

Red River Revel, Inc.
PEI: Red River Revel Arts Festival
Grant # 516

Grant Amount: \$7,500.00

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

**Project Enhancement Initiative (PEI) Grant
FY 2011-2012**

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 Red River Revel, Inc., 101 Crockett Street, Suite C, Shreveport, LA 71101, Phone: (318) 424-4000 and Email: kip@redriverrevel.com (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 execute and market the Red River Arts Festival ("Project" or "PEI") scheduled to be held October 1-8, 2011 in Shreveport, Louisiana, as set forth in its LOT-approved Business Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

The goal of this LOT Grant Program is to fund projects that significantly increase tourism visibility and vitality 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. Grant Award. Grantee shall be awarded no more than 50% of the total PEI's budget. Grantee must use a minimum of 25% of the grant award, but not more than 50%, for qualifying marketing expenses to implement the LOT-approved Media Plan for the PEI. Reimbursement will only be allowed for eligible project expenses and qualifying marketing expenses as these terms are defined in the LOT Grant Application and Guidelines. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creation or media production expenses. Reimbursement will not exceed the total grant award. If a Grantee's PEI marketing

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efforts fall below the minimum requirement of 25% of the grant award, the Grantee may lose the PEI grant award in its entirety.

b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been acknowledged as an official sponsor of the PEI, 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. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the PEI, 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 PEI. 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."*

c. PEI Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts to ensure the qualifying of marketing and advertising materials 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 ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Business Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), prior to implementing such changes. The Contract Monitor will contact the Grantee within seven (7) business days to

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notify as to whether the change has been accepted. Grantee shall not request an increase in the maximum amount of the Grant award. Any item submitted for reimbursement that is not listed in the Scope of Work, Business Plan, Media Plan, or Budget that has not been preapproved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any substantial change to this agreement will require 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 is a benefit to both the Grantee and 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 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 **SEVEN THOUSAND FIVE HUNDRED AND 00/100 DOLLARS** (\$7,500.00). Travel and other expenses not specified in the terms of this agreement are not reimbursable. The Contract Monitor will ensure that all terms and conditions are met prior to authorizing any release of payment.

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. Only one payment will be made under this Grant Agreement upon satisfactory completion of the PEI. The payment will be made on a reimbursement basis after the conclusion of the specified PEI activities. Grantee shall mail or hand deliver 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 and project expenses were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, due by December 9, 2011.

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b. **Original Invoice.** Grantee shall submit to the State an original invoice in the amount that reflects qualifying project and marketing expenses actually incurred by the Grantee. Grantee shall not be reimbursed for more than 50% of the total PEI's budget, and must submit documentation that a minimum of 25% of the grant award, but not more than 50%, was used for qualifying marketing expenses to implement the LOT approved Media Plan for the PEI. The document submitted for payment must 1) contain the word "invoice", 2) must not exceed the maximum grant award amount, 3) must be submitted on Grantee's letterhead, 4) must reference the PEI, and 5) must be accompanied by supporting documentation for the qualifying project and marketing expenses as detailed in the Final Report (Exhibit C) . The original invoice may be mailed or delivered to the Contract Monitor.

c. **Final Report.** Upon completion of the PEI, 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 (**Exhibit C**) 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 actually incurred by the Grantee, along with media invoices and acceptable proof of implementation, documenting that a minimum of 25%, but not more than 50% of the grant award was used for qualifying marketing expenses.
- Reimbursement Documentation for Approved Project Expenses – Project vendor invoices or other supporting documentation that reflects qualifying project expenses actually incurred by the Grantee in compliance with the terms of the Grant Agreement.
- Final Report Summary

LOT reserves the right to require additional information, documentation, and/or added deliverables in order to verify compliance with the terms of the Grant Agreement.

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

d. Payment. The Contract Monitor shall review and verify the original invoice, Final Report (Exhibit C) 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 for full processing.

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 submission of non-qualifying marketing or project expenses; 2) circumstances where the State was not adequately acknowledged as a sponsor in accordance with the guidelines, 3) the documentation to support the expense is missing or inadequate, or 4) noncompliance with the terms of this agreement. The State will notify the Grantee of any inadequacies, deficiencies, and will provide 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 in accordance with the terms of 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.

d. Act 12 Clause. No funds appropriated under Act 12 of the 2011 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.

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 72-0953274.

4. Term of Grant Agreement

This Grant Agreement shall begin on **July 1, 2011** and shall terminate on **June 30, 2012**.

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 PEI must be held in Louisiana between July 1, 2011 and June 30, 2012. The PEI is scheduled to be executed October 1-8, 2011. All approved qualifying project and marketing expenses must be incurred by June 30, 2012.

Grantee must submit to the Contractor Monitor an original invoice, a Final Report (**Exhibit C**), and all supporting documentation due by **December 9, 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 (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.

Except as provided in Section 1 (d), 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 payment will be issued to the Grantee.

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, the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration auditors shall have the option of auditing all accounts of 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

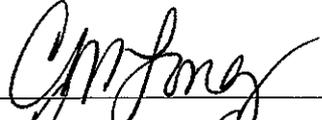
The Grantee agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973 as amended, the Vietnam Era Veteran's 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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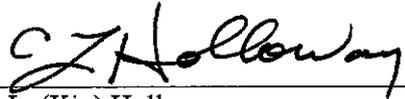
Grant Amount: \$7,500.00

THUS DONE AND SIGNED AT Shreveport, Louisiana on the 10th day of August, 2011.

WITNESSES:


Amanda Reese

Red River Revel, Inc.


C.L. (Kip) Holloway
Executive Director
Phone: 318-424-4000
Email: kip@redriverrevel.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 5th day of August (month), 2011.

WITNESSES:


Leann Borne

Department of Culture, Recreation, & Tourism

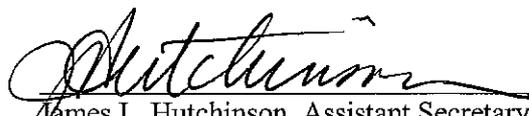

James L. Hutchinson, Assistant Secretary
Office of Tourism

Exhibit A1
Business Plan

EVENT DESCRIPTION

The Red River Revel Arts Festival is the largest outdoor arts festival in North Louisiana. Established in 1976 as part of the Bi-centennial Commission, the festival has become an eight-day annual event that attracts 180,000 people to downtown Shreveport and the riverfront. Visitors, young and old, celebrate the arts with more than 140 juried visual artists from across the country who come to Shreveport to display and sell their creations; 22 food booths run by local non-profit organizations who create culinary delights, many with a local or regional flare; morning and afternoon arts education programs specifically designed to incorporate Louisiana Content Standards and Benchmarks in art, history, math, and physical education; student and professional art exhibits; music performances in rock, country, opera, bluegrass, jazz and symphonic by local, regional and national artists; dance presentations in the disciplines of ballet, tap, modern and middle-eastern; and much more.

Educational Impact: Every fourth grader from Caddo and Bossier Parishes is given the opportunity to experience first-hand both performance and visual art. Each year, thousands of children from throughout the region participate in the exciting Arts education program offered by the Revel. Our Arts Education program is designed for students to work on Louisiana Department of Education Content Standards in music, visual arts, theatre, dance, history and physical education. Our morning arts education programs reach 15,000 students annually.

Economic Impact: In addition to bringing in hundreds of visual and performing artists, the Arts Festival attracts thousands of out-of-state visitors each year. The International Festivals and Events Association estimated the overall economic impact of the Arts Festival to be more than \$10 million annually. Marshall Marketing Research estimates that 20% of the Revel patrons are from outside the Shreveport-Bossier market.

Social Impact: Each year the Revel brings thousands of people together from diverse social and economic backgrounds to implement the festival by volunteering.

As a non-profit organization, the festival is administered by a Governing Board made up of 28 members representing the sponsors and general community. The board meets once a month to approve minutes and financial statements, and discuss current issues facing the organization. In addition to a monthly meeting, each member must serve on one of the following committees: Budget/Finance; Bylaws; Personnel; Nominating; Long Range Planning; Underwriting; Audit; Cork; Brew; or the Music Committee.

Potential board members are recommended to the main board by the Nominating committee. New members are voted in at the December meeting. The Revel uses a staggered approach to electing new members in a 3 year rotation. Board members can be elected for a 2nd term before having to step away for at least one year.

The national music line-up is:

Saturday, October 1: Better than EzraChase Stage 8:30 pm

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Sunday, October 2:	The Grascals	Chase Stage	7:30 pm
	The Greencards	Chase Stage	5:30 pm
Monday, October 3:	The Hunt Family	Chase Stage	7:30 pm
Tuesday, October 4:	Civil Twilight	Chase Stage	7:30 pm
Wednesday, October 5:	RED	Chase Stage	7:30 pm
Thursday, October 6:	Whisky Myers	Chase Stage	8:30 pm
Friday, October 7:	SOS Band	Chase Stage	8:30 pm
Saturday, October 8:	Colt Ford	Chase Stage	8:30 pm

GOALS & OBJECTIVES

Mission Statement: The Red River Revel is a multi-arts festival, a celebration of the arts, bringing to the people of the Ark-La-Tex quality in visual and performing arts, seminars, workshops, children’s aesthetic education and a variety of creative experiences.

The goal of the festival is to provide the general populace a celebration of the arts, which brings them the finest in visual and performing arts experiences.

Three measurable objectives/outcomes we expect to meet during the 2011 festival are:

Objective A: The Red River Revel Arts Festival will increase tourism to the Shreveport/Bossier area through in-state, regional, national, and international visitors, which in turn, will provide an economic impact to the community.

Objective B: Revel patrons will show an appreciation for the arts presented by the 140 visual artists by making purchases of their artwork.

Objective C: There will be an increased Ark-La-Tex community understanding as to the significance the role of the arts play within a community.

ARTS FESTIVAL TIMELINE

November 2010:

- Governing Board retreat to review immediate past festival.

January 2011:

- Artist applications are available online at www.redriverevel.com.
- Informational meeting for Non-Profit Food Vendors.

February 2011:

- Artist applications due.
- Non-Profit Food applications due.

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- Schedule National Headliners.

March 2011:

- Schedule National Headliners.
- Schedule Street Performers.

April 2011:

- Visual Artist jury convenes.
- Mail acceptance letters and contracts to Visual Artists.
- Judging of Non-Profit Food Vendors.
- Mail acceptance letters and contracts to Non-Profit Food Vendors.
- Print and mail Music applications.
- Print and mail "Market" applications.

May 2011:

- Music applications due.
- Artist applications and 50% booth fee due.

June 2011:

- Music jury convenes.
- Schedule local and regional music and dance groups. Send contracts.
- Visual Artist cancellation deadline with full refund of booth fees.
- "Market" applications due.
- Begin Volunteer recruitment.

July 2011:

- Music contracts due.
- Mail contracts to "Market" vendors.
- Special invite to 4th grade students from Caddo and Bossier Parish School Systems to participate in the 4th Grade Morning Arts Education Program.

August 2011:

- Remainder of Visual Artist booth fees due.
- Mail check-in information to Visual Artists and "Market" vendors.
- Mail applications to schools/teachers for our K-2nd Grade Morning Arts Education Program.
- Request high school and middle school volunteers to assist in the 4th Grade and K-2nd Grade Morning Arts Education Programs.
- Mail letter to school club sponsors, church groups, Girl Scouts, Boy Scouts, and athletic teams requesting middle and high school volunteers to assist in the Afternoon/Weekend Arts Education Program.

September 2011:

- Issue admission tickets and parking passes to musicians and dance groups.
- Operational/logistics meeting with Non-Profit Food Vendors.
- Email 4th Grade Morning Arts Education Program "Guidebook."
- Schedule schools for the K-2nd Grade Morning Arts Education Program.

October 2011:

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- October 1 – 8: Red River Revel Arts Festival

November 2011:

- Governing Board retreat to review immediate past festival.

PERFORMANCE MEASURES

There are two ways in which we ultimately determine whether the Revel was a success or not. The first is our ability to retain financial support from corporate underwriters and sponsors, foundations, and governmental support. The second is at least meeting, preferably exceeding, the budgeted projections for earned income, which occurs during the eight days of the festival. Examples of this include admission sales, food and drink sales, and program revenue. Earned income is 70% of our revenue stream, where 51% of it comes from the festival itself and the other 19% from fundraising activities that occur throughout the year. The downside to being an outdoor festival is that weather can have a severe impact on earned income. For example, 5 days of rain in 2009 resulted in the Revel surviving by a \$175,000 line of credit in 2010.

Objective A Data Collection: During the operational hours of the Arts Festival, two volunteers at each of our three admission gates will request zip codes from patrons as they walk through the gates. In addition, the volunteers will note the ethnicity of the person they spoke with.

Additionally, the Revel will work with the downtown hotels to record the reason why a particular person is staying at the hotel.

Objective B Data Collection: The Visual Artists, at the end of the 1st half week and at the end of the 8 days, will be asked to fill out a survey where they will anonymously tell us what their gross sales for the year were, how did the sales compare to the previous year (if applicable), and where did they stay while in Shreveport.

Objective C Data Collection: The Revel will determine this through our underwriters and sponsors. Retention of these underwriters and sponsors for the last 3-5 years, shows that the community believes in the role the arts play to the community.

MEDIA PLAN

See Attachment C: Media Plan for PEI Grants

ADDITIONAL PEI DELIVERABLES

Revel will place two (2) banners on festival site (www.louisianatravel.com).

PROOF OF PAST PERFORMANCE

The Arts Festival is ranked as one of the Top 100 Fine Arts Festivals in the United States by Sunshine Artist Magazine.

The Arts Festival has been ranked as a Top 20 Event in the Southeast by the Southeast Tourism Society.

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The Arts Festival is considered one of the Top 10 Events in Louisiana by Top Events USA.

The Arts Festival is an official AAA Southern Traveler "Travel Treasure".

The Arts Festival is ranked as a Top 75 Event in North America by the American Bus Association.

Exhibit A2

Media Plan

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost
Longview News Journal	Longview, TX	3col x 10.5"	Between 09/25-09/28	26,000	Package Deal
Marshall News Messenger	Marshall, TX	3col x 10.5"	Between 09/25-09/28	6,500	
Mineola Monitor	Mineola, TX	3col x 10.5"	09/26	3,221	
Dangerfield Bee	Dangerfield, TX	3col x 10.5"	09/26	2,800	
Wood County Democrat	Wood County, TX	3col x 10.5"	09/26	3,066	
Big Sandy/Hawkins Journal	Big Sandy, TX	3col x 10.5"	09/27	1,107	
Gladewater Mirror	Gladewater, TX	3col x 10.5"	09/27	1,750	
Cass County	Cass County, TX	3col x 10.5"	09/27	1,101	
Atlanta Citizens Journal	Atlanta, TX	3col x 10.5"	09/27	3,500	
Panola Watchman	Panola, TX	3col x 10.5"	09/27	4,203	
Bowie County Citizens Tribune	Bowie County, TX	3col x 10.5"	09/27	2,854	
Pittsburg Gazette	Pittsburg, TX	3col x 10.5"	09/28	3,300	
Grand Saline Sun	Grand Saline, TX	3col x 10.5"	09/28	1,501	
Edgewood Enterprise	Edgewood, TX	3col x 10.5"	09/28	691	
Lindale News & Times	Lindale, TX	3col x 10.5"	09/28	1,925	

Total towards PEI \$ 1,875
Actual Cost \$ 2,852

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**Exhibit B
 Budget**

Name of Grantee: Red River Revel, Inc.

Name of PEI: Red River Revel Arts Festival

Anticipated Income or Revenue

Sources of Revenue	Amounts
Sponsors	\$ 40,000
Underwriters	\$ 232,500
Government & Other Grants	
Louisiana Division of the Arts (pending)	\$ 10,000
Shreveport Regional Arts Council (pending)	\$ 10,880
Decentralized Arts Funds (pending)	\$ 5,000
Foundations	\$ 35,000
Fees	\$ 98,300
Program Income	\$ 69,750
Sales	\$ 762,575
Fundraiser Income	\$ 171,000
LOT Grant	\$ 7,500
Total Expected Revenue	\$ 1,442,505

Anticipated Expenses

Expense Categories	Total Amount	LOT Grant (included in Total)
Administration		
Salaries	\$ 232,595	
Fringe Benefits	\$ 19,550	
Telephone	\$ 12,000	
Insurance	\$ 28,000	
Postage	\$ 4,000	
Other Administration	\$ 84,755	
Commissions & Sales Expense	\$ 453,677	
Programs	\$ 44,100	
Site		
Security	\$ 88,000	
Labor	\$ 20,000	
Equipment Rental	\$ 61,800	
Shuttle	\$ 15,000	
Signage	\$ 10,000	
Other Site Expenses	\$ 46,625	

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Music & Performing Arts

Family Stage Performers	\$	1,500	
Street Performers	\$	10,000	
National Performers	\$	80,000	\$ 5,625
Local Performers	\$	18,000	
Riders	\$	12,500	
Lighting & Stage Rental	\$	10,700	
Sound	\$	18,500	
Stagehands	\$	8,000	
Backline	\$	4,000	
Other M&PA Expenses	\$	2,300	
Marketing & Promotions			
Newspaper – East Texas	\$	2,852	\$ 1,875
Other M&P Expenses	\$	49,648	
Fundraising Expenses	\$	104,403	
Total anticipated expenditures	\$	1,442,505	\$ 7,500

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Exhibit C

Louisiana Office of Tourism PEI Grant Final Report FY 11-12

SECTION I: Grantee Information

PEI Name _____
 PEI Date (s) _____
 Organization _____
 Grant Award Amount _____
 Primary Contact for PEI _____
 Phone Number _____
 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 PEI**. A minimum of 25% of the PEI grant award, but not more than 50%, must be used for qualifying marketing expenses as listed in the LOT Grant Guidelines. 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 Grant Guidelines.

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost
Total					\$ _____

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Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost
Total				\$ _____

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost
Total				\$ _____

Online Placement (Website)

Web Site Name	Web Site Address	Target Description	Dates	Actual Cost
Total				\$ _____

Grand total spent on qualifying marketing expenses
 \$ _____

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: Reimbursement Documentation for Project Expenses

Grantee shall submit project vendor invoices or other supporting documentation reflecting date, description of project expenses and dollar amount.

Section V: Final Report Summary Format

- A 1–2 page typed detailed summary on the outcome of the PEI taking into consideration the goals, objectives and measurable outcome regarding the impact that the PEI 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) **Local/State/Regional Economic Impact**
 - 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, programs, etc.
 - 5) **Profitability of the PEI**

Red River Revel, Inc.
PEI: Red River Revel Arts Festival
Grant # 516

Grant Amount: \$7,500.00

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