



BILLY NUNGESSER  
LIEUTENANT GOVERNOR

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

RENNIE S. BURAS, II  
DEPUTY SECRETARY

KYLE EDMISTON  
ASSISTANT SECRETARY

January 10, 2017

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 local tourism events regionally, nationally, and even internationally to increase and improve out of state visitation and economic impact in all areas around the state.

The fiscal year 2017-18 grant round is open to applicants who produce tourism events held **July 1, 2017 – June 30, 2018**. Applications must be **postmarked by Friday, March 17, 2017**. 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 Lynne Coxwell at 225.342.2876 or [coxwell@crt.la.gov](mailto:coxwell@crt.la.gov).

We wish you much success with your event and thank you for your commitment to promote tourism in our great state.

Sincerely,

Kyle Edmiston, CDME  
Assistant Secretary  
Louisiana Office of Tourism

**LOUISIANA OFFICE OF TOURISM  
COMPETITIVE GRANT PROGRAM – TOURISM EVENT MARKETING  
APPLICATION AND GUIDELINES**

**I. PURPOSE**

The mission of the Louisiana Office of Tourism (LOT) is to promote tourism in Louisiana. 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 economy. Through the Program, the LOT provides matching grants to reimburse a percentage of the actual cost of Qualifying Marketing Expenses associated with the promotion of a tourism event.

**II. D EADLINE:** Applications must be postmarked no later than:

**Friday, March 17, 2017**

**III. GUIDELINES**

**A. ONE GRANT AWARD PER EVENT, PER GRANT YEAR, THREE-YEAR LIMIT.**

- (1.) LOT will award only one Program grant per Tourism Event, per Grant Cycle, July 1 – June 30.
- (2.) The maximum grant award in the FY 17-18 Grant Cycle is \$10,000.
- (3.) A Tourism Event may be eligible to receive a Program grant for up to three (3) consecutive years. After receiving a Program grant for three (3) consecutive years, the Tourism Event will be ineligible for another Program grant for one complete Grant Cycle of one year. After one year of ineligibility, the Tourism Event will again be eligible to receive a Program grant for up to three (3) consecutive years, and so on.
- (4.) All Tourism Events that received a Program grant for FY 15 – 16 Grant Cycle will count July 1, 2015 – June 30, 2016 as “year one” for the Tourism Event. All other Tourism Events receiving Program grants after the FY 15 - 16 Grant Cycle will count the Grant Cycle year for which it receives its first Program grant as “year one.”

**B. PAYMENTS**

- (1.) A Grantee is eligible to receive reimbursement of 50% of the total cost of pre-approved **Qualifying Marketing Expenses** associated with the promotion of a **Tourism Event** up to the maximum amount of the grant award (e.g., a \$1,000 Qualifying Marketing Expense is eligible for reimbursement of \$500).
- (2.) A Grantee is eligible to receive reimbursement of 66% of the total cost of pre-approved **Qualifying Marketing Expenses** associated with the promotion of a **First-Time Tourism Event** up to the maximum amount of the grant award (e.g., a \$1,000 Qualifying Marketing Expense is eligible for reimbursement of \$660.00).
- (3.) After the Tourism Event, a single payment will be made on a reimbursement basis upon Grantee’s submission of an invoice, final report, and appropriate supporting documentation of expenses.

- (4.) The LOT 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.
- (5.) State funds from any source may not be used for the mandatory cash match.

**C. ELIGIBILITY – A Grantee may use funding received through a Program grant for reimbursement of pre-approved Qualifying Marketing Expenses associated with marketing a Tourism Event.**

**(1.) TOURISM EVENT**

- (a.) A “Tourism Event” is a time-bound, non-continuous activity that attracts visitors from beyond a 50-mile radius of the event and creates a positive perception of Louisiana as a tourism destination.

A Tourism Event 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.

- (b.) A “First-Time” Tourism Event is a Tourism Event that:
  - (i.) has not occurred in the past ten years, and
  - (ii.) has never received funding from the LOT.

The Applicant must submit a letter from the local Convention and Visitors Bureau or Destination Marketing Organization certifying that the Tourism Event is a “First-Time” Tourism Event.


- (c.) The Tourism Event must take place between July 1, 2017 and June 30, 2018.
- (d.) The Tourism Event must take place in Louisiana.
- (e.) Illustrative examples of eligible and ineligible events:

Eligible Tourism Events	Ineligible Tourism Events
<ul style="list-style-type: none"> <li>• Fairs and Festivals</li> <li>• Tourism Events that will bring future travel to Louisiana (e.g., Society of American Travel Writers)</li> <li>• 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</li> <li>• Grand Opening of a brand new Louisiana tourism attraction</li> </ul>	<ul style="list-style-type: none"> <li>• Award Ceremonies</li> <li>• Church events</li> <li>• Conferences and conventions with the exception of national tourism media conferences held in Louisiana</li> <li>• Events held in multiple areas of the State. (e.g., Mardi Gras, holiday parades, MLK or 4<sup>th</sup> of July celebrations, parish fairs, sports tournaments)</li> <li>• Fund raisers</li> <li>• Family reunions</li> </ul>

<ul style="list-style-type: none"> <li>• Other events determined by the LOT to fulfill the goals and objectives of this program</li> </ul>	<ul style="list-style-type: none"> <li>• Anniversary celebrations</li> <li>• Additions, refurbishments or New Exhibits to an attraction</li> <li>• Sweep stakes Promotions</li> </ul>
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**(2.) QUALIFYING MARKETING EXPENSES**

- (a.) To be eligible for Program funding, qualifying advertisement(s) must run in eligible media outlets between June 1, 2017 and June 30, 2018.
- (b.) Expenses incurred or conducted **prior** to June 1, 2017 **cannot** be reimbursed.
- (c.) Only the cost of media placement of the advertisement(s) (i.e., not production cost) is eligible for reimbursement through a Program grant.
- (d.) To be eligible for Program funding, the creative must be submitted to LOT for approval prior to placement. The scope of the review is to ensure compliance and eligibility. Unapproved creative may not be eligible for reimbursement.
  - (i.) Grantee shall submit all creative (e.g., artwork, broadcast scripts) for approval to the LOT Grant Monitor, Lynne Coxwell, [lcoxwell@crt.la.gov](mailto:lcoxwell@crt.la.gov).
  - (ii.) Artwork for use in print media and internet banner advertisements must be submitted in actual size.
  - (ii.) In the creative, use of the below Official Louisiana Logo for Tourism (“Logo”) with the Web address shall comply with the DCRT Style Guide for Logo Use.
 


  - (iii.) The DCRT Style Guide for Logo Use is available here: <http://www.crt.state.la.us/Assets/documentarchive/BrandGuidelinesGuide.pdf>
  - (iv.) Grantee will be notified of any changes to the Logo or the DCRT Style Guide for Logo Use.
- (e.) Illustrative examples of eligible and ineligible media outlets and marketing expenses:

Qualifying Media / Marketing Expenses	Ineligible Marketing Expenses
<ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Magazines</li> <li>• Billboards (located outside Louisiana; along interstate)</li> <li>• Radio (must include the phrase, “Visit LouisianaTravel.com to plan your trip today.”)</li> <li>• Television (Logo must be visible for at least 4 seconds.)</li> </ul>	<ul style="list-style-type: none"> <li>• Consulting services</li> <li>• Promotional items</li> <li>• Event signage</li> <li>• Direct Mail</li> <li>• Documentaries</li> <li>• Maps, brochures, rack cards, flyers or posters</li> <li>• Media production, design or editing expenses</li> </ul>

<ul style="list-style-type: none"><li>• Banner ads on travel websites (e.g., Orbitz.com; lastminute.com) and websites directly connected to an eligible media outlet (e.g., SouthernLiving.com; DallasNews.com).</li></ul>	<ul style="list-style-type: none"><li>• Interactive advertising on <b><u>LouisianaTravel.com</u></b></li><li>• Search Engine Marketing and Search Engine Optimization</li><li>• Social media websites (e.g., Facebook, You Tube, Twitter)</li><li>• Printing expenses</li><li>• Annual guides, planners, and directories</li><li>• Marketing Promotional Videos</li></ul>
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(f.) 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.

**D. ACKNOWLEDGEMENT – In addition to including the Logo with Web address, tagline, and link to [www.LouisianaTravel.com](http://www.LouisianaTravel.com) in pre-approved Qualifying Marketing Expenses funded through a Program grant, Grantee is also responsible for ensuring that LOT is acknowledged as an Official Sponsor of the Tourism Event at a level that is commensurate with the acknowledgement provided to other sponsors who provide event support at the same level. To the extent practical and feasible, acknowledgement shall include, but is not limited to, the following:**

- (1.) Grantee shall prominently display and include the Logo and the official tourism website, [LouisianaTravel.com](http://LouisianaTravel.com), on the official website(s) for the Tourism Event and in broadcast announcements, news releases, publicity events, printed publicity materials, and other advertising and publicity for the Tourism Event, regardless of media.
- (2.) The Logo shall be used in accordance with the DCRT Style Guide for Logo Use.
- (3.) For radio broadcast announcements and scripts, Grantee shall include the phrase, ***“Visit Louisiana Travel.com to plan your trip today.”***
- (4.) The Grantee shall provide speaking opportunities for a DCRT representative at the Tourism Event and related activities.

#### IV. HOW TO APPLY

##### A. APPLICATION PACKET

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 Event Budget\* (Attachment C of the application)

\* *Event Budget must reflect the upcoming Tourism Event*

##### B. SUPPORTING DOCUMENTATIONS

Applicant must submit **one (1) copy**, with original application, 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 (private entities only, e.g., for-profit and nonprofit corporations, limited liability companies) <http://www.sos.la.gov/BusinessServices/SearchForLouisianaBusinessFilings/OrderDocumentsAndCertificates/Pages/default.aspx>
- ✓ Signed Board Resolution of Authority indicating that the signatory is authorized to enter into an agreement with the Louisiana Office of Tourism, **if the Applicant is a nonprofit or for profit corporation**. Sample is provided in Attachment D.

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

##### C. DEADLINE TO APPLY

- (1.) Application packet and supporting documentations must be postmarked by **Friday, March 17, 2017 or hand-delivered by 4:30 p.m. on Friday, March 17, 2017**. Faxed, emailed, or late applications cannot be accepted.

Mailing Address:

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

Physical Address for Express Mail / Hand-delivery:

Louisiana Office of Tourism  
Competitive Grant Program  
Attn: Lynne Coxwell  
1051 N. Third St., Room 337  
Baton Rouge, LA 70802

- (2.) 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.

- (3.) LOT will announce awards by June 30, 2017.

#### V. 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 application and event, number of applications received, past performance and cooperation with program guidelines for previous LOT grant/sponsorship recipients, and other relevant factors.

##### A. MARKETING AND MEDIA PLANS – LOT will evaluate to what degree the Marketing and Media Plans are:

- (1.) Thorough and concise (e.g., includes specific media, placements, timelines of advertising, cost of media, circulation rate/audience reach and target markets)
- (2.) Compliant with Program Guidelines
- (3.) Strategic, so that the Plans reflect a design or plan to achieve the Event's goals and measurable objectives

- (4.) Targeted to create results (i.e., able to attract visitors from outside a 50-mile radius of the Tourism Event)
- (5.) Realistic in the Plans' goals and have specific/measurable objectives. (Example 1: Goal: increased attendance at Roller Skate Festival. Measurement(s): number of tickets sold to the festival; food and beverage revenue collections at festival; hotel occupancy rates during the dates of the festival. Example 2: Goal: increased visitation to XYZ parish. Measurement(s): hotel/motel tax collections; number of visitors to information center).
  - i. Stated goals must be measurable. "Increased awareness of XYZ parish" is not an acceptable goal. Baseline measurements must be provided in final report so Applicant must be prepared to provide year-over-year statistics for stated measurements.

**B. TOURISM EVENT** – The LOT will evaluate to what degree the Tourism Event:

- (1.) Will benefit the state, generally
- (2.) 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
- (3.) Has a sound plan to measure achievement of objectives
- (4.) Will generate significant economic impact to the local area, state and/or region
- (5.) Will deliver a strong return on investment (ROI) for the economy
- (6.) Can deliver a quality experience relative to the applicant's available resources

**C. SPONSORSHIPS** – The LOT will evaluate the extent to which the Tourism Event will involve third party support, including **Sponsorships** that leverage additional public/private investment to ensure a successful Tourism Event.

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

**D. EVENT BUDGET** – The LOT will evaluate whether the Applicant's Event Budget:

- (1.) Includes Qualifying Marketing Expenses that meet all eligibility requirements.
  - a. List all revenues and expenses and clearly indicate Qualifying Marketing Expenses.
  - b. The Program will not fund more than a Grantee's eligible percentage of its pre-approved Qualifying Marketing Expenses. Advertising and marketing must be directed outside a 50-mile radius of the Tourism Event. Budget expenses and revenue items listed in Attachment C, Event Budget Sample may not be applicable to all Tourism Events.
- (2.) Reflects a "true need" for funding.

## **VI. GRANT AWARDS**

- A. The funding level for the FY 2018 Program will not be determined until LOT's appropriation for FY 2018 is finalized during the 2017 Regular Session of the Louisiana Legislature. Should requests exceed available funding, fewer grants may be awarded or the amount of the grants awarded will be reduced to fit within the amount of funds available.
- B. A grant award is subject to execution of a Grant Agreement.
- C. Grant Agreements will include the Program guidelines, reporting requirements, audit requirements, the approved Marketing and Media Plans and Event Budget, and other terms and conditions. Refer to Attachment E, Sample Grant Agreement.

COMPETITIVE GRANT APPLICATION  
GRANT CYCLE JULY 1, 2017- JUNE 30, 2018

- D. Grantees will be required to submit an electronic file including the Marketing Plan, Media Plan and Event Budget before a Grant Agreement can be prepared and executed.
- E. If the grant award is less than the requested grant amount, the Media and Marketing Plans and Event Budget must be revised and submitted to LOT for review and approval before the Grant Agreement can be executed.
- F. Grantee must return the signed Grant Agreement within 30 days of receipt from the State. If the Agreement is not received by the State within 30 days, the grant award may be rescinded and the funds reallocated to another applicant or LOT program.
- G. Grant awards are based on the approved Media and Marketing Plans and Event Budget. After the Grant Agreement is executed, changes are permitted. But changes must meet eligibility criteria and must be submitted in writing and approved by the Grant Manager, Lynne Coxwell, [lcoxwell@crt.la.gov](mailto:lcoxwell@crt.la.gov).



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

**I. EVENT AND APPLICANT BACKGROUND**

**Name of Event**

**Legal Name of Entity Applying for Grant**

**Date(s) of Event**

**Grant Requested \$**

**Event Location Information**

City

Parish

Legislative District (information is available online at <http://www.legis.la.gov/legis/FindMyLegislators.aspx>)

LA Representative District

LA Senate District

US Congressional District

**Primary Contact for Applicant (concerning this application)**

Name

Title

Address

City

State

Zip

Phone

Email

Website

**Official authorized to apply for this grant and sign Grant Agreement for Applicant**

Name

Title

Address

City

State

Zip

Phone

Email

Website

**II. ATTENDANCE**

Estimated attendance for the Tourism Event taking place in FY-18 (7/1/17 - 6/30/18).

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

**III. SUPPLEMENTAL QUESTIONS**

A. Is this a First-Time Event? (If yes, attach a letter from the local DMO.)

Yes      No

B. Will there be a speaking opportunity for the DCRT at the Tourism Event?

If yes, when?

Yes ->

No

(To schedule the event opportunity, fill out the form on <http://www.crt.state.la.us/lt-governor/request/index.>)

- C. Is this Tourism Event produced in association with other organizations?  
If so, please list all organizations involved.  
Yes ->  
No
- D. Have you applied for or received any governmental or state entity assistance for your Tourism Event taking place in FY 18 (7/1/2017 - 6/30/2018)? If yes, please list sources and amounts.  
Yes ->  
No
- E. Is the Tourism Event within the boundaries of the Atchafalaya National Heritage Area? (*link to Atchafalaya Heritage map <http://www.atchafalaya.org/maps/AtchafalayaFull.pdf>* )  
Yes      No
- F. Briefly provide any other information you deem relevant for the application evaluation.

**IV. FILL OUT AND SUBMIT ATTACHMENTS A – D**

- A. Attachment A – Tourism Event Marketing Plan
- B. Attachment B – Tourism Event Media Plan
- C. Attachment C – Budget
- D. Attachment D - Sample of a Resolution of Authority

**V. SUPPORTING DOCUMENTATION**

- Applicant must submit one (1) copy of each:
- o Completed and signed W-9 tax form.  
<http://www.irs.gov/pub/irs-pdf/fw9.pdf>
  - o Letter of Good Standing from the Louisiana Secretary of State’s Office (private entities)  
<http://www.sos.la.gov/BusinessServices/SearchForLouisianaBusinessFilings/OrderDocumentsAndCertificates/Pages/default.aspx>
  - o Signed Resolution of Authority, indicating that the signatory is authorized to enter into an agreement with the Louisiana Office of Tourism. Sample available in ATTACHMENT D.

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 Tourism Event    \_\_\_\_\_ Application complete

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## ATTACHMENT A – TOURISM EVENT MARKETING PLAN

\*\*\* This form should be typed, using headings below, and submitted with all Program applications.

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



COMPETITIVE GRANT APPLICATION  
 GRANT CYCLE JULY 1, 2017- JUNE 30, 2018

**Outdoor Placement (Billboards)**

Location C	ity, State	Size	Dates	Budgeted Cost	% cost of ad (50% or 66%)

**Totals**                      \$ \_\_\_\_\_ \$ \_\_\_\_\_

**Interactive Advertising/Web Banners**

Media Name	Web Address	Target Audience	Dates	Budgeted Cost	% cost of ad (50% or 66%)

**Totals**                      \$ \_\_\_\_\_ \$ \_\_\_\_\_

**Total Budgeted Cost of Marketing**                      \$ \_\_\_\_\_

**Total Grant Award Request of LOT**                      \$ \_\_\_\_\_

*(Grant request amount must be the same as listed on 1<sup>st</sup> page of application)*

**ATTACHMENT C – TOURISM EVENT BUDGET (2017 – 2018) SAMPLE**

**Name of Organization:** \_\_\_\_\_  
**Name of Tourism 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.

<b>Sources of Revenue</b>	<b>Amounts</b>
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	\$
<b>Total Expected Revenue</b>	<b>\$</b>

**Anticipated Expenses**

Please provide a comprehensive Event Budget for the entire project.

<b>Expense Categories</b>	<b>Total Amount</b>
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	\$
<b>Total Expense:</b>	<b>\$</b>

*(Event 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 Tourism Event.)*

**ATTACHMENT D – SAMPLE BOARD RESOLUTION OF AUTHORITY**

(Organization Letterhead)

Meeting of the Board of Directors

of

(Name of organization)

A meeting of the Board of Directors of \_\_\_\_\_ was held on \_\_\_\_\_,  
(Organization name) (Date)

Whereby a resolution was passed authorizing -

\_\_\_\_\_  
(Name of person authorized to sign contracts on  
behalf of organization)

TO SIGN ON BEHALF OF THE (organization name), and by his/her signature, enter into any  
and all contractual obligations on behalf of the (organization name).

\_\_\_\_\_, Secretary  
John Doe

\_\_\_\_\_, President  
Jane Smith

## ATTACHMENT E

### *Sample Grant Agreement – Template*

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

**Competitive Grant Program – Tourism Event Marketing  
FY 2017-2018**

BE IT KNOWN, the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism (hereafter sometimes referred to as “State” or “LOT”) and (legal name of grant recipient), (address, phone, e-mail) (hereafter sometimes referred to as “Grantee”) do hereby enter into this agreement (“Agreement”) under the following terms and conditions.

#### **I. Goals**

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 economy. Specifically, the funds provided under the terms of the Program are intended to assist the LOT in fulfilling its public purpose and statutory mandate.

The office of tourism shall develop and implement a program to promote the historical, cultural, recreational, and scenic legacy of the state, and all activities of the department, based on a master plan; shall 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; shall 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 shall cooperate with local tourist promotion and convention agencies; all in accordance with applicable laws. La. R.S. 36:208(F)

The Program is designed to: (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.

#### **II. Scope of Work**

- A. **Tourism Event Marketing.** In accordance with the Program’s goal, the Grantee hereby agrees to market the (Name of Tourism Event) scheduled to be held (dates, location) as set forth in the LOT-approved Marketing Plan, Media Plan (Exhibits A1 and A2), Event Budget (Exhibit B), and Program Guidelines (<http://www.crt.state.la.us/tourism/industry-partners/grants/index>).
- B. **Qualifying Marketing Expenses.** Upon completion of the Tourism Event and as set forth in greater detail in the Payment Terms, the Grantee may request reimbursement up to 50% of actual incurred costs for Qualifying Marketing Expenses. (Grantees that are hosting First-Time Events may request reimbursement of up to 66% of actual incurred costs for Qualifying Marketing Expenses.)



Qualifying Marketing Expenses are defined in the Program Guidelines. Qualifying Marketing Expenses includes the actual placement cost of media that is specifically targeted or directed to areas located outside of a 50-mile radius of the Tourism 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. The total reimbursement shall not exceed the total amount of the LOT-approved grant award. Grantee must include the Logo and tourism taglines in advertisement and promotional videos, in accordance with the Program Guidelines and the DCRT Style Guide for Logo Use.

- C. **Pre-Approval of Creative.** At least seven business days prior to placing the media, the Grantee shall submit to the Grant Monitor for approval all creative artwork and broadcast scripts. LOT must review and approve the creative prior to placement to ensure compliance and eligibility of the Qualifying Marketing Expenses.
- D. **LOT as Official Sponsor of Tourism Event.** Grantee shall acknowledge LOT as an official sponsor of the Tourism Event as set forth herein and in the Program Guidelines.
- E. **Changes to Agreement.** The Grantee may submit a written request, by mail or email, to the Grant Monitor for proposed changes to the Media Plan, Marketing Plan, or Event Budget (Exhibits A1, A2, and B). The Grantee shall not request an increase in the maximum amount of the grant award. The Grant 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 Grant Agreement will require a written amendment executed by all parties.
- F. **Communication/Compliance Monitoring.**
  - (1.) Regular communication with the Grant Monitor is required (at least quarterly) throughout the term of this Grant Agreement and is beneficial to both the Grantee and the State to ensure compliance with the terms of the Grant Agreement and the Program Guidelines. The Grantee is required to submit a written notification to the Grant Monitor of any changes in the Grantee's contact information. Should a period of three months or more lapse without the Grantee communicating with the State's Grant Monitor, the State may at its option initiate the process of revoking this grant and terminating this Grant Agreement.
  - (2.) Upon request, Grantee shall provide the State tickets and/or passes to the Tourism Event and related activities that are associated with the Tourism Event (if tickets are required for admission) in quantities necessary to monitor compliance.
  - (3.) The State's Grant Monitor for the LOT Competitive Grant Program is:

Lynne Coxwell  
Phone: 225-342-2876  
Email: [lcowell@crt.la.gov](mailto:lcowell@crt.la.gov)  
Mailing Address: P.O. Box 94291, Baton Rouge, LA 70804-9291

- G. **Final Report.** Upon completion of the Tourism Event, the Grantee shall submit a Final Report as specified in Exhibit C. The Final Report may be mailed or delivered to the Grant Monitor. The Final Report form can be obtained by contacting the Grant Monitor. Grantee shall complete each section of the Final Report, as applicable, which includes:

- (1.) **Section I** - Grantee's Name and Contact Information
- (2.) **Section II** - Reimbursable Media – Qualifying Marketing Expenses listed under the appropriate media categories of the actual expenses incurred by the Grantee
- (3.) **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.
- (4.) **Section IV** – Final Report Summary – Provide details of the outcome of the Tourism Event as noted in Exhibit C.

### **III. Payment Terms**

- A. **Maximum Payment.** In consideration of Grantee's compliance with all terms of this Grant Agreement and the Grant Program, the State hereby agrees to pay the Grantee a maximum sum of Write out grant amount in CAPS (\$ \_\_\_\_\_). 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 Tourism Event. Payment will be made on a reimbursement basis for Qualifying Marketing Expenses actually incurred by the Grantee as specified within this Grant Agreement and in accordance with the Program Guidelines.
- C. **Original Invoice.** After completion of the Tourism Event, the Grantee shall deliver to the Grant Monitor an original invoice on organization letterhead, the Final Report (Exhibit C), and all supporting documentation for preapproved Qualifying Marketing Expenses that have been incurred by the Grantee in compliance with the terms of this Grant 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 Tourism 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.**

- (1.) The State reserves the right to reconcile the invoice to the supporting documentation. The State may reduce the payment in the event of any of the following: a) an expense submitted to the State for reimbursement, but not preapproved by the State; b) the request reflects reimbursements for non-qualifying expenses; c) the State has not been acknowledged as a sponsor in accordance with the terms of this Grant Agreement and Program Guidelines; d) inadequate supporting documentation for expenses; or e) noncompliance with terms of this Grant Agreement.
- (2.) LOT reserves the right to request and require additional information or documentation in order to verify compliance with the terms of the Grant Agreement.

- (3.) 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 Grant Monitor within 30 days of notice of any defect.
- F. **Processing.** After verifying compliance with the terms of the Grant Agreement, the Grant Monitor will authorize the payment of the invoice. Reimbursement usually takes 4 - 6 weeks from the date of the Grant 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 Grant Agreement and the Program Guidelines. If it is determined by the State 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 Grant Agreement, breaches the terms of the Grant 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.

#### IV. Act 18 Clause

Grantee is informed that no funds appropriated under Act 18 of the 2017 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 Event 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 the Event Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

La. R.S. 24:513(A)(1)(b)(iv) defines a quasi-public agency or body as "Any not-for-profit that receives or expends any local or state assistance in any fiscal year. Assistance shall include grants, loans, transfers of property, awards, and direct appropriations of state or local funds."

#### V. 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 XX-xxxxx.

#### VI. Term of Grant Agreement

- A. This Grant Agreement shall begin on July 1, 2017 and shall terminate on June 30, 2018.
- B. The Grantee shall not proceed under the terms of this Grant Agreement prior to receiving a fully executed copy of this Grant Agreement from the State.
- C. The Tourism Event is scheduled to be held [DATE and LOCATION].

- D. Grantee must submit to the Grant Monitor an original invoice, a Final Report (Exhibit C), and all supporting documentation due by [DATE].
- E. If the Grantee is unable to deliver the State benefits as specified, or perform the work within the term of the Grant Agreement, the Grantee shall notify the State in writing (email is acceptable) before the termination date of the Grant 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 II(E), any alteration, variation, modification, or waiver of provisions of this Grant Agreement shall be valid only when it has been reduced to writing and executed by all parties.

#### **VII. Entire Agreement/Order of Precedence Clause**

This Grant 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 Grant Agreement (excluding the Guidelines) shall take precedence, followed by the provisions of the Guidelines, and then by the terms of the Grantee's Application.

#### **VIII. Termination for Cause**

The State may terminate this Grant Agreement for cause based upon the failure of Grantee to comply with the terms and/or conditions of the Grant 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 Grant 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.

#### **IX. Termination for Convenience**

The State may terminate this Grant 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 Grant Agreement at the time of termination, no payment will be issued to the Grantee. The Grantee shall be entitled to payment for advertisements that have already run and fulfill the terms of the Grant Agreement.

#### **X. Fiscal Funding Clause**

The continuation of this Grant Agreement is contingent upon the appropriation and availability of funds to fulfill the requirements of the Grant Agreement. If insufficient monies are appropriated to provide for the continuation of the Grant 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 Grant Agreement, the Grant 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 Grant 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 Grant Agreement, which may require amendment or termination of this Grant Agreement.

**XI. 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. R.S. 24:513 H (2)(a)).

Pursuant to La. R.S. 24:513(J) (1) (c), the financial statements of the Grantee shall be audited as follows:

<b>Amount received in revenues and other sources in any one fiscal year</b>	<b>Audit requirements</b>
\$75,000 or less	Not required to have an audit but must file a certification with the legislative auditor indicating it received \$75,000 or less in funds for the fiscal year.
More than \$75,000 but less than \$200,000	The Grantee shall obtain an annual compilation of its financial statements, with or without footnotes, in accordance with the Louisiana Governmental Audit Guide. At its discretion, the legislative auditor may require an audit of the Grantee's books and accounts.
\$200,000 or more but less than \$500,000	The Grantee shall obtain an annual review of its financial statements to be accompanied by an attestation report in accordance with the Louisiana Governmental Audit Guide. At its discretion, the legislative auditor may require an audit of the Grantee's books and accounts.
\$500,000 or more	The Grantee shall obtain an annual audit.

**XII. Liability**

Grantee agrees to protect, defend, indemnify, save, and hold harmless, the State of Louisiana, all State Departments, Agencies, Boards and Commissions, its officers, agents, servants, employees, and volunteers, from and against any and all claims, damages, expenses, and liability arising out of injury or death to any person or the damage, loss or destruction of any property which may occur, or in any way grow out of, any act or omission of Grantee, its agents, servants, and employees, or any and all costs, expenses and/or attorney fees incurred by Grantee as a result of any claims, demands, suits or causes of action, except those claims, demands, suits, or causes of action arising out of the negligence of the State of Louisiana, all State Departments, Agencies, Boards, Commissions, its officers, agents, servants, employees and volunteers.

Grantee agrees to investigate, handle, respond to, provide defense for and defend any such claims, demands, suits, or causes of action at its sole expense and agrees to bear all other costs and expenses related thereto, even if the claims, demands, suits, or causes of action are groundless, false or fraudulent.

**XIII. Non-assignability**

The Grantee shall not assign any interest in this Grant 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.

**XIV. 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 Grant Agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation disability, or age in any matter relating to employment. 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 Grant Agreement.

**XV. Remedies**

Any claim or controversy arising out of this Grant Agreement shall be resolved by the provisions of La. R.S. 39:1672.2 – 1672.4.

COMPETITIVE GRANT APPLICATION  
GRANT CYCLE JULY 1, 2017- JUNE 30, 2018

THUS DONE AND SIGNED AT \_\_\_\_\_, Louisiana on the \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_.

WITNESSES:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Type Name of Authorized Person  
Type Authorized Person's Title  
for Type Name of Grantee Organization  
Type Contact Information

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

WITNESSES:

Department of Culture, Recreation, and Tourism

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Kyle Edmiston, Assistant Secretary  
Office of Tourism

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

WITNESSES:

Office of the Lieutenant Governor  
Department of Culture, Recreation, and Tourism

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Rennie S. Buras, II, Deputy Secretary

**Exhibit A 1**

**Insert LOT-Approved Marketing Plan**



**Exhibit A2**

**Insert LOT-Approved Media Plan**

**Exhibit B**

**Insert-Event Budget**

**Exhibit C**  
**Louisiana Office of Tourism Competitive Grant Program**  
**Final Report Form FY 18**

**SECTION I: Grantee's Contact Information**

Name of Event: \_\_\_\_\_  
 Event Date: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Grant Amount: \_\_\_\_\_  
 Primary Contact: \_\_\_\_\_  
 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 Tourism Event. Qualifying Marketing Expenses include the actual placement costs of media, but not 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 Competitive Grant Program.

**Print Placement (Magazine, Newspaper)**

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

**Broadcast Placement (Radio/Television)**

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

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates Ac	tual Cost	Match Amount
<b>Totals:</b>				\$ \$	

**Interactive Advertising / Web Banners**

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target Audience / Reach	Dates Ac	tual Cost	Match Amount

	<b>Totals:</b>	\$ \$	
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 Style Guide for Logo Use and be a Qualifying Marketing Expense as listed in the Lot Competitive Grant Application and Guidelines.

- **Proof of Charge from Vendor:** Submit itemized media invoice listing the date, description and dollar amount for media purchased. 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 Tourism Event, taking into consideration the goals, objectives, measures of performance, and the impact that the Tourism Event had on tourism in the area and the state, which should include:
  - 1) **Objectives Achieved** – List specific advertisements and explain the effectiveness of each in achieving the State’s goals and objectives as stated on page 1 of this Agreement.
  - 2) **Measurements of Performance** – Provide the following: estimated attendance, admissions revenue, the number of vendors working the Tourism Event and amount of vendor registration fees.
  - 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 is 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 Tourism Event, 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 listed above.

## GRANT APPLICANT CHECKLIST

Please attach checklist to front of application.

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

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

**Applicant must submit one (1) copy, with original application, 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 (private entities)
- Signed Board 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. For corporations, the document should be endorsed by two members of the Applicant's board of directors, usually the president or chairman and the secretary. See Attachment D.

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