

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Peach Festival
Grant # 557

Grant Amount: \$8,148.75

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

**Marketing 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 Ruston-Lincoln Chamber of Commerce, 2111 North Trenton St., Ruston, LA 71270, Phone: (318) 255-2031 and Email: nbergeron@rustonlincoln.org (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 market the Squire Creek Louisiana Peach Festival ("Event") scheduled to be held June 22-23, 2012 in Ruston, Louisiana, as set forth in its LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

The goal of this LOT Marketing Grant Program is to fund activities 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. Qualifying Marketing Expenses. Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the actual incurred cost 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, and State funds from any other source may not be applied towards the mandatory cash match to be provided by the Contractor.

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Peach Festival
Grant # 557

Grant Amount: **\$8,148.75**

b. 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. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the Event, 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 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."*

c. Event 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, 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 item 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 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.

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Peach Festival
Grant # 557

Grant Amount: \$8,148.75

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 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 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 **EIGHT THOUSAND ONE HUNDRED FORTY EIGHT AND 75/100 DOLLARS** (\$8,148.75). 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 the release of payment.

Payment is contingent upon the availability of funds appropriated 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 Event. Payment will be made on a reimbursement basis for incurred expenses as specified within this agreement and the Grant application guidelines. 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 were actually incurred by the Grantee in compliance with the terms of the Grant Agreement, due by July 6, 2012.

b. Original Invoice. The original invoice to the State shall be in the 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). The original invoice may be mailed or delivered to the Contract Monitor.

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Peach Festival
Grant # 557

Grant Amount: \$8,148.75

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 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 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 actual qualifying marketing expenses incurred by the Grantee are eligible for the 50% 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 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 the guidelines, 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 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

Ruston-Lincoln Chamber of Commerce

Grant Amount: **\$8,148.75**

Event: Squire Creek Peach Festival

Grant # 557

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.

e. Act 12 Clause. Grantee is informed that 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 Grantee executes this agreement and submits to 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. 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 72-0306125.

4. Term of Grant Agreement

This Grant Agreement shall begin on July 1, 2011 and shall terminate on August 6, 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 Event must be held in Louisiana between July 1, 2011 and June 30, 2012. The Event is scheduled to be held June 22-23, 2012. All approved qualifying 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 July 6, 2012**.

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

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Peach Festival
Grant # 557

Grant Amount: **\$8,148.75**

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 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.

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

Ruston-Lincoln Chamber of Commerce

Event: Squire Creek Peach Festival

Grant # 557

Grant Amount: \$8,148.75

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.

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Peach Festival
Grant # 557

Grant Amount: \$8,148.75

THUS DONE AND SIGNED AT Ruston, Louisiana on the 31 day of August, 2011.

WITNESSES:

[Signature]
[Signature]

Ruston-Lincoln Chamber of Commerce

[Signature]
Scott Terry
President
Phone: (318) 255-3031
Email: sterry@rustonlincoln.org

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

WITNESSES:

[Signature]
[Signature]

Department of Culture, Recreation, & Tourism

[Signature]
James L. Hutchinson, Assistant Secretary
Office of Tourism

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Peach Festival
Grant # 557

Grant Amount: **\$8,148.75**

Exhibit A 1

Marketing Plan

Event Description

The Squire Creek Louisiana Peach Festival is a family-oriented event held annually the fourth weekend in June in Ruston. Events include arts and crafts; food; music; parade; 5K run; cookery contest; tennis, golf, and fishing tournaments; rodeo, pet show; antique car show; kids' events; fine-arts show; and more. Some events free, others, \$5-\$10 adults; children age 6 and under, free. The event was started 61 years ago by a group of business leaders, who had a two-fold purpose in mind: (1) to boost the summertime economy and (2) to tout the peach industry. The festival still does both. The event now pumps millions of dollars into the economy annually (approximately \$3.4 million for 2010, the latest year for which figures are available) and is the single largest event in the parish. The festival also is the single largest revenue producer of events of its type in north central Louisiana. Ruston peaches are famous statewide and beyond. The festival has built a reputation as one of the premier events of its kinds in the state and region.

Office of Tourism support over the past five years has enabled the festival to develop and maintain a website plus expand our marketing territory.

The festival will celebrate its 62nd year in 2012. From its beginning, the Louisiana Peach Festival was designed to boost the local economy through tourism. Though the majority of our visitors come from Louisiana, over the last four years, we have seen a steady-to-increased percentage of out-of-state visitors.

The percentage of festival-goers from Louisiana but from outside of Lincoln Parish (site of the festival) increased to 50 percent in 2010 – up 8 percent from the year before. The total number of festival goers in 2010 showed a 13 percent jump over the previous year - this despite heat indexes in the triple digits and continued concerns about the economy.

We believe that both increases point to the success of our advertising campaign and the markets we have tried to target. Our research also indicates that majority of festival-goers were also repeat visitors. We asked about satisfaction; 97 percent of respondents said they planned to return to the festival the next year.

The festival has been able to grow and sustain itself for 61 years, in large part because of the support of Office of Tourism. The festival is the primary venue in the north central Louisiana region for artists, craftspeople and musicians, drawing a combined approximately 200-plus artisans/crafters annually. State grant dollars for advertising will allow the festival to use funds derived from other sources to broaden its reach and appeal, continue to strengthen the local economy, and continue to help spread Louisiana culture and tourism awareness to broader populations.

Funding requested in this grant will help pay for the Squire Creek Louisiana Peach Festival's regional advertising campaign. In addition to brochures that will be placed at Welcome Centers, the festival also utilizes billboards along Interstate 20 as well as other major state highways, television, radio, fliers and other print media. Because the festival seeks to bring new visitors to the area, a significant portion of media advertising targets audiences beyond a 75-mile radius of Lincoln Parish. That reaches into southern Arkansas, eastern Texas and western Mississippi.

Ruston-Lincoln Chamber of Commerce

Grant Amount: **\$8,148.75**

Event: Squire Creek Peach Festival

Grant # 557

Goals and Objectives

The goals of the Squire Creek Louisiana Peach Festival are multifold:

- promote economic impact/development through tourism;
- enhance the image of Ruston-Lincoln Parish and the north Louisiana region; and
- improve the quality of life by sustaining and growing an entertainment, recreation and cultural event that attracts regional and out-of-state visitors and vendor participants.

The festival seeks to accomplish those goals in the following ways:

-- diversifying the festival advertising budget. We have diversified our media plan so that we can advertise the festival in broader markets, especially in central Louisiana, east Texas and south Arkansas. Money from this grant, if our application is successful, will be used to pay for that increased advertising.

-- advertising the festival in a variety of media. The festival uses billboards, radio, TV, website, internet, and traditional print media as well as brochures.

-- increasing the percentage of visitors from outside Lincoln Parish and outside Louisiana.

-- continuing to increase the economic impact of the festival. Diversified advertising will allow us to reach visitors who, because of distance, will spend more nights in our hotels, eat more meals in our restaurants, and see more of the sights the region has to offer.

-- increasing the number of out-of-parish and out-of-state artists/vendors. By design, several of the festival venues draw from a regional and/or multi-state base. Indeed participants are sought regionally, as well as from out of state. By being able to advertise further from our area, we can draw more participants from those areas.

Target Audience(s)

The target audience is families and adults ages 25-65+ years, primarily from Louisiana, Mississippi, East Texas, South Arkansas, and other southern states.

Marketing & Promotional Strategies – See attached pages.

Media Plan – Please fill out ATTACHMENT B to include with marketing plan

Additional Deliverables

If funded, the Squire Creek Louisiana Peach Festival will use the LouisianaTravel.com logo and list the Office of Lieutenant Governor, Culture, Recreation and Tourism and Louisiana Office of Tourism as a corporate sponsor on all promotional materials, advertisements, posters, flyers, other printed pieces, the festival website, t-shirt and signage at the festival, as well as include OLG/CRT/LOT in news conferences, press releases and other event publicity as an event corporate sponsor. Applicable broadcast announcements and scripts will include the phrase *"Visit LouisianaTravel.com to plan your trip today."* We will link the logo on our website to [ww.louisianatravel.com](http://www.louisianatravel.com). OLG/CRT/LOT will also be provided booth space at the event, as well as complimentary passes to the festival and access to staff areas.

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Peach Festival
Grant # 557

Grant Amount: **\$8,148.75**

Performance Measures

The Louisiana Peach Festival conducts random crowd surveys at various festival events and venues. The purpose of the survey is two-fold: to determine the effectiveness of the advertising purchased with grant proceeds; and to determine the economic impact of this investment of grant proceeds in advertising. Survey results will be compiled and extrapolated in relation to estimated attendance figures to determine the economic impact of the event.

Exhibit A2

Media Plan

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost	50% request of LOT
Delta Style Magazine	4 Parishes excl Lincoln	Junior-Pg	June '12	17,000	\$1,000.00	\$ 500.00
Louisiana Road Trips	64 Parishes	Half-Pg	June '12	5,500	\$ 850.00	\$ 425.00
The Forum	5 Parishes + 1 Texas County	Half-Pg	June '12	23,000	\$ 850.00	-0-
Piney Woods Journal	14 Parishes	Third-Pg	June '12	15,000	\$ 250.00	-0-
Multiple Newspapers thru Louisiana Press Association	Crossett, AR; El Dorado, AR; Camden, AR; Magnolia, AR; Hamburg, AR; Arcadia, Bastrop, Bernice, Bossier City, Columbia, Coushatta, Farmerville, Haynesville, Homer, Jonesboro, Minden, Natchitoches, Rayville, Springhill, West Monroe, Winnfield	Qtr-Fold Inserts	Wks of June 10 & 17, '12	75,850	\$5,730.00	\$2,423.75
Totals					\$8,680.00	\$3,348.75

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	50% request of LOT
KTVE NBC 10	El Dorado, AR/Monroe, LA	:30/66x	June 10-22, '12	\$2,600.00	\$1,300.00
KARD FOX 14	Monroe, LA/El Dorado, AR	:30/19x	June 10-22, '12	\$ 900.00	-0-
KALB NBC 5	Alexandria, LA	:30/39x	June 10-22, '12	\$3,000.00	\$1,500.00
Suddenlink Cable	Bossier City; Camden, AR; Crossett, AR; Dumas-Dermot-Lake Village-McGehee, AR; El Dorado, AR, Hope, AR; Magnolia, AR; Minden; Smackover, AR; Winnsboro	:30/2,354x	June 10-22, '12	\$2,000.00	\$1,000.00
Comcast Spotlight Cable	Lake Providence; Oak Grove; Tallulah; Delhi	:30/704x	June 10-22, '12	\$1,000.00	\$ 500.00
KJLO-FM K-104	Monroe	:30/108x	June 11-22, '12	\$1,000.00	\$ 500.00
KVMZ-FM Country 99	Magnolia, AR	:30/60x	June 11-22, '12	\$ 850.00	-0-
KYXK Country 106	Arkadelphia, AR	:30/60x	June 11-22, '12	\$ 850.00	-0-
Totals				\$12,200.00	\$4,800.00

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Budgeted Cost	50% request of LOT
I-20 East or West	Monroe/Ruston	10'6"x36'	May 25-Jun 23	\$850.00	-0-
Totals				\$850.00	-0-

Interactive Advertising/Web Banners

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Louisiana Peach Festival
Grant # 557

Grant Amount: \$8,148.75

Web Site Name	Web Site Address	Target Audience	Dates	Budgeted Cost	50% request of LOT
Banner Ads are included					
In pkg orders on TV,					
Magazine & Radio					

Exhibit B

Budget

Name of Event: SQUIRE CREEK LOUISIANA PEACH FESTIVAL
Name of Grantee: Ruston-Lincoln Chamber of Commerce

Anticipated Income or Revenue

We anticipate receiving income and revenue from

- Local CVB and State tourism grants to off-set the cost of our marketing campaign (outside the local region)
- Corporate/business sponsorships of events, equipment, and goods (cash and in-kind services)
- Admission fees
- Space rentals
- Retail sales (posters, caps, t-shirts, etc.)
- Percentage of vendor food sales
- Participation fees

Sources of Revenue & Amounts

Cash on hand	\$	0
Participant and Entry fees	\$	143,000
Sponsorships	\$	80,000
LOT sponsorship	\$	8,148.75
In-kind donations (no cash)	\$	76,000
Total Expected Revenue		\$307,148.75 (cash and in-kind)

Anticipated Expenses

Our anticipated expenses include:

- Equipment rental
- Payroll (security, event workers)
- Administrative/Office costs (postage, printing/copying, office supplies)
- Travel (primarily for marketing purposes... example pre-event television interviews outside our area)
- Advertising/Marketing
- Dues/Subscriptions
- Food Vendor & Ride/Games Payouts
- Inventory for resale
- Entertainment

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Louisiana Peach Festival
Grant # 557

Grant Amount: \$8,148.75

<u>Expense Categories</u>	<u>Total amount</u>
Acquisitions & Major Repairs	\$ 1,600
Advertising/Marketing	\$ 40,535
Change Order	\$ 65,000
Dues and Subscriptions	\$ 825
Entertainment	\$ 16,000
Event Supplies	\$ 6,200 (sponsor banners, plastic ties, etc.)
Festival Merchandise	\$ 21,500 (caps, poster, t-shirts)
Food/Game Coupon Pay-out	\$ 38,500
Maintenance of equipment	\$ 1,750
Maintenance of office	\$ 325
Office Supplies	\$ 850
Professional/Contract Fees	\$ 5,700
Operating services	\$ 15,000
Postage	\$ 800
Printing	\$ 975
Related benefits	\$ 2,602 (paid comp time for salaried employees)
Rentals	\$ 8,900
Staff salaries	\$ 6,500
Telephones	\$ 1,100
Travel	\$ 1,300

TOTAL ANTICIPATED EXPENSES \$ 235,962

Ruston-Lincoln Chamber of Commerce
 Event: Squire Creek Louisiana Peach Festival
 Grant # 557

Grant Amount: \$8,148.75

Exhibit C

Louisiana Office of Tourism Marketing Grant

Final Report Form FY 11-12

SECTION I: Grantee Information

Name of Event _____
 Event Date _____
 Organization _____
 Grant Award Amount _____
 Primary Contact for Event _____
 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 Event. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

***If awarded a grant, 50% 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	50% request of LOT
Totals					\$ _____	\$ _____

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost	50% request of LOT

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) **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 and programs.
 - 5) **Profitability of the Event**

Ruston-Lincoln Chamber of Commerce
Event: Squire Creek Louisiana Peach Festival
Grant # 557

Grant Amount: \$8,148.75

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