

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

Agency/Program: Office of Tourism

Recipient: Red River Revel, Inc.

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program Competitive Grant Program
 - Line Item Appropriation
 - Letter of Agreement

- | Yes | No | |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures: 
Contract Monitor

8/7/12
Date


Appointing Authority

7/25/12
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 Red River Revel, Inc., 101 Crockett St., Suite C, Shreveport, LA 71101, phone: 318.424.4000, 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

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 Red River Revel ("Event") scheduled to be held October 6 – 13, 2012 in Shreveport, 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 FIFTEEN THOUSAND DOLLARS AND 00/00 CENTS (\$15,000.00). 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 December 6, 2012, 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 72-0953274.

4. Term of Grant Agreement

This Grant Agreement shall begin on July 17, 2012, and shall terminate on December 22, 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.

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

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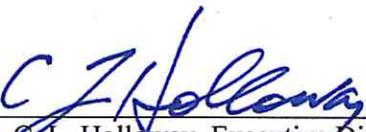
Grant Amount: \$15,000.00

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 Slacovport, Louisiana on the 3 day of August, 2012.

WITNESSES:





C. L. Holloway, Executive Director
Red River Revel, Inc.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 25 day of July, 2012.

WITNESSES:




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

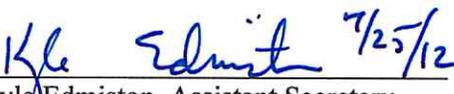
 7/25/12
Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1
Marketing Plan

1.) Event Description - Narrative, including background of Event.

Mission: 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 Red River Revel, winner of the 1988 President's Volunteer Action Award, began in 1976 as the Junior League of Shreveport's Bicentennial gift to the citizens of the region. The annual arts festival has grown to an eight-day annual event, attracting 180,000 + people to the Shreveport riverfront. The goal of the festival is to provide the general populace a celebration of the arts that brings them the finest in visual and performing arts experiences.

The Arts Festival provides opportunities for 140 visual artists by way of an application and professional jury process. The ability to maintain quality in the visual arts for 36 years is the direct reflection on the use of a professional jury in selecting our visual artists and by limiting the number of artists selected each year. The selection criteria used in the blind jury process include art quality; price range; salability; uniqueness of the art; and history.

For 2012, there will be three performance stages on the site. Just like the visual arts, the ability to maintain quality and diversity in the performance arts is also maintained through the use of the professional jury process. A jury representing diverse segments of the community will jury every performance at the Arts Festival. Criteria include quality and variety that has a direct correlation to the diversity of the community.

In addition, 22 food booths are run by local non-profit organizations; morning and afternoon arts education programs specifically designed to incorporate Louisiana Content Standards and Benchmarks in art, history, math and physical education; and student and professional art exhibits.

The need for the Red River Revel Arts Festival in the community includes:

A.) Tourism/Economic Impact. Marshall Marketing Research estimates that 20% of the Revel patrons are from outside the Shreveport-Bossier market. For 2011, Destination Exploration estimated the economic impact of the festival at \$11 million.

B.) Tax dollars on the local, parish and state level. Annually, gross arts sales by the visual artists are \$700,000. This equates to \$60,550 in taxes paid strictly by the artists. In addition, Souvenir Vendors and For-Profit Food Businesses pay taxes on gross sales. Since 2004, Caddo Parish taxes have exceeded \$180,000.00.

C.) An opportunity for other local non-profit organizations to raise funds by participating as a food booth. Since 2004, these organizations have realized gross receipts of \$2.7 million. In turn, the fundraising creates an indirect economic impact for the community.

D.) Access to the Arts. There is no admission charge all day Monday; prior to 5:30 p.m. Tuesday-Friday; and children 12 and under accompanied by an adult receive free admission.

E.) Arts Educational Components for youth. Every fourth grader from Caddo and Bossier Parishes experiences first-hand both performance and visual art. Our Art Education Programs are specifically designed for the students to work on Louisiana Content Standards in music, visual arts, theatre, dance, history and physical education. Our Morning Arts Education Programs reach 15,000 students annually.

F.) Employment. Since 2007, the Revel has paid over \$1 million in contracts to performing artists and over \$400,000 in the hiring of off-duty police officers. In addition, stagehands, sound and light technicians, and other security companies are hired.

G.) Quality of Life/Social Impact. Each year the Revel brings segments of the community that might not spend time together or celebrate the arts with each other. Additionally, volunteers from diverse social and economic backgrounds work side by side implementing the festival.

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.

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.

2.) Goals and Objectives - *Specific goals and objectives for Event*

To simplify the results we expect to achieve, they have been broken down into three categories: Short Term, Mid-Term and Long-Term.

Short Term:

A. The festival brings tourism to the area.

The Shreveport-Bossier Convention and Tourist Bureau contracted with Destination Exploration to conduct an Economic Impact Study of the Red River Revel Arts Festival in 2011. Destination Exploration conducted intercept interviews during the festival from Saturday, October 1st thru Saturday, October 8th. Below are some highlights from the Executive Summary.

- The average respondent group size was 3.62.
- Twenty-five percent (25%) of the respondents were first time festival attendees.
- One-half (50%) of the respondents said the Red River Revel Arts Festival was a very important factor in coming to the downtown area.
- Ninety-four percent (94%) of the respondents were considered daytrippers and six percent (6%) were considered overnights.

- Sixty-three percent (63%) of the overnight respondents were more likely to stay 1-2 nights. The average overnight stay was 2.30 nights.

B. Students who participate in our Arts Education programs will feel a sense of accomplishment by completing art projects at the festival and will, in the future, pursue new art experiences.

Evaluations submitted by the teachers who attended the 4th Grade Program showed that nearly 85% of the students who participated in the activities left with a “sense of accomplishment” at the conclusion of the program.

C. Patrons will show an appreciation for the arts presented by making purchases from the visual artists.

Mid-Term:

D. The economic impact the festival brings to the community.

In 2011, Destination Exploration estimated the economic impact of the festival at \$11 million.

E. The Non-Profit Food Groups, who use the Revel as a fundraiser, use their revenue to further their mission, purchase equipment or travel to other events.

In 2011, the Revel paid out \$463,534 in food commissions to local non-profit and for-profit organizations. The organizations, in turn, used that money to pay their food costs, equipment rentals, and/or labor. Net profits for the non-profit organizations went to programs they implement, resulting in an indirect economical impact for the community.

Long Term:

F. The quality of the festival inspires sponsors and underwriters to renew their financial commitments in future years.

Since 2006, the Revel has had the opportunity to work with 93 underwriters in some capacity. For 2011:

- 76 of 93 underwriters (85%) renewed their financial commitment from 2010;
- 4 underwriters came back after being away from the Revel for at least one year;
- 6 underwriters did not renew their commitment from 2010; and
- 7 underwriters were brand new to the Revel in 2011.

With regard to underwriter retention:

- 85% retention from the previous year (2010);
- 74% retention from 2009;
- 68% retention from 2008;
- 45% retention from 2007; and
- 45% retention from 2006.

3.) Target Audience(s) - Describe target audience for Event

The diverse programs offered during the eight days of the Red River Revel Arts Festival provide “something for everyone.” Therefore, we do not “blanket” advertise targeting one specific demographic. However, for example, through our current campaign we can specifically target country music fans when promoting a national country headliner by adjusting digital or social media or increasing our presence on country radio station websites.

Past demographic studies conducted by Marshall Marketing at prior Red River Revel Arts Festivals tell us that our main demographic is adults, age 30-59 with income of \$35,000 to \$74,000.

In addition, year after year, the Revel staff and Governing Board continue to follow the mission of the organization by making the Arts accessible to everyone. We have continued to maintain admission policies that allow free admission all day Monday and prior to 5:30 p.m. Tuesday-Friday. Any child 12 years and younger is free to attend the festival, as long as they are accompanied by an adult.

4.) Additional Deliverables - *Any element of visibility or opportunity for LOT to leverage its support of this project.*

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

All television advertisements, whether shown by local affiliates or beyond the 50-mile radius will identify www.louisianatravel.com.

5.) Performance Measures - *Specific, quantifiable tracking and evaluation measures for Event. Describe plan to measure achievement of objectives.*

The Revel will measure the above outcomes in the following:

Outcome A: We expect 20% or 36,000 patrons of the 180,000 expected will live outside of Shreveport/Bossier.

Outcome A will be measured through the use of handheld identification scanners. Anyone wishing to consume alcohol on the Revel site will have to submit a Driver's License or Military ID to be scanned for authenticity. The Revel will, at the end of each day, be able to provide a comprehensive report detailing where the IDs originated from. Therefore, we should be able to get a relatively accurate picture of the number of patrons from beyond the Shreveport/Bossier markets.

Outcome B: We expect an 85% favorable response from teachers and chaperones that their students felt a sense of accomplishment upon completing art projects associated with our Arts in Education programs.

Outcome B will be measured by accumulating the results of surveys/evaluations submitted by the teachers who attended our Arts in Education programs with their students. Each teacher is given an evaluation upon their arrival to the site. Teachers may turn in evaluations to program Chairmen prior to departing the site or they may fax or mail it back to the Revel office.

Outcome C: We expect to see a 5-10% increase in art sales from the previous year, if the weather is comparable.

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Outcome C will be measured by visual artists completing a survey prior to leaving the Revel site that provides information on where they stayed while here, their gross sales for the week, how those sales compared to the previous year (if applicable) and a breakdown of where their customers reside.

Outcome D: Destination Exploration concluded that the economic impact for the 2011 festival was nearly \$11 million.

Outcome E: Attached to this grant are five letters/emails from Non-Profit Food Groups detailing how they use profits obtained at the Revel.

Outcome F: Our goal is always a 100% renewal of sponsors and underwriters. However, we are realistic and expect to renew 80% of previous year sponsors and underwriters.

Outcome F will be measured through in-house accounting that compares sponsors and underwriters from 2010 to 2011.

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**Exhibit A2
 Media Plan**

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Actual Cost	LOT 50% Match
Longview News Journal	Longview, TX	10.67" x 20.5" insert	09-30-2012	28,000	2,811.20	1,405.60
Marshall News Messenger	Marshall, TX	10.67" x 20.5" insert	09-30-2012	6,200	622.48	311.24
Atlanta Citizens Journal	Atlanta, TX	10.67" x 20.5" insert	10-03-2012	3,500	351.40	175.70
Big Sandy - Hawkins Journal	Big Sandy & Hawkins, TX	10.67" x 20.5" insert	10-03-2012	1,107	110.44	55.22
Bowie County Citizens Tribune	Bowie County, TX	10.67" x 20.5" insert	10-03-2012	4,102	411.64	205.82
Cass County	Cass County, TX	10.67" x 20.5" insert	10-03-2012	1,101	110.44	55.22
Daingerfield Bee	Daingerfield, TX	10.67" x 20.5" insert	10-03-2012	2,800	281.12	140.56
Gladewater Mirror	Gladewater, TX	10.67" x 20.5" insert	10-03-2012	1,250	125.50	62.75
Grand Saline Sun	Grand Saline, TX	10.67" x 20.5" insert	10-04-2012	2,800	281.12	140.56
Lindale News & Times	Lindale, TX	10.67" x 20.5" insert	10-04-2012	2,197	220.58	110.29
Mineola Monitor	Mineola, TX	10.67" x 20.5" insert	10-03-2012	3,221	323.39	161.70
Panola Watchman	Panola, TX	10.67" x 20.5" insert	10-03-2012	4,203	421.68	210.84
Pittsburg Gazette	Pittsburg, TX	10.67" x 20.5" insert	10-04-2012	3,300	331.32	165.66
Wood County Democrat	Wood County, TX	10.67" x 20.5" insert	10-03-2012	3,066	307.83	153.92
Longview News Journal	Longview, TX	5.29" x 10.5"	10-07-2012	28,000	482.35	241.18
Marshall News Messenger	Marshall, TX	5.29" x 10.5"	10-07-2012	6,000	382.35	191.18

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Neighbors - Longview TMC	Longview, TX	10.67" x 20.5" insert	10-02-2012	47,000	4,718.80	2,359.40
Marshall This Week - TMC	Marshall, TX	10.67" x 20.5" insert	10-03-2012	12,000	1,204.80	602.40
Cass County Shopper - TMC	Cass County, TX	10.67" x 20.5" insert	10-03-2012	7,000	702.80	351.40
Panola Shopper - TMC	Panola, TX	10.67" x 20.5" insert	10-03-2012	5,846	586.94	293.47
@Play Entertainment Guide	Longview, TX	8.875" x 10.75"	08-30-2012	40,000	945.00	472.50
@Play Entertainment Guide	Longview, TX	8.875" x 10.75"	09-13-2012	40,000	945.00	472.50
@Play Entertainment Guide	Longview, TX	8.875" x 10.75"	09-20-2012	40,000	945.00	472.50
@Play Entertainment Guide	Longview, TX	8.875" x 10.75"	09-27-2012	40,000	945.00	472.50
@Play Entertainment Guide	Longview, TX	8.875" x 10.75"	10-04-2012	40,000	945.00	472.50
Totals:					\$19,513.18	\$9,756.59

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT 50% Match
KYTK	East Texas	:30/395	09/20-10/07	\$11,975.00	\$5,987.50
Totals:				\$11,975.00	\$5,987.50

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Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	LOT 50% Match
US 69 S & Heritage Drive	Tyler, TX	14 x 48	9/16-10/13	833.33	416.67
Loop 323 E & S Spur 248	Tyler, TX	14 x 48	9/16-10/13	833.33	416.67
Loop 323 W & Townpark	Tyler, TX	14 x 48	09/16-10/13	833.34	416.67
Totals:				\$2,500.00	\$1,250.00

Online Placement (Website)

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target / Reach	Dates	Actual Cost	LOT 50% Match
Longview News Journal www.news-journal.com	East Texas / 100,000	09/13-10-13	900.00	450.00
Marshall News Messenger - www.marshallnewsmessenger.com	East Texas / 40,000	09/13-10/13	360.00	180.00
Totals:			\$1,260.00	\$630.00

Grantees Grand Total	\$35,248.18
LOT 50% Match Grand Total	\$17,624.09

Exhibit B
2012 BUDGET

Red River Revel

Department	Description	Budget
<u>Income</u>		
Sponsors		50,000.00
Underwriters		252,000.00
Grants	Louisiana Division of the Arts (pending)	15,000.00
	Shreveport Regional Arts Council (pending)	10,880.00
	Decentralized Arts Funds (pending)	5,000.00
	Foundations	25,000.00
Fees		100,100.00
Program Income		72,500.00
Sales		814,075.00
Fundraisers		306,000.00
LOT Grant		15,000.00
	Total Income:	\$ 1,665,555.00

Expense

Administration	Salaries	276,408.00
	Fringe Benefits	28,045.00
	Telephone	10,500.00
	Insurance	23,250.00
	Postage	4,000.00
	Other Administration	79,930.00
Commission & Sales Expense		479,770.00
Programs		41,750.00
Site	Security	90,000.00
	Labor	27,750.00
	Equipment Rental	63,300.00
	Shuttle	16,750.00
	Signage	8,500.00
	Other Site Expenses	41,250.00
Music & Performing Arts	Family Stage Performers	1,500.00
	Street Performers	12,000.00
	National Performers	80,000.00
	Local Performers	18,000.00
	Riders	15,000.00

Grantee: Red River Revel, Inc.
Event: Red River Revel
Grant #635

Grant Amount: \$15,000.00

	Lighting & Stage Rental	10,700.00
	Sound	17,500.00
	Stagehands	8,000.00
	Backline	4,000.00
	Other M & PA Expenses	2,300.00
Marketing & Advertising	East Texas Print	19,513.18
	East Texas Broadcast	11,975.00
	East Texas Outdoor	2,500.00
	East Texas Interactive/Web Banners	1,260.00
	Other Marketing/Advertising Expenses	45,076.00
Fundraisers		179,780.00
Capital Expenses		10,000.00
	Total Expense:	\$ 1,665,555.00

Net Income:

\$ 0.00

Grantee: Red River Revel, Inc.
 Event: Red River Revel
 Grant #635

Grant Amount: \$15,000.00

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:				\$	\$

Grantee: Red River Revel, Inc.
 Event: Red River Revel
 Grant #635

Grant Amount: \$15,000.00

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 Grand Total	\$

<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$
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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

Grantee: Red River Revel, Inc.
Event: Red River Revel
Grant #635

Grant Amount: \$15,000.00

Impact on the region (local and state.)

- 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.