



JAY DARDENNE
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF TOURISM

CHARLES R. DAVIS
DEPUTY SECRETARY

KYLE EDMISTON
ASSISTANT SECRETARY

January 6, 2015

Dear Louisiana Travel Partner:

Thank you for your interest in the Louisiana Office of Tourism's (LOT) Competitive Grant Program (CGP). Through the CGP, LOT awards grants to help fund marketing expenses associated with tourism events held throughout Louisiana. We recognize the importance of marketing tourism events regionally, nationally and possibly even internationally to increase and improve tourism across the state.

This grant round is open to applicants who produce tourism events held **July 1, 2015 – June 30, 2016**. Applications must be **postmarked by Friday, March 13, 2015**. Please read the provided information and guidelines carefully and follow all instructions.

Every year our office receives hundreds of grant requests, but unfortunately we are unable to sponsor every tourism event. Please remember that past funding by the Louisiana Office of Tourism's Competitive Grant Program does not guarantee future funding.

To determine if an event is eligible for the CGP, it is highly recommended that prospective applicants submit an event summary in writing to LOT for review prior to submitting a grant application and at least two weeks in advance of the grant deadline. Should you have any questions about the grant guidelines or wish to submit an event summary for review, please contact Misty Shaw at 225.219.9858, mshaw@crt.la.gov, or Judy Halloran at 225.342.8121, jhalloran@crt.la.gov.

We wish you much success with your event and applaud your commitment to promoting tourism in our great state.

Sincerely,

Kyle Edmiston, Assistant Secretary
Department of Culture, Recreation & Tourism

LOUISIANA OFFICE OF TOURISM
COMPETITIVE GRANT PROGRAM
TOURISM EVENT MARKETING APPLICATION GUIDELINES

1.) MISSION STATEMENT

The mission of the Louisiana Office of Tourism's (LOT) Competitive Grant Program (CGP) is to encourage and support tourism events through support of **marketing** strategies that will attract visitors to the state and positively impact Louisiana's tourism industry.

2.) GOALS

- To strengthen Louisiana's tourism partnerships and alliances
- To support Louisiana's tourism industry as a whole
- To increase visitation, length of stay and visitor spending in Louisiana

3.) PURPOSE

In accordance with the LOT's Master Plan to expand and increase the economic impact of tourism on Louisiana through strong, effective public initiatives, the LOT desires to award grants that will help fund marketing expenses for events that promote tourism in Louisiana.

4.) DEADLINE: Applications must be postmarked no later than:

Friday, March 13, 2015.

5.) GUIDELINES

A.) AWARDS: LOT will award only one CGP grant per Event through this program. The maximum grant award is \$10,000.

B.) GRANTS: A (50%) cash match is available for **qualifying marketing expenses** associated with the promotion of a **Tourism Event** (e.g., a \$1,000 qualifying marketing expense is eligible for reimbursement of \$500). A (66.66%) match is available for qualifying marketing expenses associated with the promotion of a **First-Time Event** (e.g., a \$1,000 qualifying marketing expense is eligible for reimbursement of \$666.66). A single payment will be made on a reimbursement basis upon Grantee's submission of an invoice and appropriate supporting documentation for expenses.

C.) IMPORTANT GRANT GUIDELINES:

- The Event must take place between July 1, 2015 and June 30, 2016.
- The Event must take place in Louisiana.
- The CGP will only reimburse **actual dollars expended**. Grantees cannot be reimbursed for the cost of goods and/or services that were received via trade, donation, or in-kind.
- The CGP will only reimburse for advertising that runs between July 1, 2015 and June 30, 2016.
- Expenses for advertising incurred or conducted **prior** to July 1, 2015 **cannot** be reimbursed.
- State funds from any source may not be used for the mandatory cash match.
- Should the Applicant be awarded a grant, the Applicant agrees and understands that the LOT has the option of designating which of the Applicant's proposed activities and expenditures may be funded with the grant award.
- A "qualifying marketing expense" is defined by type and target and is only eligible for reimbursement through the grant if it meets both criteria.
- As of FY14, **no** Event may be awarded a grant through this competitive grant program **more than three consecutive years/grant cycles in a row**. Events may apply for the program

again after being ineligible for a year. Though an Event may have received CGP funding in years past, FY 14 will be considered “Year One” for all Grantees.

D.) QUALIFYING MARKETING EXPENSE TABLE

Type	
Qualifying Media/Marketing Channels	Ineligible Marketing Expenses
<ul style="list-style-type: none"> • Newspapers • Magazine • Billboard • Radio • Television • Banner ads on travel websites (e.g., Orbitz.com; lastminute.com), or websites directly connected to an eligible media outlet (e.g., SouthernLiving.com; DallasNews.com). Advertising on social media networks (Facebook, etc.) and LouisianaTravel.com is not eligible. • Marketing Promotional Videos – Guidelines <ol style="list-style-type: none"> 1) A grant award up to \$2,500 to be used towards the production of a video 2) Must provide information on how the video will be distributed and viewed 3) List how the effectiveness of the marketing video will be measured 4) Videos must include the Official LOT logo and must be approved by LOT prior to distribution. 	<ul style="list-style-type: none"> • Consulting services • Promotional items • Event signage • Direct Mail • Documentaries • Maps, brochures, rack cards, flyers or posters • Media production, design or editing expenses • Interactive advertising on <u>LouisianaTravel.com</u> • Search Engine Marketing and Search Engine Optimization • Social media websites (e.g., Facebook, You Tube, Twitter) • Printing expenses • Annual guides, planners and directories
<p>*NOTE: Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.</p>	
Target	
<p>Marketing and advertising must be directed toward areas outside a 50-mile radius of the Event. <i>Interstate billboards are exempt from this requirement.</i></p>	
<p>Events can be marketed locally inside a 50-mile radius, but CGP funding may only be used to reimburse eligible advertising efforts directed outside a 50-mile radius.</p>	

E.) PRIOR APPROVAL: All creative (e.g., artwork, broadcast scripts, etc.) must be approved by the LOT Contract Monitor (Judy Halloran; jhalloran@crt.la.gov) prior to placement to ensure

compliance with these guidelines including proper use of the LOT logo. Unapproved ads may not be eligible for reimbursement.

F.) ACKNOWLEDGEMENT: LOT must be **acknowledged** as an official sponsor of the Event as follows:

- Grantee shall use the official LOT logo on the Grantee's official website(s) for the Event.
- Grantee shall include a link to the LOT's official tourism website www.LouisianaTravel.com on the Grantee's official website(s) for the Event.
- Grantee shall prominently acknowledge LOT's website in its broadcast announcements, news releases, publicity events and printed publicity materials.
- Grantee shall prominently display the official LOT logo in all grant-funded printed materials and other visual advertising and publicity, regardless of media.
- For radio broadcast announcements and scripts, Grantee shall include the phrase **"Visit Louisiana Travel.com to plan your trip today"**. Broadcast television advertisements are required to use the official LOT logo. The logo must be displayed for at least four (4) seconds and adhere to the brand guidelines for the use of the official Louisiana Office of Tourism logo.

ADDITIONAL GRANTEE REQUIREMENTS: Grantee shall provide Office of Lieutenant Governor (OLG) and Department of Culture, Recreation and Tourism (DCRT) staff access to the Event for monitoring and economic development purposes.

The official LOT logo shall be used in accordance with the LOT Brand Guidelines. The logo and guidelines are posted at <http://www.crt.state.la.us/document-archive/index> .

G.) DEFINITIONS

1) A **"Tourism Event"**

- a. is a time-bound, non-continuous activity that attracts visitors from beyond a 50-mile radius of the event and/or creates a positive perception of Louisiana as a tourism destination.
- b. It is distinguished from a community event by its ability to attract a significant percentage of its attendees from greater than 50 miles beyond the community's boundaries. The nature of the event, the name of the event, its location, how the event is marketed, the intended audience, and how the organizers plan to measure performance/success are all examples of information that can be used by the LOT to determine whether the activity is a Tourism Event.

2) A **"First-Time Event"** is a Tourism Event that:

- a. has not occurred in the past ten years, and
- b. has never received funding from the LOT.

The Applicant will need to submit a letter from the local Convention and Visitors Bureau or Destination Marketing Organization certifying that the event is a first-time event.

3) A **"Sponsorship"** is an agreement between the Grantee and another organization whereby the organization provides in-kind services or monetary support.

H.) EVENT GUIDELINES

Eligible Event Types	Ineligible Event Types
<ul style="list-style-type: none"> • Fairs and Festivals • Tourism Events that will bring future travel to Louisiana (e.g., Society of American Travel Writers) • Competitions or Sporting Events – regional, national or international championships or competitions held in Louisiana that draw participants from at least three (3) states or from another country • Grand Opening of a brand new Louisiana tourism attraction • Other events determined by the LOT to fulfill the goals and objectives of this program 	<ul style="list-style-type: none"> • Award Ceremonies • Church events • Conferences and conventions with the exception of national tourism media conferences held in Louisiana • Events held in multiple areas of the State. (e.g., Mardi Gras, holiday parades, MLK or 4th of July celebrations, parish fairs, sports tournaments) • Fund-raiser • Family reunions • Anniversary celebrations • Additions, refurbishments or New Exhibits to an attraction • Sweepstakes Promotions

I.) MAXIMUM AWARD:

The maximum award is **\$10,000**.

6.) HOW TO APPLY

Applicant must submit **seven (7)** copies of each:

- ___ Completed Application Form
- ___ Marketing Plan (Attachment A of the application)
- ___ Media Plan (Attachment B of the application)
- ___ Comprehensive Budget (Attachment C of the application) * *Budget must reflect the upcoming Event.*

Applicant must submit **one (1)** copy of each:

- ___ Completed and signed W-9 tax form. <http://www.irs.gov/pub/irs-pdf/fw9.pdf>
- ___ Letter of Good Standing from the Louisiana Secretary of State's office (corporations and limited liability companies only)
<http://www.sos.la.gov/BusinessServices/SearchForLouisianaBusinessFilings/OrderDocumentsAndCertificates/Pages/default.aspx>
- ___ Signed Resolution of Authority indicated that the signatory is authorized to enter into an agreement with the Louisiana Office of Tourism. Sample available at <http://www.doa.louisiana.gov/OSP/OCR/brdresol.htm>

***** NOTE:** Please do not submit applications in report covers or bound booklets, instead staple or clip applications together.

DEADLINE TO APPLY: Applications and supporting documentation must be postmarked by Friday, March 15, 2015 or hand-delivered by 4:30pm Friday, March 13, 2015. Faxed, emailed or late applications cannot be accepted.

Louisiana Office of Tourism
 Competitive Grant Program
 Attn: Misty Shaw
 P.O. Box 94291
 Baton Rouge, LA 70804-9291

Physical Address for Express Mail:
 1051 N. Third St., Room 327
 Baton Rouge, LA 70802

Applicants will be notified in writing of the status of their request. The letter will be sent to the official authorized to enter into contracts at the address listed on the application.

7.) EVALUATION CRITERIA

All timely, complete, and eligible applications will be reviewed, ranked and recommended for funding based upon the evaluation criteria listed here. LOT may also consider such factors as scope or classification of organization and event, number of applications received, past performance and cooperation with program guidelines for previous LOT grant/sponsorship recipients, and other relevant factors.

1. **Marketing Plan** – LOT will evaluate to what degree the marketing and media plans are:
 - a. Thorough (e.g., includes specific media, placements, timelines of advertising, cost of media, circulation rate/audience reach and target markets)
 - b. Compliant with LOT grant guidelines
 - c. Strategic
 - d. Targeted to create results (i.e., able to attract visitors from outside a 50-mile radius of the Event)
 - e. Realistic in its goals and has specific/measurable objectives
2. **Event** – LOT will evaluate to what degree the Event:
 - a. Will benefit the state, generally
 - b. Will produce specific, quantifiable results including but not limited to, estimated and past attendance, registration/participation numbers, admissions revenue, registration fees collected, number of hotel room nights/occupancy rates/ADR (average daily rate), food and beverage tax and average visitor spending
 - c. Has a sound plan to measure achievement of objectives
 - d. Will generate significant economic impact to the local area, state and/or region
 - e. Will deliver a strong return on investment (ROI)
 - f. Can deliver a quality experience relevant to the applicant's available resources
3. **Sponsorships** – LOT will evaluate the extent to which the Event will involve third party support, including **sponsorships** that leverage additional public/private investment to ensure a successful Event.
4. **Budget** – LOT will evaluate how well the Applicant's Budget:
 - a. Meets eligibility requirements (The CGP will not fund more than the Applicant's eligible percentage of the advertising/media budget and advertising/marketing must be directed outside a 50-mile radius of the Event (Lists all revenues and expenses and clearly indicates qualifying advertising/marketing costs. (All sample budget expenses and revenue items may not be applicable to all events.)
 - b. Reflects a "true need" for funding

PLEASE NOTE:

Grant recipients **will be required** to submit an electronic file including a Marketing Plan, Media Plan and Budget before any grant agreement can be executed. If the grant award is less than the requested grant amount, a revised Media Plan and Budget to reflect the grant award must be submitted to LOT for review and approval before any grant agreement can be executed.

LOUISIANA OFFICE OF TOURISM
COMPETITIVE GRANT PROGRAM – TOURISM EVENT MARKETING APPLICATION

Name of Event

Legal Name of Entity Applying for Grant

Date of Event

Grant Requested \$

Event Location Information

City _____ Parish _____
Legislative District (information is available online at <http://www.legis.la.gov/legis/FindMyLegislators.aspx>)
Representative District _____ Senate District _____ Congressional District _____

Primary Contact for Applicant (concerning this application)

Name _____
Title _____
Address _____

City _____ State _____ Zip _____
Phone _____
Email _____
Website _____

Authorizing Official for Applicant (authorized to sign contract for Applicant)

Name _____
Title _____
Address _____

City _____ State _____ Zip _____
Phone _____
Email _____
Website _____

Anticipated attendance

Estimated attendance for the Event taking place in FY-15 (7/1/2015 - 6/30/2016).

Total attendance from previous year's Event (if applicable)

Supplemental Questions

- 1) Is this a First-Time Event? Yes No
- 2) Will your Event provide a speaking opportunity for the Office of Lieutenant Governor/DCRT/LOT?
If yes, when?
Yes → _____
No _____

COMPETITIVE GRANT APPLICATION
GRANT CYCLE JULY 1, 2015- JUNE 30, 2016

3) Is this Event produced in association with other organizations, tourist commissions or CVBs? If so, please list all organizations involved.

Yes →

No

4) Have you applied for or received any governmental or state entity assistance for your Event taking place in FY-15 (7/1/2015 - 6/30/2016)? If yes, please list.

Yes →

No

5) Is the Event within the boundaries of the Atchafalaya National Heritage Area? (*link to Atchafalaya Heritage map <http://www.atchafalaya.org/maps/AtchafalayaFull.pdf>*)

Yes

No

6) Briefly provide any other information you deem relevant for the application evaluation.

Fill out and submit attachments A – C

Include one copy of:

- Completed and signed W-9 tax form. <http://www.irs.gov/pub/irs-pdf/fw9.pdf>
- Letter of Good Standing from the Louisiana Secretary of State's office
- <http://www.sos.la.gov/BusinessServices/SearchForLouisianaBusinessFilings/OrderDocumentsAndCertificates/Pages/default.aspx>
- Signed Resolution of Authority, indicating that the signatory is authorized to enter into an agreement with the Louisiana Office of Tourism. Sample available at <http://www.doa.louisiana.gov/OSP/OCR/brdresol.htm>

I have read and understand all Louisiana Office of Tourism Competitive Grant Program guidelines. If awarded a grant, I agree to all the guidelines and terms listed in the application and understand that failure to comply will result in disqualification or forfeiture of grant funds.

Authorized Official, Print Name

Authorized Official, Signature and Date

Staff Use Only

_____ Date application received

_____ Eligible Event

_____ Application complete

ATTACHMENT A – EVENT MARKETING PLAN

***** This form should be typed and submitted with all Marketing Grant applications.**

- 1.) Event Description** - Narrative, including background of Event.
- 2.) Goals and Objectives** - Specific goals and objectives for Event (e.g., out-of-state attendance)
- 3.) Target Audience(s)** - Describe target audience for Event
- 4.) Additional Deliverables** - Any element of visibility or opportunity for LOT to leverage its support of this Event (e.g., Event signage with the official LouisianaTravel.com logo recognizing LOT for the grant award.)
- 5.) Performance Measures** - Specific, quantifiable tracking and evaluation measures for the Event. Describe your plan to measure achievement of objectives.

COMPETITIVE GRANT APPLICATION
 GRANT CYCLE JULY 1, 2015- JUNE 30, 2016

Totals \$ _____ \$ _____

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Budgeted Cost	% cost of ad

Totals \$ _____ \$ _____

Interactive Advertising/Web Banners

Media Name	Web Address	Target Audience	Dates	Budgeted Cost	% cost of ad

Totals \$ _____ \$ _____

***Marketing Promotional Video**

Company Producing Video	Target Audience	Dates video will air	Budgeted Cost	% cost of video

Totals \$ _____ \$ _____

***Marketing Promotional Video Guidelines**

- 1.) A grant award up to \$2,500 to be used towards the production of a video
- 2.) Must provide information on how the video will be distributed and viewed
- 3.) List how the effectiveness of the marketing promotional video will be measured (Measurements of Performance)
- 4.) Videos must include the Official LOT logo and must be approved by LOT prior to distribution.
- 4.) Provide contact information for the company producing the marketing promotional video (Name of Company, Contact, Address, Phone Number and Email)

Total Budgeted Cost of Marketing \$ _____
Total Grant Request of LOT \$ _____

ATTACHMENT C - EVENT BUDGET (2015 – 2016) SAMPLE

Name of Organization: _____
Name of Event: _____

Anticipated Income or Revenue

Please include anticipated funding including cash, participant fees, and all sponsorships, grants and funding support including the Louisiana Office of Tourism (LOT) grant request, in order to establish the need for funding.

Sources of Revenue	Amounts
Cash on Hand	\$
Admission/Ticket Sales	\$
Participant and Entry Fees	\$
Vendors	\$
Other earned income (itemized)	\$
Itemized income	\$
Federal Grants	\$
Listed source	\$
State Grant	\$
Listed source	\$
Community/Foundation Grants	\$
Listed source	\$
Corporate Support	\$
Fundraising	\$
LOT Grant	\$
In-kind Donations	\$
Total Expected Revenue	\$

Anticipated Expenses

Please provide a comprehensive budget for the entire project.

Expense Categories	Total Amount
Entertainment – Artist Fees	\$
Professional & Contract services Sound, Lights	\$
Logistics Expense – Shipping, Transportation, etc.	\$
Insurance	\$
Facility Rental	\$
Security Services	\$
Marketing and Advertising	\$
Promotional Items	\$
Office Supplies	\$
Hospitality and Culinary Services (Staff)	\$
Food and Beverage	\$
Total Expense:	\$

(Budget categories listed above reflect a typical budget and may be adjusted by the State and/or recipient to reflect actual categories necessary for each individual project or program.)

GRANT APPLICANT CHECKLIST

Please attach checklist to front of application.

COMPETITIVE GRANT APPLICATION
GRANT CYCLE JULY 1, 2015- JUNE 30, 2016

Applicant must submit seven (7) copies of each:

- Completed Application Form**
- Marketing Plan (Attachment A)**
- Media Plan (Attachment B)**
- Comprehensive Budget (Attachment C)**
- Budget must reflect upcoming event, not a past event**
- Any additional collateral materials**

Applicant must submit one (1) copy of each:

- Completed and signed W-9 tax form.** This form is available for download at <http://www.irs.gov/pub/irs-pdf/fw9.pdf>
- Letter of Good Standing** from the Louisiana Secretary of State's office
- Signed Resolution of Authority.** This document indicates that the signatory is authorized to apply for this grant and to enter into an agreement with the LOT on behalf of the applicant. The document should be endorsed by two members of the applicant's board of directors (usually the president or chairman and the secretary).

***** NOTE:** Please do not submit applications in report covers or bound booklets, instead staple or clip applications together.