

Exhibit A 1 Marketing Plan

Event Description

The Alexandria/Pineville Area Convention & Visitors Bureau, with participating partners, will host the third annual Little Walter Music Festival Saturday, May 23, 2015, at Alexandria's downtown Amphitheatre.

Who is Little Walter? - Harmonica virtuoso Little Walter was a key contributor to bluesman Muddy Waters' music through most of the 1950s. Both as a sideman and bandleader, Little Walter revolutionized the sound of blues harmonica through amplification, clasping a mike to the harp as he played.

Little Walter was born Marion Walter Jacobs in Marksville, and raised in Alexandria. Little Walter made his way north to Chicago via stops in New Orleans and Monroe, Louisiana; St. Helena, Arkansas; Memphis, Tennessee; and St. Louis, Missouri, arriving in the Windy City in 1947. That same year, he made his first recordings for the local Ora Nelle label.

The Little Walter Music Festival's first year incorporated the induction of Little Walter into the Louisiana Music Hall of Fame. The evening event was successful for a first time event and was attended by local and regional residents, as well as out-of-state guests, including attendees from California, Arizona, Texas, Illinois, and Georgia.

Major sponsors for the 2014 festival include Alexandria/Pineville Area CVB, the Greater Alexandria Economic Development Authority, Little Walter Foundation and Tobacco Free Living. Promotional sponsors include the Southwest Beverage and Oxford American Magazine.

Goals and Objectives

The first goal for the 2015 festival is to be able to bring in more national talent. To accomplish this goal, we need to advertise in larger markets and broaden our promotions. For this to happen, we are doubling our advertising budget to be able to advertise in larger feeder markets, such as Houston, Dallas, and Jackson.

The second goal is to increase attendance at the festival. Our objective is to increase attendance by 50% of the 2014 attendance.

The festival's third goal is increase international presence at the event. After adding one international band to the schedule for 2014, the festival would like to grow the number of international performers by one band each year.

Target Audience(s)

The festival's target audience is a male, age 35-55, interested in music, especially blues, zydeco, soul and gospel. Target markets include Central Louisiana, Shreveport, Houston, Austin, Chicago, Memphis and Jackson, MS.

Additional Deliverables

In addition to inclusion on print and digital advertisements and mentions on broadcast advertisements, the LOT official logo would be included on event posters/flyers and event signage located at the festival

Grantee: Alexandria Pineville CVB
Event: Little Walter Music Festival

Grant Amount: \$10,000
Grant: #909

entrance, surrounding the stage and along the walkway to the amphitheater. Sponsors and grantors are named and thanked during the event from the stage.

Performance Measures

We plan to track estimated attendance. The local police force assist with crowd estimation during events and festivals. We plan to track hotel room nights through hotel/motel front desk assistance. Vendor sales will be tracked upon completion of the event through interviews with vendors. We also station a volunteer or staff at an information table at the event with a ballot box for collecting information such as name, address/email, how they heard about the event, etc. The ballots will be tallied and compiled upon completion of the event.

The Goals and Objectives will be tracked through careful monitoring of the booking process to ensure national and international bands are considered and selected for the festival. And the attendance will be monitored by staff and volunteered throughout the day, as well as via estimations by the local police force.

**Exhibit A2
 Media Plan**

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost	% cost of ad
Oxford American Magazine	National	½ page	16 th Southern Music Issue	55,000	\$ 1,812.00	\$ 906.00
Oxford American Magazine	National	½ page	2015 Spring Issue	55,000	\$ 1,812.00	\$ 906.00
Living Blues Magazine	National	½ page	Feb/Mar 2015	18,000	\$ 1,030.00	\$ 515.00
Living Blues Magazine	National	½ page	Apr/May 2015	18,000	\$ 1,030.00	\$ 515.00
Louisiana Life Magazine	National	Full pg	Mar/Apr 2015	41,000	\$ 2,495.00	\$1,247.50
Offbeat Magazine Festival Insert	National	½ page	September 2014	45,000	\$ 3,170.00	\$1,410.50
				Totals	\$11,349.00	\$5,500.00

Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	% cost of ad
KPFT	Houston, TX	:60, varied	May 1-22, 2015	\$ 1,500.00	\$ 750.00
WROX	Clarksdale, MS	:60, varied	May 1-22, 2015	\$ 1,500.00	\$ 750.00
KROK	Leesville, LA	:60, varied	May 1-22, 2015	\$ 1,500.00	\$ 750.00
KNON	Dallas, TX	:60, varied	May 1-22, 2015	\$ 1,500.00	\$ 750.00
KPCP	New Roads, LA	:60, varied	May 1-22, 2015	\$ 1,500.00	\$ 750.00
WMPR	Jackson, MS	:60, varied	May 1-22, 2015	\$ 1,500.00	\$ 750.00
			Totals	\$ 9,000.00	\$4,500.00

Total Budgeted Cost of Marketing **\$20,349.00**
Total Grant Request of LOT **\$10,000.00**

Grantee: Alexandria Pineville CVB
 Event: Little Walter Music Festival

Grant Amount: \$10,000
 Grant: #909

**Exhibit B
 Budget**

Name of Organization: Alexandria/Pineville Area Convention & Visitors Bureau
Name of Event: Little Walter Music Festival

Anticipated Income or Revenue

Sources of Revenue	Amounts
Cash on Hand	\$
Admission/Ticket Sales	\$
Participant and Entry Fees	\$
Vendors	\$
Other earned income (itemized)	\$
Itemized income	\$
Federal Grants	\$
Listed source	\$
State Grant	\$
Listed source	\$
Community/Foundation Grants (anticipated)	\$ 20,000.00
Listed source	\$
Corporate Support	\$
Fundraising	\$ 32,500.00
LOT Grant	\$ 10,000.00
In-kind Donations	\$
Total Expected Revenue	\$ 62,500.00

Anticipated Expenses

Expense Categories	Total Amount
Entertainment – Artist Fees	\$ 25,000.00
Professional & Contract services Sound, Lights	\$ 5,000.00
Logistics Expense – Shipping, Transpiration, etc.	\$
Insurance	\$ 2,000.00
Facility Rental	\$ 750.00
Security Services	\$ 1,000.00
Marketing and Advertising	\$ 22,950.00
Promotional Items	\$
Office Supplies	\$
Hospitality and Culinary Services (Staff)	\$ 1,000.00
Food and Beverage	\$
Other	\$ 4,800.00
Total Expense:	\$ 62,500.00