

CONTRACT FISCAL INFORMATION SHEET

PLEASE COMPLETE THIS FORM AND ATTACH TO CONTRACT WHEN IT IS TIME TO ROUTE CONTRACT FOR APPROVALS AND SIGNATURES.

CONTRACTOR'S NAME: Lake Charles/Southwest Louisiana Convention & Visitors Bureau

CONTRACTOR'S ADDRESS: 1205 North Lakeshore Drive, Lake Charles, LA 70601

CONTRACTOR'S FEDERAL ID#: _____ or

SOCIAL SECURITY #:

CONTRACTOR'S CONTACT PERSON: Megan Hartman or Shelley Johnson

CONTRACTOR'S TELEPHONE: 337-436-9588

EMAIL ADDRESS: mhartman@visitlakecharles.org or sjohnson@visitlakecharles.org

TOTAL CONTRACT AMOUNT: \$35,000.00 Amendment Amount: N/A

CONTRACT PERIOD: July 1, 2014 to February 16, 2015

FUNDING AGENCY: DCRT, Office of Tourism

SOURCE OF FUNDS: Agency Appropriation (N/A)
State: _____
Federal: _____ Percent
Self-generated 100% Percent

Organ. 6786	Object 3000	Sub Object 04	Reporting Cat. 7513
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

The State is supporting the Lake Charles Convention and Visitors Bureau in sponsoring activities and hosting the Travel Media Showcase in Lake Charles. The State will utilize opportunities to promote Louisiana tourism to a national audience of travel media representatives.

CHECK OFF IF APPLICABLE TO THE CONTRACTOR AND **PROVIDE THE NECESSARY DOCUMENTATION:**

ORGANIZATION TYPE: Louisiana Commissioned Agency

CONTRACT MONITOR: Charlotte Galloway

EXHIBIT A

Agency Name: Department of Culture, Recreation and Tourism
Office of Tourism
Contractor's Name: Lake Charles-Southwest Louisiana Convention and Visitors Bureau
Contract Monitor: Charlotte Galloway

Brief Description of Activities: The State wishes to supplement the Contractor's cost for planning, implementing and hosting the Travel Media Showcase at the L'Auberge Casino Resort in Lake Charles, Louisiana August 5-8, 2014. Hosting the Conference in Louisiana supports economic development and Louisiana tourism development.

Goal: The goal is to support tourism development in Louisiana, and to capitalize on opportunities to present Louisiana as a unique and desirable tourism travel destination to a national audience of media professionals.

Deliverables: Deliverables include: 1) documentation to support the implementation of a successful Conference, 2) documentation of Marketing and Publicity Benefits, 3) the Event Report (Exhibit C), and 4) an original invoice and supporting documentation of expenses budgeted in Exhibit B.

Performance Measures: Performance measure include: 1) the number of attendees at the Conference and number of out-of-state visitors, 2) the economic impact measured by hotel occupancy or hotel nights generated and state sales revenue generated, 3) the amount of publicity that the State received and opportunities provided at the Conference to promote Louisiana tourism, 4) feedback provided from attendees, 5) the number and content of articles written about Louisiana and inquiries received resulting from the Conference, and 6) by the ability of the Contractor to adhere to all terms of the Agreement including reporting requirements.

Monitoring Plan:

Charlotte Galloway or her designee, supervisor or successor, will serve as the State's Contract Monitor and will ensure that activities and deliverables are completed according to the terms of the Agreement.

Contractor Monitor shall:

- Review and verify activities to ensure that the goals and objectives were met, through the use of all available resources and the information provided in the Final Report.
- Request any missing documentation to ensure compliance with the terms of the Agreement.
- Review the invoice and supporting documentation to ensure compliance with the budget prior to authorizing the release of the payment to Contractor.
- Prepare and submit a Contract Performance Evaluation to the Department of Culture, Recreation and Tourism, Office of Management and Finance within 45 days of the completion of activities or the termination or expiration of the Agreement.

Utility of Final Product:

The activities of this Agreement support the State's marketing efforts to support economic and tourism development, and increased awareness of Louisiana as a desirable travel destination. The mission of the agency is to invite potential tourists, both domestic and international, to visit Louisiana and to return in the future to enjoy Louisiana's tourism offering which promotes and assists in the expansion of the Louisiana tourism industry. The Conference assists the State in increasing visitor awareness of the tourism resources of Louisiana, by drawing media representatives to the Lake Charles area and by providing attendees with opportunities to participate in FAM tours to destinations across Louisiana. The anticipated result is that media representatives will continue to write articles about Louisiana for a variety of publishers and media outlets.

Attachment B

Lake Charles/Southwest Louisiana, CVB

Travel Media Showcase (Conference)

August 5-8, 2014

Budget

Income	Amount
Travel Media Showcase	\$ 3,190.00
Lake Charles/Southwest Louisiana/CVB	\$ 57,608.00
L'Auberge Casino Resort (In-Kind: Meeting space, wifi, and internet guest)	\$
Lake Charles Civic Center (In-Kind: Meeting space)	\$
National Networks (In-Kind: Computers)	\$
Cameron Parish Tourist Commission (In-Kind; crags for seafood dinner)	\$
Deepwater Horizon Grant	\$ 20,000.00
DCRT, Office of Tourism	\$ 35,000.00
TOTAL	\$115,798.00

Budgeted Expenses

<u>Expense Categories</u>	<u>Total Amount</u>	LOT
Food and Beverages		
Catering for evening functions	\$19,000.00	\$
Bar tab for evening functions	\$ 3,251.00	\$
Breakfast (host hotel)	\$11,210.00	\$
Shuttle Services (<i>competitive pricing applies</i>)	\$15,415.00	\$15,415.00
Audio/Visual Services	\$ 1,115.00	\$ 1,115.00
Music (Entertainment)	\$ 3,100.00	\$ 3,100.00
Publicity and Welcome Signage	\$ 920.00	\$ 920.00
Programs	\$ 450.00	\$ 450.00
Staff (logo shirts)	\$ 1,500.00	\$ 1,500.00
Familiarization Tours: pre and post Event (<i>guides, airboat rides, tours</i>)	\$12,000.00	\$ 12,000.00
Hotel Lodging	\$47,337.00	\$
Decorations	\$ 400.00	\$ 400.00
Shipping/Handling Charges	\$ 100.00	\$ 100.00
TOTAL EXPENSES	\$115,798.00	\$35,000.00

The Budget categories listed above reflect a typical budget and may be adjusted by the agency and/or the Contractor to reflect the actual expense categories that are necessary for each individual program and/or service. Professional contract services shall be fully disclosed to include the name of providers, service provided, and amount of payments. Shuttle and transporting services must be acquired as a result of competitive pricing when requesting reimbursement for these services. State funds shall not be used to pay the cost of travel and related services (hotel lodging, air travel, related transporting charges and food and beverage costs associated with travel.