

Exhibit A 1 MARKETING PLAN

Event Description

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 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 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 2014 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.

Goals and Objectives

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

Long Term:

- F. Maintain the quality of the festival that allows us to annually retain financial contributors at a 80% renewal rate.

Target Audience(s)

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.

Additional Deliverables

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.

Performance Measures

Performance evaluation process for above- listed goals and objectives:

Objective A: 20% (36,000 of 180,000) of patrons attending the 2014 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.

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.

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

Grant Amount: \$2,500
Grant: #944

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 2013 to 2014.

**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	8.875" x 10.75	9/25/14	40,000	\$945.00	\$472.50
@ Play Entertainment Guide	Longview, TX	8.875" x 10.75	10/2/14	40,000	\$945.00	\$472.50
Longview News Journal	Longview, TX	5.29 x 10.5	10/5/14	26,000	\$442.00	\$221.00
Marshall Messenger	Marshall, TX	5.29 x 10.5	10/5/14	6,000	\$370.00	\$185.00
Panola Watchman	Panola, TX	5.29 x 10.5	10/5/14	4,000	\$274.00	\$137.00
Longview News Journal	Longview, TX	Insert	9/28/14	26,000	\$1,224.00	\$612.00
Marshall News Messenger	Marshall, TX	Insert	9/28/14	6,000	\$282.00	\$141.00
Panola Watchman	Panola, TX	Insert	10/1/14	4,000	\$306.00	\$153.00
The Town Talk	Alexandria, LA	Insert	9/28/14	26,000	\$1,256.00	\$628.00
The Natchitoches Times	Natchitoches, LA	Insert	9/28/14	5,600	\$1,082.00	\$541.00
Ruston Daily Leader	Ruston, LA	Insert	9/28/14	4,900	\$294.00	\$147.00
Totals:					\$7,420.00	\$3,710.00

Grantees Grand Total	\$7,420.00
LOT 50% Match Grant Total	\$3,710.00
Grant Amount	\$2,500.00

**Exhibit B
 Budget**

Red River Revel 2014

Sources of Revenue

Amounts

Sponsors	\$ 40,000.00
Underwriters	\$ 215,000.00
Government & Other Grants	
Louisiana Division of the Arts	\$ 18,000.00
Shreveport Regional Arts Council	\$ 18,000.00
Decentralized Arts Funds	\$ 3,000.00
Foundations	\$ 20,000.00
Fees	\$ 100,100.00
Program Income	\$ 52,000.00
Sales	\$ 817,575.00
Farmers' Market	\$ 35,500.00
Fundraiser Income	\$ 271,250.00
LOT Grant	\$ 2,500.00
Total Expected Revenue	\$1,592,925.00

Anticipated Expenses

Expense Categories	Total Amount
Administration	
Salaries	\$ 245,000.00
Benefits	\$ 17,500.00
Telephone	\$ 8,500.00
Insurance	\$ 22,000.00
Postage	\$ 4,000.00
Other Administration	\$ 73,650.00
Commissions & Sales Expenses	\$ 508,810.00
Programs	\$ 36,500.00
Site	
Security	\$ 80,000.00
Labor	\$ 62,500.00
Equipment Rental	\$ 70,000.00
Shuttle	\$ 5,000.00
Signage	\$ 12,500.00
Other Site Expenses	\$ 44,050.00
Music & Performing Arts	
Family Stage Performers	\$ 1,500.00
Street Performers	\$ 13,000.00
National Performers	\$ 100,000.00
Local Performers	\$ 18,000.00
Riders	\$ 22,500.00
Light & Stage Rental	\$ 15,750.00
Sound	\$ 18,000.00
Stagehands	\$ 8,000.00

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Backline	\$ 6,500.00
Other M&PA Expenses	\$ 2,000.00
Marketing & Promotions	
East Texas Print	\$ 7,420.00
Other M&P Expenses	\$ 3,195.00
Farmers Market	\$ 31,800.00
Fundraising Expenses	\$ 58,750.00
Capital Expenditures	\$ 4,000.00
Total Expense:	\$ 1,592,925.00