

Office of the Lieutenant Governor
State of Louisiana

BILLY NUNGESSER
LIEUTENANT GOVERNOR



P.O. Box 44243
BATON ROUGE, LOUISIANA 70804-4243
(225) 342-7009

February 17, 2020

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 2020-21 grant round is open to applicants who produce tourism events held **July 1, 2020 – June 30, 2021**. Applications must be **postmarked by Tuesday, April 7, 2020**. 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.

Should you have any questions about the CGP, please contact Chelsea Gravel at 225.342.7385 or at cgravel@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,

A handwritten signature in cursive script that reads "Billy Nungesser".

Billy Nungesser
Lieutenant Governor

**LOUISIANA OFFICE OF TOURISM
FY21 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. DEADLINE: Applications must be postmarked no later than:

Tuesday, April 7, 2020

III. GUIDELINES

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

- (1.) The LOT will award only one Program grant per Tourism Event, per Grant Cycle, July 1, 2020 – June 30, 2021.
- (2.) The maximum grant award in the FY 20-21 Grant Cycle is \$10,000.
- (3.) An Applicant may be eligible to receive a Program grant for a Tourism Event or the same Tourism Event 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.

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.) No State funds from any source may 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, 2020, and June 30, 2021.
- (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"> 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) Fundraisers Family reunions Anniversary celebrations Additions, refurbishments, or new exhibits to an attraction Sweepstakes Promotions

(2.) QUALIFYING MARKETING EXPENSES

- (a.) To be eligible for Program funding, qualifying advertisement(s) must run in eligible media outlets between July 1, 2020, and June 30, 2021.
- (b.) Expenses incurred or conducted **prior** to July 1, 2020, **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 the 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.) The Grantee shall submit all creative (e.g., artwork, broadcast scripts) for approval to the LOT Grant Monitor, Chelsea Gravel, cgravel@crt.la.gov.
 - (ii.) Artwork for use in print media and internet banner advertisements must be submitted in actual size.
 - (iii.) In the creative, use of the official tourism logo “Louisiana: Feed Your Soul” (“Logo”) shall comply with the DCRT Style Guide for Logo Use.##

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- (iv.) The DCRT Style Guide for Logo Use is available here: <https://www.crt.state.la.us/publications/document-archive/index>.
 - (v.) 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"> • Newspapers • Magazines • Billboards (located outside Louisiana; along interstate) • Radio (must include the phrase, “Visit LouisianaTravel.com to plan your trip today.”) • Television (Logo must be visible for at least 4 seconds.) • 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). 	<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 LouisianaTravel.com • Search Engine Marketing (SEM) and Search Engine Optimization (SEO) • Social media websites (e.g., Facebook, You Tube, Twitter, Instagram) • Printing expenses • Annual guides, planners, and directories • Marketing promotional videos

- (f.) Grantees should be aware that the LOT has the option of designating which of the Grantee's proposed activities and expenditures may be funded with the grant award.

D. ACKNOWLEDGEMENT – In addition to including the Logo in pre-approved qualifying marketing expenses funded through a Program grant, Grantee is also responsible for ensuring that the 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.) The Grantee shall prominently display and include the Logo and hyperlink the official tourism website, LouisianaTravel.com, on the official website(s) for the Tourism Event.
- (2.) The Grantee shall prominently display and include the Logo in television broadcasts, news releases, publicity events, printed publicity materials, and other advertising and publicity for the Tourism Event, regardless of media.
- (3.) The Logo shall be used in accordance with the DCRT Style Guide for Logo Use.
- (4.) For radio broadcast announcements and scripts, the Grantee shall include the phrase, ***“Visit LouisianaTravel.com to plan your trip today.”***
- (5.) 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 **one (1) original and eight (8) copies – 9 total*** 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*

***NOTE:** Please do not submit applications in report covers or bound booklets. Instead, staple or clip applications together. **All 9 copies MUST BE SUBMITTED for consideration of the Competitive Grant Program.**

B. SUPPORTING DOCUMENTATION

Applicant must submit **one (1) copy**, with original application, of each of the below:

- ✓ Completed and signed W-9 tax form
<https://www.crt.state.la.us/channelz/e-forms/purchasing/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 (not required of LLC's)**. Sample is provided in Attachment D of the application.

C. DEADLINE TO APPLY

(1.) Application packet and supporting documentation must be postmarked by **Tuesday, April 7, 2020, or hand-delivered by 4:30 p.m. on Tuesday, April 7, 2020**. Faxed, emailed, or late applications cannot be accepted.

Mailing Address:

Chelsea Gravel
Competitive Grant Program
Louisiana Office of Tourism
P.O. Box 94291
Baton Rouge, LA 70804-9291

Physical Address for Express Mail / Hand-delivery:

Chelsea Gravel
Competitive Grant Program
Louisiana Office of Tourism
1051 N. Third St., Room 342
Baton Rouge, LA 70802

(2.) Applicants will be notified by email of the status of their award request.

(3.) The LOT will announce awards by June 30, 2020, or early July, depending on the 2020 Legislative session.

V. EVALUATION CRITERIA

All timely, complete, and eligible applications will be reviewed, ranked, and recommended for funding based upon the evaluation criteria listed here. The 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 – The LOT will evaluate the degree to which 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 to achieve the Event’s goals and measurable objectives
- (4.) Targeted to create results (i.e., is 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 to the festival sold; food and beverage revenue collections at the 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).
 - (a.) Stated goals must have measurable objectives. “Increased awareness of XYZ parish” is not an acceptable goal. Baseline measurements must be provided in the final report, so Applicant must be prepared to provide year-over-year statistics for stated measurements.

B. TOURISM EVENT – The LOT will evaluate the degree to which:

- (1.) The Tourism Event will benefit the state, generally
- (2.) The Tourism Event 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.) The Applicant 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 an 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 category names listed in Attachment C, Event Budget Sample, represent a typical budget and may not be applicable to all Tourism Events. Budget category names may be adjusted to reflect actual expense and revenue items for the Tourism Event.
- (2.) Reflects a “true need” for funding.

VI. GRANT AWARDS

- A. The funding level for the FY 2021 Program will be determined based upon the LOT's FY 2021 budget allocation. Should requests exceed available funding, fewer grants may be awarded or the amount of the grants awarded may be reduced to fit within the amount of funds available.
- B. A grant award is subject to execution of a grant agreement ("Grant Agreement").
- C. Grant Agreements will include the Program guidelines, reporting requirements, audit requirements, the approved Marketing and Media Plans and Comprehensive Event Budget, and other terms and conditions. Refer to Attachment E, Sample Grant Agreement.
- D. Grantees will be required to submit an electronic file including the Marketing Plan, Media Plan, and Comprehensive 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 resubmitted to the 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 Grant Agreement is not received by the State within 30 days, the grant award may be rescinded and the funds reallocated to another applicant or the LOT program.
- G. Grant awards are based on the approved Media and Marketing Plans and Comprehensive 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, Chelsea Gravel, cgravel@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 Award Requested from the LOT \$ (no more than \$10,000)
(Request should match the Media Plan)

Event Location Information

City Parish

Legislative Districts (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

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 FY21 (7/1/2020 - 6/30/2021).

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 or CVB.) Yes No
- B. Will there be a speaking opportunity for the DCRT at the Tourism Event? Yes No
If yes, when?

(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? Yes No
If so, please list all organizations involved.

- D. Have you applied for or received any governmental or state entity assistance for your Tourism Event taking place in FY21 (7/1/2020 - 6/30/2021)? Yes No
If yes, please list sources and amounts.

- E. Is the Tourism Event within the boundaries of the Atchafalaya National Heritage Area?
(link to Atchafalaya Heritage map <http://atchafalaya.org/heritage-area-maps>) 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 (as given)
- C. Attachment C – Tourism Event Budget (as given)
- D. Attachment D – Sample Board Resolution of Authority

V. SUPPORTING DOCUMENTATION TO SUBMIT

Applicant must submit one (1) copy of each:

- o Completed and signed W-9 tax form
<https://www.crt.state.la.us/channelz/e-forms/purchasing/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

Date

Staff Use Only

_____ Date application received

_____ Eligible Tourism Event

_____ Application complete

ATTACHMENT A – TOURISM EVENT MARKETING PLAN

This form should be typed (saved as a Microsoft Word document), 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 the LOT to leverage its support of this Tourism Event (e.g., Tourism Event signage with the Logo recognizing the 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, 2020- JUNE 30, 2021

Outdoor Placement (Billboards)

Location	City, 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 the LOT \$ _____

(Grant request amount must be the same as listed on 1st page of application)

ATTACHMENT C – COMPREHENSIVE TOURISM EVENT BUDGET (2020-2021)

Form should be saved as a Microsoft Word document and submitted with all Program applications.

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. Add and remove line items as needed.

Sources of Revenue	Total Amount
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 Tourism Event Budget for the entire project. Add and remove line items as needed.

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	\$

(Tourism 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 – 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 or Treasurer
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 2020 - 2021**

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 and Objectives

- A. 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.
- B. 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)
- C. 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.
- D. The objective of the Program is to encourage local communities to advertise Tourism Events in markets beyond a 50-mile radius of the event to increase attendance and visitor spending at the event and in the surrounding community.

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] in [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>), which by this reference are incorporated herein.

B. Qualifying Marketing Expenses.

- (1.) 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.)
- (2.) Qualifying Marketing Expenses are defined in the Program Guidelines. Qualifying Marketing Expenses include 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. The 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 (7) business days prior to placing the media, the Grantee shall submit to the Grant Monitor for approval all creative artwork and broadcast scripts. The LOT must review and approve the creative prior to placement to ensure compliance and eligibility of the Qualifying Marketing Expenses.

D. The LOT as Official Sponsor of Tourism Event. Grantee shall acknowledge the 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 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 Agreement and is beneficial to both the Grantee and the State to ensure compliance with the terms of the 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 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:
Chelsea Gravel
Phone: 225-342-7385
Email: cgravel@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 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 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 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 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).

F. 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 Agreement and Program Guidelines; d) inadequate supporting documentation for expenses; or e) noncompliance with terms of this Agreement.

- (2.) The LOT reserves the right to request and require additional information or documentation in order to verify compliance with the terms of the 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 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 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 Agreement, breaches the terms of the 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. 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-XXXXXX.

VI. Term of Agreement.

- A. This Agreement shall begin on July 1, 2020, and shall terminate on June 30, 2021.
- B. The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully-executed copy of this 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 Agreement, the Grantee shall notify the State in writing (email is acceptable) before the termination date of the 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), Changes to the Agreement, any alteration, variation, modification, or waiver of provisions of this 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 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 Agreement (excluding the Guidelines) shall take precedence, followed by the provisions of the Guidelines and addenda issued thereto by the LOT, and then by the terms of the Grantee's Application.

VIII. Termination for Cause

Should the State determine that the Grantee has failed to comply with the Agreement's terms, the State may terminate the Agreement for cause by giving the Grantee written notice specifying the Grantee's failure. If the State determines that the failure is not correctable, then the Agreement shall terminate on the date specified in such notice. If the State determines that the failure may be corrected, the State shall give a deadline for the Grantee to make the correction. If the State determines that the failure is not corrected by the deadline, then the State may give additional time for the Grantee to make the corrections, or the State may notify the Grantee of the Agreement's termination date. If the Grantee seeks to terminate the Agreement, the Grantee shall file a complaint with the State.

IX. Termination for Convenience

The State may terminate this Agreement at any time without penalty by giving thirty (30) days' written notice to the Grantee of such termination or by negotiating with the Grantee a termination date. Upon receipt of notice, the Grantee shall immediately discontinue work and the placing of orders for materials, facilities, services, and supplies in connection with the performance of this Agreement. The Grantee shall be entitled to payment for deliverables in progress, to the extent the State determines that the work is acceptable.

X. 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 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.

XI. Audit

Any authorized agency of the state government (e.g. Office of the Legislative Auditor, Inspector General's Office, etc.) and of the federal government has the right to inspect and review all books and records pertaining to services rendered and/or activities carried out under this Agreement for a period of five (5) years from the date of final payment under the prime Agreement and any subcontract. The Grantee and subcontractor, if any, shall maintain such books and records for this five-year period and cooperate fully with the authorized auditing agency. The Grantee and subcontractor, if any, shall comply with federal and state laws authorizing an audit of their operations as a whole or of specific program activities.

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:

Amount received in revenues and other sources in any one fiscal year	Audit requirements
\$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 <i>Louisiana Governmental Audit Guide</i> . 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 <i>Louisiana Governmental Audit Guide</i> . 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

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 intentional, reckless, or negligent act or omission, operation or work of the Grantee, its agents, servants, or employees while engaged upon or in connection with the services or activities performed by the Grantee hereunder.

XIII. Non-assignability

The Grantee may assign its interest in the proceeds of this Agreement to a bank, trust company, or other financial institution. Within ten (10) calendar days of the assignment, the Grantee shall provide notice of the assignment to the State and the Office of State Procurement. The State will continue to pay the Grantee and will not be obligated to direct payments to the assignee until the State has processed the assignment. Except as stated here, the Grantee shall transfer an interest in the Agreement by assignment, novation, or otherwise, only with prior written consent of the State. The State's written consent of the transfer shall not diminish the State's rights or the Grantee's responsibilities and obligations.

XIV. Anti-discrimination

The Grantee agrees to abide by the requirements of the following as applicable and amended: Title VI of the Civil Rights Act of 1964 and Title VII of the Civil Rights Act of 1964; the Equal Employment Opportunity Act of 1972; Federal Executive Order 11246; the Rehabilitation Act of 1973; the Vietnam Era Veteran's Readjustment Assistance Act of 1974; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975; the Fair Housing Act of 1968; and the Americans with Disabilities Act

of 1990. The Grantee agrees not to discriminate in its employment practices, and shall render services under this 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 Agreement.

XV. Remedies

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

XVI. Applicable Law

This Agreement shall be governed by and interpreted in accordance with the laws of the state of Louisiana. Venue of any action brought with regard to this Agreement shall be in the Nineteenth Judicial District Court, parish of East Baton Rouge, state of Louisiana.

XVII. Force Majeure

Neither party hereto shall be liable to the other party for any failure, inability, or delay in performing its obligations under this Agreement if caused by an act of God, war, strike, lock-out, fire, terrorism or threat of terrorism (or any security measure connected thereto) or any other cause beyond the reasonable control of the party so failing (“Force Majeure Event”); but due diligence shall be used in curing such cause, rescheduling the Tourism Event at the earliest possible time, and mitigating any losses. If a Force Majeure Event prevents the staging of the Tourism Event during the Term of this Agreement, the State shall not be liable for any amount due other than that portion associated with expenses already incurred (and that cannot be cancelled) as of the date of the Force Majeure Event.

XVIII. Ownership

All records, reports, documents, and other material delivered or transmitted to Grantee by State shall remain the property of State and shall be returned by Grantee to State, at Grantee's expense, at termination or expiration of this Agreement. Copies of all records, reports, documents, or other material related to this Agreement and/or obtained or prepared by Grantee in connection with the fulfillment of the terms of this Agreement shall become the property of State, and shall, upon request, be returned by Grantee to State, at Grantee's expense, at termination or expiration of this Agreement.

COMPETITIVE GRANT APPLICATION
GRANT CYCLE JULY 1, 2020- JUNE 30, 2021

THUS DONE AND SIGNED AT _____, Louisiana, on the _____ day of _____, 2020.

WITNESSES:

GRANTEE ORGANIZATION

Sign: _____
Print: _____

[Type Name of Authorized Person]
[Type Authorized Person's Title]
[Type Name of Grantee Organization]
[Type Contact Information]

Sign: _____
Print: _____

THUS DONE AND SIGNED AT Baton Rouge, Louisiana, on the ___ day of _____, 2020.

WITNESSES:

Department of Culture, Recreation, and Tourism

Sign: _____
Print: _____

Doug Bourgeois, Assistant Secretary
Office of Tourism

Sign: _____
Print: _____

THUS DONE AND SIGNED AT Baton Rouge, Louisiana, on the ___ day of _____, 2020.

WITNESSES:

Sign: _____
Print: _____

Nancy Watkins, Undersecretary
Office of the Lieutenant Governor

Sign: _____
Print: _____

Exhibit A 1

Insert LOT-Approved Marketing Plan

SAMPLE

Exhibit A2

Insert LOT-Approved Media Plan

SAMPLE

Exhibit B

Insert-Event Budget

SAMPLE

Exhibit C
Louisiana Office of Tourism Competitive Grant Program
Final Report Form FY 21

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 grant 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
Totals:					\$	\$

Broadcast Placement (Radio/Television)*

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

Outdoor Placement (Billboards)*

Location	City, State	Size	Dates	Actual Cost	Match Amount
Totals:				\$	\$

Interactive Advertising / Web Banners*

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target Audience / Reach	Dates	Actual Cost	Match Amount
Totals:			\$	\$

Grantees grand total spent on Qualifying Marketing Expenses	\$
Requested amount to be reimbursed (50% or 66% for First-Time Events) of Qualifying Marketing Expenses, not to exceed grant award	\$
<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 - (the 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 the five (5) headings below:

- 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.

GRANT APPLICANT CHECKLIST

Please attach checklist to front of application.

Applicant must submit **nine (9) copies of each, as a packet:**

- 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)

- Please do not submit applications in report covers or bound booklets. Instead, staple or clip application packets together.

Applicant must submit one (1) copy, with original application, of each below:

- Completed and signed W-9 tax form.**
- Letter of Good Standing** from the Louisiana Secretary of State's Office (Corporations and Limited Liability Companies).
- 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 (the treasurer may also sign for the secretary). See Attachment D.