: Alexandria/Pineville Area Convention & Visitors Bureau
 Event: Civil War Sesquicentennial Event
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Grant Amount: \$4,200.00

Exhibit C

**Louisiana Office of Tourism Marketing Grant
 Final Report Form FY 12-13**

SECTION I: Grantee Information

Name of Event	
Event Date	
Organization	
Grant Amount	
Primary Contact (POC)	
POC - Phone Number	
POC - Email	

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. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

****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 Number	Actual Cost	LOT 50% Match
Totals:					\$	\$

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	LOT 50% Match
Totals:				\$	\$

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Online Placement (Website)

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target / Reach	Dates	Actual Cost	LOT 50% Match
Totals:			\$	\$

Grantees Grand Total	\$
LOT 50% Match Grant Total	\$
<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must include the official Louisiana Office of Tourism logo to be eligible for reimbursement.

- **Proof of Charge from Vendor:** Submit itemized media invoice reflecting date, description and dollar amount. If media is purchased from a third party (e.g. media buying house or advertising agency), Grantee must provide an invoice from the third party agent **and** an invoice from the media outlet from whom the media was purchased (e.g. Southern Living, USA Today, etc.)
- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:
 - Original ad placement tear sheets for print advertisements
 - Broadcast log reports indicating actual broadcast times and dates
 - Screenshots for online banner advertisements
 - Billboard photographs showing content
 - 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) **Measurements of Performance** - include but are not limited to the following: estimated attendance, 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.
 - 3) **Economic Impact** - Provide information and/or statistics regarding the Economic Impact on the region (local and state.)

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- 4) **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.
- 5) **Profitability of the Event**

The final report summary should include all five (5) headings mentioned above.