

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

Competitive Grant Program
FY-14

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, email: kevin@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 "Program" is to encourage and support marketing initiatives for tourism events that attract and retain visitors to the state and have a positive impact on Louisiana's tourism economy. Specifically, the funds that are provided under the terms of the Program are intended to assist the LOT in fulfilling its public purpose and statutory mandate, La. R.S. 36:208(F), to be responsible for performing the functions of the state relating to promotion and advertisement of the historical, cultural, recreational, and commercial sites, events, and assets of the state; encourage and promote tourism and the tourist industry for the benefit of the people of this and other states and as a developing economic resource; and cooperate with local tourist promotion and convention agencies. The Program is designed to achieve the following tourism objectives: (1) strengthen Louisiana's tourism partnerships and alliances; 2) support Louisiana's tourism industry as a whole; and (3) increase visitation, length of stays, and visitor spending in Louisiana.

- a. **Event Marketing.** In accordance with the LOT's stated goal and objectives, the Grantee hereby agrees to market the Red River Revel ("Event") scheduled to be held October 5-12, 2013 in Shreveport, LA as set forth in the LOT approved Marketing Plan, Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).
- b. **Qualifying Marketing Expenses.** Upon completion of the Event, the Grantee may request reimbursement up to 50% of actual incurred costs for qualifying marketing expenses as defined in the LOT Grant Application and Guidelines ("Guidelines"). The Guidelines are accessible at <http://www.crt.state.la.us/tourism/grants.aspx>, and must be complied with when implementing the LOT approved Marketing and Media Plans. Grantees who are hosting first-time events may request reimbursement of up to 66% as specified in the Guidelines. For the purpose of this Program, qualifying marketing expenses are defined as the actual placement costs of media that is specifically targeted or directed to areas located outside of a 50-mile radius of the Event. LOT will not reimburse the Grantee for costs that are associated with ad creation or media production. Grantee shall not apply any State funds that are provided from other state sources towards the mandatory cash match that must be provided by the Grantee, under the terms of this Agreement. The total reimbursement shall not exceed the total amount of the LOT approved grant award.
- c. **Event Advertisements.** At least seven business days prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork and broadcast scripts, to

ensure compliance and the eligibility of marketing and advertising materials, and resulting expenses that will be funded by the State through the Program. Advertising materials must include the State's official tourism logo and/or verbiage, and must comply with the LOT January 1, 2012 Style Guide ("Guide") that has been established for logo placement (available at <http://www.crt.state.la.us/DOCUMENTARCHIVE/PassionLogo/BrandGuidelinesGuide.pdf>). LOT will not reimburse the Grantee for media and advertising media materials that have not been approved by the State as noted under the terms of this Agreement.

- d. **LOT as Official Sponsor.** Marketing and advertising expenses qualify for reimbursement only when the Grantee acknowledges LOT as an official sponsor of the Event as set forth herein and in the Guidelines.

Grantee shall:

- Prominently display the State's official tourism logo in all grant-funded printed promotional materials, visual advertising, and other publicity pieces that are distributed to the public to promote the Event, regardless of the media source.
 - Prominently display the State's official tourism logo on the Grantee's official Event websites and other prominent websites used to promote the Event. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>. The Guide for the proper placement of the logos is accessible at the website noted above in Item c.
 - Maintain an active link from the State's official tourism logo to the LOT's official tourism website www.LouisianaTravel.com for the full term of this agreement.
 - Verbally recognize the State's support in all broadcast announcements/media scripts that are to be reimbursed by the State. Grantee shall include in all announcements and broadcast scripts, the following phrase "*Visit LouisianaTravel.com to plan your trip today.*"
 - Provide complimentary tickets and/or passes to the Event and related activities that are associated with the Event (if tickets are required for admission) in quantities necessary for LOT's staff to monitor compliance, and carry out its legal responsibilities regarding the promotion of Louisiana tourism. Grantee shall contact the State regarding such access at least fourteen (14) days prior to the date(s) of the Event.
- e. **Changes to Agreement.** The Grantee may submit a written request, by mail or email, to the Contract Monitor for proposed changes to the Media Plan, Marketing Plan, or Budget (Exhibits A1, A2, and B). The Grantee shall not request an increase in the maximum amount of the Grant award. The Contract Monitor will provide a written response of approval or rejection of the request to the Grantee within seven (7) business days. Other than as described herein, any changes to this Agreement will require a written amendment executed by all parties.
- f. **Communication.** Regular communication with the Contract Monitor is required (at least quarterly) throughout the term of this Agreement and is beneficial to both the Grantee and the State to ensure compliance with the terms of the Agreement and the Guidelines. The Grantee is required to submit a written notification to the Contract Monitor of any changes in the Grantee's contact information. Should a period of three months or more lapses without the Grantee communicating with the State's Contract Monitor, the State may at its option, initiate the process of revoking this Grant and terminating this Agreement.

The State's Contract Monitor for the Competitive Grant Program is:

Judy Halloran
Phone: 225-342-8121
Email: JHalloran@crt.la.gov
Mailing Address: PO Box 94291, Baton Rouge, LA 70804-9291

- g. **Final Report.** Upon completion of the Event, the Grantee shall submit a Final Report as specified in Exhibit C. The Final Report may be mailed or delivered to the Contract Monitor. The Final Report form can also be downloaded from the LOT's website, <http://www.crt.state.la.us/tourism/grants.aspx>. Grantee shall complete each section of the Final Report, as applicable, which include:

- **Section I** - Grantee's Name and Contact Information
- **Section II** - Reimbursable Media – Qualifying Marketing Expenses listed under the appropriate media categories of the actual expenses incurred by the Grantee
- **Section III** - Documentation to support the reimbursement request for Media Purchases, which may include media invoices, advertising tear sheets, logs, and other acceptable documents as proof of advertising placement.
- **Section IV** – Final Report Summary – Provide details of the outcome of the Event as noted in Exhibit C.

2) Payment Terms

- a. **Maximum Payment.** In consideration of Grantee's compliance with all terms of the Program, the State hereby agrees to pay the Grantee a maximum sum of **TEN THOUSAND DOLLARS (\$10,000.00)**. Travel and other expenses that are not specified in the terms of this Agreement are not reimbursable.
- b. **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 Guidelines.
- c. **Original Invoice.** After completion of the Event, the Grantee shall deliver to the Contract Monitor an original invoice on organization letterhead, the Final Report (Exhibit C), and all supporting documentation for preapproved qualifying expenses that have been incurred by the Grantee in compliance with the terms of this Agreement. The invoice submitted to the State shall reflect 50% (or 66% for first-time events) of the actual cost to the Grantee, up to the maximum amount of the Grant award.

The invoice must: 1) be submitted on Grantee's official letterhead, 2) contain the word "invoice," 3) not exceed 50% of incurred cost (66% for first-time events) up to the total amount of the grant award, 4) reference the Event, 5) be accompanied by supporting documentation for actual costs incurred, and 6) be accompanied by the detailed Final Report (Exhibit C).

- d. **Payment Reductions.** The State reserves the right to reconcile the invoice to the supporting documentation, and will reduce the payment in the event of any of the following:

1) an expense submitted to the State for reimbursement, but not preapproved by the State, 2) the request reflects reimbursements for non-qualifying expenses, 3) the State has not been acknowledged as a sponsor in media promotions in accordance with the terms of this Agreement, 4) inadequate supporting documentation for expenses, or 5) noncompliance with terms of this Agreement.

LOT reserves the right to request and require additional information or documentation in order to adequately verify compliance with the terms of the Agreement.

NOTE: Grantee will not receive reimbursement for cancelled media or media purchased, but not placed by the Grantee.

- e. **Discrepancies.** The State will notify the Grantee of any inadequacies or deficiencies and will allow the Grantee reasonable opportunity to cure any defects. 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 any defect.
- f. **Processing.** After verifying the compliance, the Contract Monitor will authorize the payment of the invoice. Reimbursement usually takes 4 -6 weeks from the date of the Contract Monitor's receipt of the invoice.
- g. **Use of Funds.** The Grantee shall be liable for all grant funds that have not been used in accordance with the terms and conditions of this Agreement and the Program Guidelines. If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, the 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, ceases to do business, or ceases to do business in Louisiana, it shall be required to repay the State in accordance with the State's terms or requirements.
- h. **Availability of Funds.** 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.

3) Act 14 Clause

Grantee is informed that no funds appropriated under Act 14 of the 2013 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.

4) 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.

5) Term of Grant Agreement

- a. This Grant Agreement shall begin on July 1, 2013 and shall terminate on December 31, 2013.
- b. The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.
- c. The Event is scheduled to be held October 5-12, 2013 in Shreveport, LA.
- d. Grantee must submit to the Contractor Monitor an original invoice, a Final Report (Exhibit C), and all supporting documentation due by November 30, 2013.
- e. If the Grantee is unable to deliver the State benefits as specified, or perform the work within the term of the Agreement, the Grantee shall 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.
- f. 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 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 Guidelines and addenda issued thereto by the LOT, and 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 Guidelines) shall take precedence, followed by the provisions of the 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 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. Rev. Stat. 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 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

Grantee: Red River Revel, Inc.
Event: Red River Revel

Grant Amount: \$10,000
Grant: #849

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 Shreveport, Louisiana on the 15th day of August, 2013.

WITNESSES:


Chama Harte


Kevin Stone, Executive Director
for Red River Revel, Inc.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the ___ day of _____, 201_.

WITNESSES:

Department of Culture, Recreation, & Tourism


Martine Curcio

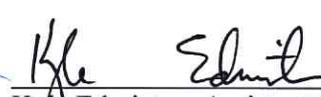
 8/13/13
Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1 EVENT 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 Revel accepts up to 140 visual artists annually through an application and professional jury process. The ability to maintain quality in the visual arts for 37 years is a direct reflection on the professional jury process used in selecting our artists and in limiting the number of artists chosen. The selection criteria used in the blind jury process include art quality; price range; salability; uniqueness of the art; and history.

There will be one indoor and three outdoor performance stages on the festival site for the 2013 Revel. Just like the visual arts, the ability to maintain quality and diversity in the performing arts is also maintained through the use of a professional jury process. A panel representing diverse segments of the community judges each performing arts application for the Revel. Criteria include quality and variety that has a direct correlation to the diversity of the community.

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

Two new programs will be introduced at the 2013 festival: internationally-acclaimed Dallas Black Dance Theatre (DBDT) and Architects of Air interactive sculpture exhibit Exxopolis. DBDT will offer two Master Classes and a public performance and Exxopolis will be a unique experience for Arts Education and the public. Neither of the programs is weather-dependent and both will provide additional revenue streams.

Dallas Black Dance Theatre:

Under our current contract with the City of Shreveport, we have access to Riverview Theatre which has an audience capacity of 1,725. We will contract the Dallas Black Dance Theatre to facilitate two Master Dance Classes (Intermediate and Advanced) and perform one public show during the 38th annual Red River Revel Arts Festival. The Master Dance Classes will occur Monday afternoon/evening, each with a capacity of 50 students (\$25 each). The public performance will take place Tuesday evening at Riverview Theatre; all tickets sold will be general admission at \$25 per person. We have reserved 600 tickets for the performance to be distributed, at no charge, to dance companies and recreation facilities programming in Title I neighborhoods. The reasoning behind the decision is simple, we pride ourselves as an arts festival, which means that not only is it important that we follow our mission by providing all genres of the Arts, but also that we give citizens of the Ark-La-Tex opportunities to celebrate high-caliber art within their own geographic region.

For more information on the artistic quality of Dallas Black Dance Theatre, please see our Supplemental Materials.

Exxopolis: Architects of Air

The Red River Revel has a pending contract with Architects of Air to bring the luminaria, Exxopolis, to the festival for its eight-day run. Exxopolis, a monumental inflatable sculpture, generates a sense of wonder at the beauty of light and color. Patrons will experience a "dazzling maze of winding paths and soaring domes where Islamic architecture, Archimedean solids, and Gothic cathedrals meld into an inspiring mix of design and engineering."

The Revel is currently working with the Superintendents of Art from Caddo and Bossier Parish School Systems to make Exxopolis available, through an additional Arts Education program, to all 7th grade students in both districts.

The Red River Revel Arts Festival provides the community:

- 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 \$3 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, science, history and physical education. Our Morning Arts Education Programs reach 15,000 students annually.
- F. **Employment.** Since 2007, the Revel has paid over \$1.1 million in contracts to performing artists and over \$475,000 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.

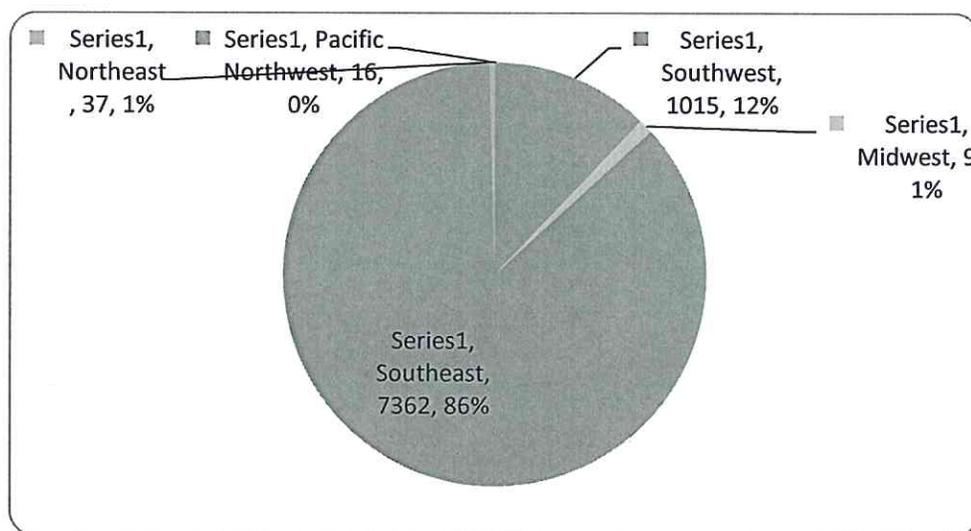
2.) Goals and Objectives - *Specific goals and objectives for Event*

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. Continue to attract tourism to the community.

In 2012, the Revel implemented an ID Check program to alleviate underage drinking at the festival. The policy was that any person wishing to purchase or consume alcoholic beverages on the festival site had to have a valid identification or military ID scanned at one of five Check Stations. The machines we used enabled us to gather data on the legal states of residence of consumers. The following pie chart illustrates, by geographical region, where a number of the Revel patrons came from.



States represented per region, as identified by *Wikipedia*:

Northeast: Maine; New Hampshire; Vermont; Massachusetts; Rhode Island; Connecticut; New York; New Jersey; Pennsylvania; Maryland; Delaware; and the District of Columbia.

Southeast: West Virginia; Virginia; Kentucky; Tennessee; North Carolina; Arkansas; Louisiana; Mississippi; Alabama; Georgia; South Carolina; and Florida.

Southwest: California; Arizona; New Mexico; Colorado; Texas; Utah; Wyoming; Nevada; and Hawaii.

Midwest: Illinois; Wisconsin; Indiana; Iowa; North Dakota; South Dakota; Kansas; Michigan; Minnesota; Ohio; Nebraska; and Missouri.

Pacific Northwest: Washington; Oregon; Idaho; Montana; and Alaska.

B. Fulfill students' needs by maintaining quality Arts Education programs.

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

- b. Evaluations submitted by teachers who attended the 4th Grade Program in 2012 depict that 90% of the students who participated in the activities left with a “sense of accomplishment” at the conclusion of the program.
- C. Maintain support for visual artists: Patrons show appreciation for the arts offered at the Revel by making purchases from the visual artists.

Mid-Term:

- D. Maintain or increase the economic impact the festival has on the community. In 2011, Destination Exploration estimated the economic impact of the festival at \$11 million.
- E. Continue as an outlet for other non-profit organizations.
 - a. Non-profits that use the Revel as a fundraiser earn revenue to: further their mission, purchase equipment, or travel to other events.
 - b. In 2012, the Revel paid out \$375,137 in commissions to local non-profit and for-profit organizations. These organizations, in turn, use that money to pay food costs, equipment rentals, and/or labor. Net profits for the non-profit organizations went to programs they implement, resulting in an indirect economic impact for the community.

Long Term:

- F. Maintain the quality of the festival that allows us to annually retain financial contributors at a 100% renewal rate.
 - a. Of the 93 underwriters/sponsors that graciously helped the Revel through financial contributions in 2011, 95% chose to renew or increase their contributions in 2012.
 - b. It is evident to us that the Revel provides a product/service to the community that businesses want to be associated with; not just during the annual event, but for longevity.

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

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

The diversity of the programs offered during the eight-day Red River Revel Arts Festival provides “something for everyone.” Therefore, we do not “blanket” our advertising to target any specific demographic. However, for example, we have the capability to make country music fans the objective of a specific campaign to promote a national country headliner by adjusting digital or social media or increasing our presence on country radio station websites.

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 before 5:30 p.m. Tuesday-Friday; children 12 and under are always admitted free when 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.

Louisianatravel.com logo will be displayed on:

- the cover of the festival's media kit.
- our pre-festival brochures.

- our daily program during the festival.
- on all outdoor digital billboard advertisements, including the four within the Shreveport/Bossier city limits.

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

Performance evaluation process for above- listed goals and objectives:

Objective A: 20% (36,000 of 180,000) of patrons attending the 2013 Revel will come from outside the Shreveport/Bossier area. This goal will be measured through the use of handheld ID scanners. Anyone wishing to consume alcohol on the Revel site will be required to present valid identification 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 were issued. Therefore, we should be able to produce a relatively accurate picture of the number of patrons hailing from beyond the Shreveport/Bossier markets.

Objective B: We expect 85% of the responses from teachers and chaperones to be favorable - that their students felt a sense of accomplishment upon completion of projects associated with our Arts in Education programs. This goal will be measured by accumulating the results of evaluation surveys submitted by teachers who attended the programs with their students. Upon arrival, each teacher receives an evaluation form to fill out; forms are either submitted to program Chairmen onsite or faxed/mailed to the Revel office.

Objective C: We expect to see a 5-10% increase in art sales from the previous year, if the weather is comparable. We will measure this goal by a survey completed by visual artists prior to leaving the Revel site; the survey allows them to provide us with information on their lodging, gross sales and how sales compared to the previous year (if applicable), and a breakdown of where their customers reside.

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

Objective E: We will request that all participating non-profit organizations operating food booths at the Revel provide us with a detailed summary on how their net profits were/will be spent.

Objective F: Our goal is to attain a 100% renewal of sponsors and underwriters. However, we are realistic and expect to renew 80% of previous year contributors in addition to the continual search for new supporters. Objective F will be measured through in-house accounting comparisons from 2012 to 2013.

**Exhibit A2
 Media Plan**

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation Number	Actual Cost	LOT Match
@ Play Entertainment Guide	Longview, TX	Full	9/12	40,000	803.25	401.62
@ Play Entertainment Guide	Longview, TX	Full	9/19	40,000	803.25	401.62
@ Play Entertainment Guide	Longview, TX	Full	9/26	40,000	803.25	401.62
@ Play Entertainment Guide	Longview, TX	Full	10/03	40,000	803.25	401.62
@ Play Entertainment Guide	Longview, TX	Full	10/10	40,000	803.25	401.62
Longview News Journal	Longview, TX	5.29 x 10.5	10/06	26,000	375.00	187.50
Marshall Messenger	Marshall, TX	5.29 x 10.5	10/06	6,000	315.00	157.50
Panola Watchman	Panola, TX	5.29 x 10.5	10/06	4,000	232.50	116.25
Longview News Journal	Longview, TX	Insert	09/29	26,000	1,223.53	611.77
Neighbors - Longview TMC	Longview, TX	Insert	10/01	50,000	2,352.94	1,176.47
Marshall This Week – TMC	Marshall, TX	Insert	10/02	12,000	564.71	282.36
Marshall News Messenger	Marshall, TX	Insert	09/29	6,000	282.35	141.18
Panola Watchman	Panola, TX	Insert	10/02	4,000	305.88	152.94
Panola Shopper – TMC	Panola, TX	Insert	10/02	5,400	412.94	206.47
The Town Talk	Alexandria, LA	Insert	TBD	26,000	1,508.00	754.00
Bienville Democrat	Arcadia, LA	Insert	TBD	2,053	96.00	48.00
Fort Polk Guardian	Fort Polk, LA	Insert	TBD	14,000	672.00	336.00
The Guardian Journal	Homer, LA	Insert	TBD	8,193	384.00	192.00
The Natchitoches Times	Natchitoches, LA	Insert	TBD	5,600	268.80	134.40
Ruston Daily Leader	Ruston, LA	Insert	TBD	4,900	300.00	150.00
Totals:					\$13,309.90	\$6,654.95

Grantee: Red River Revel, Inc.
 Event: Red River Revel

Grant Amount: \$10,000
 Grant: #849

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area	Spot length/ Frequency	Broadcast Dates	Actual Cost	LOT Match
KETK, KFXK, KLPN	East Texas	:30/TBD	9/23-10/12	5,000.00	2,500.00
Totals:				\$5,000.00	\$2,500.00

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	LOT Match
US 69 S & Heritage Drive	Tyler, TX	14' x 48'	9/16-10/12	833.33	416.67
Loop 323 E & S Spur 248	Tyler, TX	14' x 48'	9/16-10/12	833.33	416.66
Loop 323 W & Townpark	Tyler, TX	14' x 48'	9/16-10/12	833.34	416.67
Rotation between 3 units: #1 N/S Louisville @ 2nd Street; #2 E/S 18th Street S/O Roselawn Ave; #3 N/S Cypress St E/O McGuire St	Monroe, LA	11' x 23'	9/16-10/12	3,600.00	1,800.00
W/S Fulton St. Bridge	Alexandria, LA	10'6" x 36'	9/16-10/12	1,400.00	700.00
Jackson St @ Metro Drive S/S	Alexandria, LA	14' x 28'	9/16-10/12	750.00	375.00
3142 N. MacArthur Drive	Alexandria, LA	14' x 28'	9/16-10/12	750.00	375.00
I-20 at Spring St/Market St exit	Shreveport, LA	14' x 48'	9/16-10/12	2,850.00	1,425.00
Totals:				\$11,850.00	\$5,925.00

Online Placement (Website)

Website Name and Address Ex:	Target / Reach	Dates	Actual Cost	LOT Match
the Advocate / www.theadvocate.com				
www.news-journal.com	100,000	9/12-10/12	941.18	470.59
www.marshallnewsmessenger.com	40,000	9/12-10/12	376.47	188.24
www.panolawatchman.com	6,250	9/12-10/12	58.82	29.43
Enhanced Digital Package: Texas counties of Angeline, Camp, Cherokee, Franklin, Gregg, Houston, Nacogdoches, Rusk, Sabine, San Augustine, Smith, Upshur, Wood	80,000	9/12-10/12	941.18	470.59
Totals:			\$2,317.65	\$1,158.85

Grantees Grand Total

\$32,477.55

LOT 50% Match Grant Total

\$10,000.00

(LOT Staff Only) LOT Approved Reimbursement Amount

\$

Exhibit B
2013/2014 BUDGET
Red River Revel

Department	Description	Budget
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Income

	Sponsors	40,000
	Underwriters	225,000
	Government & Other Grants	96,000
	Fees	100,100
	Program Income	52,000
	Sales	817,575
	Dallas Black	62,500
	Exxopolis	138,250
	Farmers' Market	35,500
	Fundraiser Income	271,250
	Total Income:	\$ 1,838,175

Expense

	Administration	328,175
	Commission & Sales Expense	479,370
	Programs	36,150
	Site	279,891
	Music & Performing Arts	197,250
	Marketing & Promotions	102,381
	Dallas Black	62,500
	Exxopolis	138,250
	Farmers' Market	32,250
	Fundraising Expenses	165,058
	Capital Expenditures	16,900
	Total Expense:	\$ 1,838,175

Net Income:

\$ 0.00

Grantee: Red River Revel, Inc.
 Event: Red River Revel

Grant Amount: \$10,000
 Grant: #849

Exhibit C
Louisiana Office of Tourism Competitive Grant Program
Final Report Form FY 14

SECTION I: Grantee's Contact 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 towards areas outside a 50-mile radius of the Event. Qualifying marketing expenses include the actual placement costs of media, but will not be applied to ad creative or media production expenses.

**If awarded a grant, 50% (or 66% for first-time events) of the grand total spent on qualifying marketing expenses will be reimbursed up to the total amount of the award.

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

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation No.	Actual Cost	Match Amount
Totals:					\$	\$

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Market Area (DMA)	Spot length/Frequency	Broadcast Dates	Actual Cost	Match Amount
Totals:				\$	\$

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	Match Amount
Totals:				\$	\$

Interactive Advertising / Web Banners

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

Marketing Promotional Video - Only \$2,500 of grant award can be used towards a single marketing promotional video

Company Producing Video	Target Audience	Dates video	Actual Cost	Match

Grantee: Red River Revel, Inc.
 Event: Red River Revel

Grant Amount: \$10,000
 Grant: #849

		will air		Amount
		Totals:	\$	\$

Grantees grand total spent on qualifying marketing expenses	\$
Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award or 66% for first-time events	\$
<i>(LOT Staff Only)</i> LOT Approved Reimbursement Amount	\$

Section III: Documentation to Support the Reimbursement Requests (Proof of Media Purchases)

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

- **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 which the media was purchased.
- **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:

- Prepare and submit a one to two (1-2) page typed summary of the outcome of the Event, taking into consideration the goals, objectives, measures of performance, and the impact that the Event had on tourism in the area and the state, which should include:
 - 1) **Objectives Achieved** – Based on the Program objectives listed on page 1 of this Agreement, list accomplishments that show achievement of the overall goal of impacting tourism.
 - 2) **Measurements of Performance** – Provide measurable data or figures that indicate performance outcome, which may include but are not limited to the following: estimated attendance, admissions revenue, vendor registrations, public entry fees collected, etc.
 - 3) **Economic Impact** - Provide available economic impact information (number of hotel room nights generated, occupancy rates/ADR, food, beverage, and other tax revenue generated, and visitor spending, etc.) for the local community, region, and state.
 - 4) **Media Relations** – Provide supporting documentation for media relations that may include but are not limited to the following: copies of news releases, newspaper clippings, articles from various media publications, flyers, itineraries, photographs and programs.
 - 5) **Profitability of the Event** – Provide the total estimated cost of producing the Event this year, and the total estimated income generated from sales, vendor registrations, and entry fees, if applicable.

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