

Office of the Lieutenant Governor
State of Louisiana

BILLY NUNGESSER
LIEUTENANT GOVERNOR



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April 29, 2022

Dear Louisiana Travel Partner:

Thank you for your interest in the Louisiana Office of Tourism's Festivals and Events Recovery Grant Program (FERG). In previous years, the Louisiana Office of Tourism has offered the Competitive Grant Program (CGP) to support the marketing of fairs, festivals, and other tourism events throughout the state. For fiscal year 2022-23, through the FERG, the Louisiana Office of Tourism will award grants to encourage and support marketing for Louisiana fairs, festivals, and other eligible tourism events by funding marketing expenses. 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.

Louisiana's tourism recovery is rebounding closer to the benchmarks set in 2019. With more fairs, festivals and tourism events that take place, Louisiana can regain that momentum and draw visitors into the state.

The fiscal year 2022-23 grant round is now open to applicants who produce tourism events held **July 1, 2022 – June 30, 2023**. Applications should be received a minimum of 90 days prior to the start of the Tourism Event. Please read the provided information and guidelines carefully and follow all instructions.

Should you have any questions about the FERG, please contact Lynne Coxwell at 225.342.2876 or at lcxwell@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 blue ink that reads "Billy Nungesser".

Billy Nungesser
Lieutenant Governor

LOUISIANA DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF TOURISM
LOUISIANA FESTIVALS & EVENTS RECOVERY GRANT PROGRAM
APPLICATION AND GUIDELINES
FY 2022-2023

I. BACKGROUND & PURPOSE

For FY 2022-2023, the Louisiana Office of Tourism (“LOT” or “DCRT”) is offering the **Louisiana Festivals and Events Recovery Grant Program** (“FERG” or “Program”) to encourage and support marketing for Louisiana fairs, festivals, and other eligible tourism events that attract and retain visitors to the state and have a positive impact on Louisiana’s economy. The LOT has allocated up to \$1,000,000 for the FERG.

The maximum award per Tourism Event is \$20,000.00. A grant award is subject to the execution of a Grant Agreement. As provided in greater detail in these Guidelines and the terms of each Grant Agreement, Grantees that receive the maximum award may use the grant funds:

- Up to a maximum of \$15,000 for reimbursement of 75% of actual costs incurred by the Grantee for Qualifying Marketing Expenses
- Up to a maximum of \$5,000 for inclusion of the LOT’s Logo and Hashtags in designated social media and on tourism event websites

The LOT will award only one FERG grant per Tourism Event, per Grant Cycle, July 1, 2022 – June 30, 2023.

[Note: In previous years, the LOT has awarded grants to support the marketing of fairs, festivals, and other tourism events through the Competitive Grant Program. Under the CGP, the maximum award per tourism event was \$10,000.00, and eligible marketing expenses were reimbursed up to 50% or 66%.]

II. APPLICATION DEADLINE

Grants will be awarded on a rolling, first-come first-served basis. To improve the opportunity for receiving the maximum award, grant applications should be received by the LOT a minimum of 90 days before the Tourism Event is scheduled to begin.

III. DEFINITIONS

A. Tourism Event –

1. A “Tourism Event” is a time-bound, non-continuous activity that attracts visitors from beyond a 50-mile radius of the Tourism 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 outside a 50-mile radius of the Tourism Event. The nature of the event, the name of the event, its location, how the event is marketed, the intended audience, and how the organizers plan to measure performance/success are all examples of information that can be used by the LOT to determine whether the activity is a Tourism Event.

2. To be eligible for an award through FERG, the Tourism Event:

- a. Must take place between July 1, 2022 and June 30, 2023.
- b. Must take place in Louisiana.
- c. Should fit within one of the following illustrative examples of eligible events, and should not fall within one of the following illustrative examples of ineligible events:

ELIGIBLE TOURISM EVENTS	INELIGIBLE TOURISM EVENTS
<ul style="list-style-type: none"> • Fairs and Festivals • 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 • Inaugural 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, religious events • Conferences and conventions • Events held in multiple areas of the state (e.g., Mardi Gras, holiday parades, MLK or 4th of July celebrations, sports tournaments) • Events that are primarily fundraisers • Family reunions • Anniversary celebrations • Additions, refurbishments, or new exhibits to an attraction • Sweepstakes Promotions • Other events that do not fulfill the goals, objectives, and purposes of this Program

B. Applicant –

- 1. A public or private entity that is responsible for organizing or producing a Tourism Event that meets all eligibility criteria.
- 2. To be eligible to apply for a FERG grant, an Applicant must be a registered vendor in LaGov (register [here](#)). Contact the Vendor Help Desk at vendr_inq@la.gov or 225.342-8010, with questions about this process.

3. To be eligible to apply for a FERG grant, an Applicant must be current on the payment of all state taxes, be in good standing with the Louisiana Secretary of State (private entities only), and be willing to comply with all terms and conditions set forth in these Guidelines and the Grant Agreement (see Sample Grant Agreement).

C. Logo, Hashtags, and Tagline –

1. Logo - The official Louisiana tourism logo “Louisiana: Feed Your Soul” with Web Address used in accordance with the *DCRT Style Guide for Logo Use*, available here: <https://www.crt.state.la.us/publications/document-archive/index>.
2. Hashtags – The official Louisiana tourism hashtags [#OnlyInLouisiana](#) and [#LouisianaFeedYourSoul](#)
3. Tagline – For use in radio scripts, “Visit LouisianaTravel.com to plan your trip today”

D. Qualifying Marketing Expense –





1. The actual cost incurred by the Grantee for the placement (i.e., not production cost) of advertisements in eligible media (e.g., print, television, digital, billboard, and radio advertisements) to promote an eligible Tourism Event.
2. To be eligible for a reimbursement of 75% of the Grantee’s actual cost up to the maximum amount allowable under the FERG and the Grant Agreement:
 1. The creative must be approved by LOT prior to placement. Artwork for use in print media and digital banner advertisements must be submitted in actual size. The review process is to ensure compliance and eligibility.
 2. The media should be targeted or directed to areas located outside of a 50-mile radius of the Tourism Event.
 3. For eligible Tourism Events that take place between July 1, 2022–September 18, 2022, the advertisements must run in eligible media outlets between June 1, 2022 and September 18, 2022.
 - i. This exception is to allow for the inclusion of eligible Tourism Events that occur too early in the fiscal year to advertise a full three months prior to the occurrence of the Event.
 4. For all other eligible Tourism Events, the advertisements must run three months prior to the Tourism Event through the end of the Tourism Event during the 2022-2023 Fiscal Year (July 1, 2022 – June 30, 2023).
 5. No state or federal funds from any source may be used for the 25% cash match.
 6. Grantees cannot be reimbursed for media received via trade, donation, or in-kind.
 7. Reimbursement for Qualifying Marketing Expenses shall not exceed \$15,000.00.
 8. The marketing expense shall NOT fall within one of the following INELIGIBLE categories of marketing/media expenses:

INELIGIBLE MARKETING/MEDIA EXPENSES	
Consulting services	Media production, design, editing
Promotional items	Maps, brochures, rack cards, flyers

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GRANT CYCLE JULY 1, 2022 - JUNE 30, 2023

Event signage	Direct mail
Interactive advertising on Louisiana Travel.com	Search engine optimization, Google Ad Words, digital content creation, etc.
Documentaries	Marketing/promotional videos
Posters	Annual guides, planners, directories

9. The creative shall include the Logo, Website, and/or Tagline in accordance with the *DCRT Style Guide for Logo Use* and the following:

ELIGIBLE MEDIA / MARKETING EXPENSES	LOGO / TAGLINE REQUIREMENTS
Print (Newspapers, Magazines)	 <p>Inclusion of Logo on all print advertisements. Minimum logo size is 1”</p>
Billboards (along interstate or highway)	 <p>Inclusion of Logo on all advertisements. Logo must be of greater or equal size to the Grantee’s logo.</p>
Radio	Radio scripts must include the phrase “Visit LouisianaTravel.com to plan your trip today”.
Television / Cable / Over The Top (OTT – e.g., Hulu)	 <p>Logo must appear on-screen for a minimum of 2 seconds on ads shorter than 30 seconds and for a minimum of 4 seconds on ads 30 seconds or longer.</p>
Digital: Targeted digital ads (e.g., banner ads, native display/video); dedicated e-newsletters; paid social media	

<p>(e.g., Facebook, Instagram, YouTube)</p> <p>Ineligible digital media includes Search Engine Optimization (SEO), Google Ad Words, and digital content creation.</p>	<p>Inclusion of Logo on all digital advertisements. Logo must be of greater or equal size to the Grantee's logo.</p>
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E. "Feed Your Soul" Website/Social Media Promotion –

1. The Grantee's inclusion of the Logo with click-through link to <https://www.LouisianaTravel.com> on the Tourism Event's website, and/or Hashtags on the Facebook Event Page, and/or Instagram social media posts promoting the Tourism Event.
2. A Grantee may be eligible for grant funding for Website/Social Media Promotion, up to a maximum total amount of \$5,000.00, subject to the terms of the Grant Agreement and the following limits:
 - a. \$2,000.00 for the placement of the Logo with click-through link to <https://www.LouisianaTravel.com> on the top third of the Tourism Event's official website home page.
 - i. Placement of Logo to begin within three (3) months of the date of the Grantee's Tourism Event and end no later than June 30, 2023, with the exception of events starting June 1 to September 18, 2022, which will begin June 1, 2022 through final date of Tourism Event.
 - b. \$1,500 for the placement of the Logo with click-through link to <https://www.LouisianaTravel.com> on the official Facebook Event page for the Tourism Event and the addition of LouisianaTravel.com as a co-host of the Event.
 - i. Placement of Logo being within three (3) months of the date of the Grantee's Tourism Event and end no later than June 30, 2023, with the exception of events starting June 1 to September 18, 2022, which will begin June 1, 2022 through final date of Tourism Event.
 - c. \$1,500 for the inclusion of both the #OnlyInLouisiana and #LouisianaFeedYourSoul hashtags on a minimum of nine (9) Facebook or Instagram posts promoting the Tourism Event.
 - i. For events occurring from July 1, 2022 to September 18, 2022, inclusion of both hashtags should be posted from June 1, 2022 through final date of Tourism Event.
 - j. For events occurring from September 19, 2022 to June 30, 2023, inclusion of both hashtags should be posted with a minimum of one (1) week apart.

IV. HOW TO APPLY

A. Application Packet*

1. If submitting a **hard copy** of the Application Packet, the Applicant should submit one original and one copy of the Application Packet. Both Application Packets should include all attachments and supporting documentation (see below).
2. If submitting an **electronic copy** of the Application Packet by email, the Applicant may submit one electronic version of the Application Packet, including all attachments and supporting documentation (see below).
3. A completed Application Packet shall include at a minimum:
 - ✓ Completed Application Form
 - ✓ Tourism Event Marketing Plan (Attachment A of the application)
 - ✓ Tourism Event Media Plan (Attachment B of the application)
 - ✓ Comprehensive Tourism Event Budget** (Attachment C of the application)

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

** *The Tourism Event Budget must reflect the upcoming Tourism Event.*

B. Supporting Documentation

Applicant must submit the following supporting documents with the application Packet, as applicable:

- ✓ 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 by the Applicant to sign an agreement with the Louisiana Office of Tourism. A Board Resolution is required if the Applicant is a corporation, either nonprofit or for-profit corporation. It is not required if the Applicant is a limited liability company or partnership. The Board Resolution must be passed/signed on or after January 1, 2022. A sample is provided in Attachment D of the application.

C. How to Submit the Application Packet

Applications should be received at least 90 days before the Tourism Event begins. Mail or Email your application to one of the addresses below:

Mailing Address:

Lynne Coxwell
Festivals & Events Recovery Grant Program
Louisiana Office of Tourism
P.O. Box 94291
Baton Rouge, LA 70804-9291

Physical Address for Express Mail /
Hand-delivery:

Lynne Coxwell
FERG Program
Louisiana Office of Tourism
1051 N. Third St., Room 347
Baton Rouge, LA 70802

OR

Email Address:

Send electronic copies via email to lcoxwell@crt.la.gov.

V. EVALUATION CRITERIA

All complete applications will be reviewed for funding based upon the evaluation criteria listed herein. The LOT may also consider such factors as past performance and cooperation with program guidelines for previous LOT grant/sponsorship recipients, and other relevant factors.

A. 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.) The Tourism Event will generate significant economic impact to the local area, state, and/or region;
- (5.) The Tourism Event will deliver a strong return on investment (ROI) for the economy; and
- (6.) The Applicant can deliver a quality experience relative to the Applicant's available resources.

B. MARKETING PLAN – The LOT will evaluate the degree to which the Applicant's Marketing Plan is:

- (1.) Strategic, so that the Plan reflects a design to achieve the Event's goals and measurable objectives.
- (2.) Targeted to create results (i.e., is able to attract visitors from outside a 50-mile radius of the Tourism Event).
- (3.) Realistic in the Plan's goals, with specific, measurable objectives.

- a. Example 1: Goal: Increased attendance at XYZ Festival. Measurement(s): number of festival tickets sold; food and beverage revenue collections at the festival; hotel occupancy rates during the dates of the festival.
- b. Example 2: Goal: Increased visitation to destination / parish. Measurement(s): hotel/motel tax collections; number of visitors to information center).
- c. Stated goals must have measureable objectives. "Increased awareness of destination / parish" is not an acceptable goal without specific measurable indicators of achievement. Baseline measurements must be provided in the final report, so the Applicant must be prepared to provide year-over-year statistics for stated measurements.

C. MEDIA PLAN – The LOT will evaluate whether the Applicant’s Media Plan:

- (1.) Is thorough and concise (e.g., includes specific media, placements, timelines of advertising, cost of media, circulation rate/audience reach, and target markets).
- (2.) Is compliant with FERG Guidelines.
- (3.) Includes Qualifying Marketing Expenses that meet all eligibility requirements.
 - a. The FERG will not fund more than 75% of the Grantee’s pre-approved Qualifying Marketing Expenses.
 - b. Advertising and marketing must be directed outside a 50-mile radius of the Tourism Event.

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

- (1.) Lists all revenues and expenses associated with the Tourism Event.
 - a. Budget expenses and revenue category names listed in Attachment C, Comprehensive Tourism Event Budget Sample, represent a typical budget and may not be applicable to all Tourism Events.
 - b. Budget category names may be adjusted to reflect actual expense and revenue items for the Tourism Event.
- (2.) Reflects a “true need” for funding.

E. 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.

For purposes of the evaluation criteria, a “Sponsorship” is an agreement between the Grantee and another organization whereby the organization provides in-kind services or monetary support for an event.

VI. GRANT AWARDS

- A. Applicants will be notified by letter of the status of their award request.

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- B. A grant award is subject to execution of a Grant Agreement.
- C. The Grant Agreements will include the FERG 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. The 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. The Grantee must return the signed Grant Agreement within 30 days of receipt from the LOT. If the Grant Agreement is not received by the LOT within 30 days, the grant award may be rescinded.
- 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, Lynne Coxwell, coxwell@crt.la.gov or her supervisor or designee.

LOUISIANA OFFICE OF TOURISM

LOUISIANA FESTIVALS & EVENTS RECOVERY GRANT PROGRAM

EVENT AND APPLICANT BACKGROUND

Name of Event

Legal Name of Entity Applying for Grant *(This should match the name on the W-9 submitted with application)*

Date(s) of Event

Grant Award Requested from the Louisiana Office of Tourism \$

(Request should match the Media Plan, Attachment B, and should not exceed \$15,000 for Qualifying Marketing Expenses or \$5,000.00 for Logo placement and LOT hashtag usage.)

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 Congress

Mayor

Primary Contact for Applicant (concerning this application)

Name

Title

Address

City

State

Zip

Email

Tourism Event Website

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

Name

Title

Address

City

State

Zip

Email

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LaGOV Vendor Number

ATTENDANCE

Estimated attendance for the Tourism Event taking place in FY 23 (07/01/2022 - 06/30/2023)

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

SUPPLEMENTAL QUESTIONS

1. 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>.)

2. Is this Tourism Event produced in association with other organizations? Yes No

If so, please list all organizations involved.

3. Have you applied for or received any federal or state entity assistance for your Tourism Event taking place in FY 23 (07/01/2022 - 06/30/2023)? Yes No

If yes, please list sources and amounts.

4. 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

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

FILL OUT AND SUBMIT ATTACHMENTS A – D

- A. Attachment A – Tourism Event Marketing Plan (refer to page 13)
- B. Attachment B – Tourism Event Media Plan (refer to page 14-16)
- C. Attachment C – Comprehensive Tourism Event Budget (refer to page 17)
- D. Attachment D – Sample Board Resolution of Authority (refer to page 18)

SUPPORTING DOCUMENTATION TO SUBMIT

Applicant must submit one (1) copy of each:

- 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)
<http://www.sos.la.gov/BusinessServices/SearchForLouisianaBusinessFilings/OrderDocumentsAndCertificates/Pages/default.aspx>
- Signed Resolution of Authority, indicating that the signatory is authorized to enter into an agreement with the Louisiana Office of Tourism. The Board Resolution must be passed/signed on or after January 1, 2022. Sample available in ATTACHMENT D.

I have read and understand all Louisiana Festivals and Events Recovery 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 may 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

This form should be typed, using headings below, saved as a Microsoft Word document, and will need to be submitted for grant agreement insertion.

ATTACHMENT A – TOURISM EVENT MARKETING PLAN

- 1.) Tourism Event Description** - Narrative, including background of Tourism Event.
- 2.) Goals and Objectives** - Specific goals and measurable objectives for Tourism Event (e.g., increased 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 (e.g., year-over-year ticket sales.) Describe your plan to measure achievement of objectives.

Form should be replicated as given below, saved as a Microsoft Word document, and will needed to be submitted for grant agreement insertion.

ATTACHMENT B – TOURISM EVENT MEDIA PLAN

All qualifying marketing and advertising must be directed toward areas outside a 50-mile radius of the Tourism Event. Qualifying Marketing Expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

- 1) If awarded a grant, the eligible percentage of the grand total spent on Qualifying Marketing Expenses will be reimbursed up to the total amount of the award not to exceed 75% of incurred cost.
- 2) List the entire Media Plan and identify the eligible items to be reviewed for Program matching funds.
- 3) Broadcast coverage maps or documented proof of media reach should be attached for all advertisements/proposed media for the LOT to determine the target and eligibility of media.

All grant-funded media placements shall follow the logo/tagline requirements outlined on pages 3–4 of the Guidelines.

- 4) Prior to placing LOT, grant-funded media, the Grantee shall submit to the Grant Monitor for approval all advertising creative (i.e., print ads, television spots) for qualifying marketing and advertising materials.

Print Placement (Magazine, Newspaper)

Publication Name	Market(s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost	75% cost of ad

Totals \$ _____ \$ _____

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Television/Cable/OTT

Station	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	75% cost of ad

Totals \$ _____ \$ _____

Radio

Station	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	75% cost of ad

Totals \$ _____ \$ _____

Outdoor Placement (Billboards)

Location (e.g., I-10 at College Dr.)	City, State	Size	Dates	Budgeted Cost	75% cost of ad

Totals \$ _____ \$ _____

Digital / Social Media

Media Name	Web Address	Target Audience	Dates	Budgeted Cost	75% cost of ad

Totals \$ _____ \$ _____

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Tourism Event's Website Logo Placement

Web Address	Dates	Cost
		\$2,000.00

Totals \$ _____ \$ _____

Tourism Event's Facebook Logo Placement with LouisianaTravel.com listed as cohost

Facebook Link	Dates	Cost
		\$1,500.00

Totals \$ _____ \$ _____

Instagram or Facebook Social Media posts (minimum of 9) with Louisiana Hashtags

Page Name / Handle	Hashtag Dates	Cost
		\$1,500.00

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)

Form should be replicated as given below, saved as a Microsoft Word document, and will needed to be submitted for grant agreement insertion.

ATTACHMENT C – COMPREHENSIVE TOURISM EVENT BUDGET (2022-2023)

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	\$
LOT Grant	\$
Federal Grants	\$
Listed source	\$
State Grant	\$
Listed source	\$
Community/Foundation Grants	\$
Listed source	\$
Corporate Support	\$
Fundraising	\$
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)	\$

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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 – 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 and Title of individual authorized to sign
contracts/agreements on behalf of organization]

by his/her signature, to enter into any and all contractual obligations on behalf of the [organization name].

Secretary and/or Treasurer

President and/or Chairperson

ATTACHMENT E

Sample Grant Agreement – Template

Grantee:

Grant Amount:

PO#:

**STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
GRANT AGREEMENT
LOUISIANA FESTIVALS AND EVENTS RECOVERY GRANT PROGRAM
FY 2022-2023**

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 Grantee), (address, phone), (hereafter sometimes referred to as “Grantee”) do hereby enter into this agreement (“Agreement”) under the following terms and conditions.

1.0 SCOPE OF SERVICES

Through the *Louisiana Festivals and Events Recovery Grant Program* (FERG), the Louisiana Office of Tourism provides matching grants to reimburse a percentage of the actual cost of Qualifying Marketing Expenses associated with the promotion of a Tourism Event. The FERG also provides funding for the placement of the official *Louisiana Feed Your Soul* logo (“Logo”) on the Grantee’s website and/or social media page, and/or for the inclusion of official Louisiana Hashtags on social media posts.

1.1 Tourism Event Marketing.

1.1.1 In accordance with the FERG’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 FERG Guidelines (<http://www.crt.state.la.us/tourism/industry-partners/grants/index>), which by this reference are incorporated herein.

1.2 Qualifying Marketing Expenses.

1.2.1 Upon completion of the Tourism Event and as set forth in greater detail in the Payment Terms, the Grantee may request reimbursement up to 75% of actual incurred costs for Qualifying Marketing Expenses up to a maximum amount of \$15,000.00.

1.2.2 Qualifying Marketing Expenses are defined in the FERG Guidelines. Qualifying Marketing Expenses include the actual placement cost of media that is specifically targeted or directed to areas located outside of a fifty (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. The Grantee shall not apply any federal or state funds that are provided from any other 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. The Grantee must include the Logo and tourism taglines in advertisements in accordance with the FERG Guidelines and the *DCRT Style Guide for Logo Use*.

- 1.2.3 NOTE:** For eligible Tourism Events that take place between July 1, 2022–September 30, 2022, the advertisements must run in eligible media outlets between June 1, 2022 and September 18, 2022.

For all other eligible Tourism Events, the advertisements must run three months prior to the Tourism Event through the end of the Tourism Event during the 2022-2023 Fiscal Year (July 1, 2022 – June 30, 2023).

1.3 Pre-Approval of Creative.

- 1.3.1 At least seven (7) business days prior to placing the media, the Grantee shall submit to the Grant Monitor for approval all advertising creative (print, digital, television, radio, etc.) The LOT must review and approve the creative prior to placement to ensure compliance and eligibility of the Qualifying Marketing Expenses.

1.4 The LOT as Official Sponsor of Tourism Event.

- 1.4.1 The Grantee shall acknowledge the LOT as an official sponsor of the Tourism Event as set forth herein and in the FERG Guidelines.

1.5 Changes to Agreement.

- 1.5.1 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.

1.6 Communication/Compliance Monitoring.

- 1.6.1 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 FERG 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 (3) 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.
- 1.6.2 Upon request, the 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.
- 1.6.3 The State’s Grant Monitor for the *Louisiana Festivals and Events Recovery Grant Program* and this Agreement is:

Lynne Coxwell or her designee
Phone: 225-342-2876
Email: lcowell@crt.la.gov
Mailing Address: P.O. Box 94291, Baton Rouge, LA 70804-9291

1.7 Deliverables

Upon completion of the Tourism Event, the Grantee shall submit a Final Report (Exhibit C). The Final Report may be mailed or delivered to the Grant Monitor. The Grantee shall complete each section of the Final Report, as applicable, which includes:

- 1.7.1 Section I – The Grantee’s Name and Contact Information
- 1.7.2 Section II - Reimbursable Media – Qualifying Marketing Expenses listed under the appropriate media categories of the actual expenses incurred by the Grantee.
- 1.7.3 Section III - Documentation to support the reimbursement request for Media Purchases, to include media invoices, advertising tear sheets, broadcast logs, and other acceptable documents as proof of advertising placement as stated on the Final Report form as noted in Exhibit C.
- 1.7.4 Section IV – Final Report Summary – Provide details of the outcome of the Tourism Event as noted in Exhibit C.

1.8 Grant Agreement Monitor

- 1.8.1 The Grant Monitor for the State is Lynne Coxwell, Director of Research for the Louisiana Office of Tourism, or her designee, supervisor, or successor.

2.0 Payment Terms

2.1 **LOT Logo Placement and Inclusion of LOT Hashtags on social media posts** – The Grantee is eligible to receive funding up to \$5,000 according to the LOT Website/Social Media Promotion option(s) chosen to promote the Grantee’s Tourism Event.

- 2.1.1 Logo placement on home page of the Tourism Event’s website. **\$2,000**
- 2.1.2 Logo placement on Tourism Event’s Facebook page. **\$1,500**
- 2.1.3 Social media posts (minimum of 9) using LOT Hashtags on the Tourism Event’s Official Instagram and/or Facebook account. **\$1,500**

2.2 Payment for sections 2.1.1 and 2.1.2 Logo placement will be made upon: a) execution of this Grant Agreement; b) proof (screenshot(s)) that the Grantee has added the Logo (with click-through link to LouisianaTravel.com) to the home page of the Tourism Event’s website and/or Tourism Event’s Facebook page; and b) receipt of a dated invoice from the Grantee to the State for the requested funded amount.

2.3 Payment for section 2.1.3 Facebook and/or Instagram posts promoting the Event will be made at the conclusion of the Event and upon receipt of dated screenshots for at least nine (9) social media posts with required hashtags; and receipt of a dated, numbered invoice from the Grantee to LOT for a maximum of \$1,500.00.

2.4 **Qualifying Marketing Expenses** - The State agrees to reimburse the Grantee up to 75% of the actual incurred costs for **Qualifying Marketing Expenses up to a maximum amount of**

\$15,000.00, including the actual placement cost of media that is specifically targeted or directed to areas located outside of a fifty (50)-mile radius of the Tourism Event.

2.5 Payment for Qualifying Marketing Expenses will be made upon completion of the Tourism Event and the LOT's receipt and acceptance of an original invoice on the Grantee's 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 75% of the actual cost to the Grantee, up to the maximum amount of the grant award. **The invoice must:**

- 2.5.1 Be submitted on the Grantee's official letterhead,
- 2.5.2 Contain the word "invoice,"
- 2.5.3 Not exceed 75% of incurred cost up to the total amount of the grant award,
- 2.5.4 Reference the Tourism Event,
- 2.5.5 Be accompanied by supporting documentation for actual costs incurred, and
- 2.5.6 Be accompanied by the detailed Final Report (Exhibit C).

2.6 After verifying compliance with the terms of the Agreement, the Grant Monitor will authorize the payment of the invoice. Reimbursement usually takes four (4) to six (6) weeks from the date of the Grant Monitor's receipt of the invoice.

2.7 The State may refuse payment and/or reconcile payment to the performance and/or supporting documentation in the event the premises and/or covenants described herein are not met.

2.8 The Grantee will not receive reimbursement for cancelled media or media purchased, but not placed by the Grantee.

2.9 Payment for services is also contingent upon final approval of this Agreement by the State and the continued availability of funds to fulfill the requirements of this Agreement.

2.10 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 FERG Guidelines; d) inadequate supporting documentation for expenses; or e) noncompliance with terms of this Agreement.

2.10.1 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 thirty (30) days of notice of any defect.

2.10.2 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 FERG Guidelines. If it is determined by the State or by an audit that State funds were expended on non-reimbursable or otherwise ineligible 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 and requirements.

3.0 TAXES

- 3.1 The Grantee hereby agrees that the responsibility for payment of taxes from the funds thus received under this Agreement and/or legislative appropriation shall be the Grantee's obligation and identified under Federal tax identification number _____.
- 3.2 Before the Agreement may be approved, La. R.S. 39:1624(A)(10) requires the State to determine that the Grantee is current in the filing of all applicable tax returns and reports and in the payment of all taxes, interest, penalties, and fees owed to the state and collected by the Louisiana Department of Revenue (LDR). The Grantee shall provide its seven-digit LDR Account Number to the State for this determination. The State's obligations are conditioned on the Grantee resolving any identified outstanding tax compliance discrepancies with the LDR within seven (7) days of such notification. If the Grantee fails to resolve the identified outstanding tax compliance discrepancies within seven (7) days of notification, then the State may proceed with alternate arrangements without notice to the Grantee and without penalty.

4.0 TERMINATION FOR CAUSE

- 4.1 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 termination date.
- 4.2 If the Grantee seeks to terminate the Agreement, the Grantee shall file a complaint with the DCRT Undersecretary and the Chief Procurement Officer under La. R.S. 39:1673.

5.0 TERMINATION FOR CONVENIENCE

The State may terminate the 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. The Grantee shall be entitled to payment for deliverables in progress, to the extent the State determines that such payment is consistent with the goals, objectives, and terms of this Agreement and the Program.

6.0 GRANT TERM

- 6.1 This Agreement shall begin on July 1, 2022, and shall terminate on June 30, 2023.

6.2 For Tourism Events occurring in July, August, and through September 18, 2022:

This Agreement shall begin on **June 1, 2022**, and shall terminate on June 30, 2023.

(The June 1, 2022 beginning date is to allow for the inclusion of eligible Tourism Events that occur too early in the fiscal year to advertise a full three months prior to the occurrence of the Event.)

7.0 REMEDIES FOR DEFAULT

Any claim or controversy arising out of this Agreement shall be resolved by the provisions of La. R.S. 39:1673.

8.0 OTHER REMEDIES

If the Grantee fails to perform in accordance with the terms and conditions of this Agreement, or if any lien or claim for damages, penalties, costs and the like is asserted by or against the State, then, upon notice to the Grantee, the State may pursue all remedies available to it at law or equity, including retaining monies from amounts due the Grantee and proceeding against any surety of the Grantee.

9.0 GOVERNING LAW

This Agreement shall be governed by and interpreted in accordance with the laws of the State of Louisiana, including but not limited to La. R.S. 39:1551-1736; rules and regulations; executive orders; standard terms and conditions, special terms and conditions, and specifications listed in the *FY23 FESTIVALS AND EVENTS RECOVERY GRANT PROGRAM (FERG) APPLICATION AND GUIDELINES*; and this Agreement. Venue of any action brought, after exhaustion of administrative remedies, with regard to this Agreement shall be in the Nineteenth Judicial District Court, Parish of East Baton Rouge, state of Louisiana.

10.0 E-VERIFY

The Grantee acknowledges and agrees to comply with the provisions of La. R.S. 38:2212.10 and federal law pertaining to E-Verify in the performance of services under this Agreement.

11.0 RECORD OWNERSHIP

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

12.0 GRANTEE'S COOPERATION

The Grantee has the duty to fully cooperate with the State and provide any and all requested information, documentation, etc. to the State when requested. This duty applies even if this Agreement is terminated and/or a lawsuit is filed. Specifically, the Grantee shall neither limit nor impede the State's right to audit, nor shall the Grantee withhold State-owned documents.

13.0 ASSIGNABILITY

13.1 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.

13.2 Except as stated in the preceding paragraph, the Grantee shall transfer any 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 nor the Grantee’s responsibilities and obligations.

14.0 RIGHT TO AUDIT AND RECORD RETENTION

14.1 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 under this Agreement for a period of five (5) years from the date of final payment under the Agreement and any subgrant. The Grantee and its subgrantee(s), if any, shall maintain such books and records for this five-year period and cooperate fully with the authorized auditing agency. The Grantee and subgrantee(s), if any, shall comply with federal and state laws authorizing an audit of their operations as a whole, or of specific program activities.

14.2 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)).

14.3 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.

15.0 FISCAL FUNDING

The continuation of this Agreement is contingent upon the legislative appropriation of funds to fulfill the requirements of the Agreement. If the legislature fails to appropriate sufficient monies to provide for the continuation of the Agreement, or if such appropriation is reduced by the veto of the Governor or by any means provided in the appropriations act to prevent the total appropriation for the year from exceeding revenues for that year, or for any other lawful purpose, 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.

16.0 NON-DISCRIMINATION

16.1 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.

16.2 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.

17.0 CONFIDENTIALITY

17.1 The Grantee shall protect from unauthorized use and disclosure all information relating to the State's operations and data (e.g. financial, statistical, personal, technical, etc.) that becomes available to the Grantee in carrying out this Agreement. The Grantee shall use protecting measures that are the same or more effective than those used by the State. The Grantee is not required to protect information or data that is publicly available outside the scope of this Agreement; already rightfully in the Grantee's possession; independently developed by the Grantee outside the scope of this Agreement; or rightfully obtained from third parties.

17.2 Under no circumstance shall the Grantee discuss and/or release information to the media concerning this project without prior express written approval of the State.

18.0 CONTINUING OBLIGATION

The Grantee has a continuing obligation to disclose any suspensions or debarment by any government entity, including but not limited to General Services Administration (GSA). Failure to disclose may constitute grounds for suspension and/or termination of the Agreement and debarment from future contracts.

19.0 ELIGIBILITY STATUS

Upon request, the Grantee, and each tier of subgrantee, if any, shall certify that it is not on the List of Parties Excluded from Federal Procurement or Non-procurement Programs promulgated in accordance with Executive Orders 12549 and 12689, "Debarment and Suspension," as set forth at 24 CFR part 24.

20.0 CODE OF ETHICS

The Grantee acknowledges that Chapter 15 of Title 42 of the Louisiana Revised Statutes (La. R.S. 42:1101 et seq., Code of Governmental Ethics) may apply to the Grantee in the performance of services called for in this Agreement. The Grantee agrees to immediately notify the State if potential violations of the Code of Governmental Ethics arise at any time during the term of this Agreement.

21.0 GRANT AGREEMENT APPROVAL

This Agreement is not effective until executed by all parties and approved by the DCRT Undersecretary, in accordance with La. R.S. 39:1595.1.

22.0 INDEMNITY AND INSURANCE

22.1 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.

22.2 The 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.

23.0 AMENDMENTS

Any modification to the provisions of this Agreement shall be in writing, signed by all parties, and approved by the required authorities.

24.0 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, pandemic (or any government restrictions connected thereto), strike, lock-out, fire, terrorism or threat of terrorism (or any security measure connected thereto), or any other events or circumstances not within the reasonable control of the party affected, whether similar or dissimilar to any of the foregoing, but due diligence shall be used in mitigating any losses.

25.0 SEVERABILITY

If any term or condition of this Agreement or the application thereof is held invalid, such invalidity shall not affect other terms, conditions, or applications which can be given effect without the invalid term, condition, or application. To this end, the terms and conditions of this Agreement are declared severable.

26.0 ENTIRE AGREEMENT AND ORDER OF PRECEDENCE

26.1 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.

26.2 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.

SAMPLE

LOUISIANA FESTIVALS AND EVENTS RECOVERY GRANT
GRANT CYCLE JULY 1, 2022 - JUNE 30, 2023

The parties agree and consent to the use of electronic signatures for the purposes of executing the Agreement and any related transactional document. Such electronic signature shall be deemed to have the same full and binding effect as a handwritten signature.

THUS DONE AND SIGNED AT _____, Louisiana, on this day, _____, (month), _____, 2022.

WITNESSES' SIGNATURES:

GRANTEE ORGANIZATION

Sign: _____

Print: _____

[Type Name of Authorized Person]

Sign: _____

[Type Authorized Person's Title]

Print: _____

[Type Name of Grantee]

[Type Contact Information]

THUS DONE AND SIGNED AT Baton Rouge, Louisiana, on this day _____, (month), _____, 2022.

WITNESSES' SIGNATURES:

**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 this day, _____, (month), _____, 2022.

WITNESSES' SIGNATURES:

Department of Culture, Recreation and Tourism

Sign: _____

Print: _____

Nancy Watkins, Undersecretary

Sign: _____

Print: _____

Exhibit A 1

Insert LOT-Approved Marketing Plan

SAMPLE

Exhibit A2

Insert **LOT-Approved Media Plan**

SAMPLE

Exhibit B

Insert – Tourism Event Budget

SAMPLE

Exhibit C
Louisiana Office of Tourism Festivals and Events Recovery Grant Program
Final Report Form FY 23

SECTION I: The Grantee’s Contact Information

Name of Event: _____

Event Date: _____

Grantee: _____

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, 75% 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 *Louisiana Festivals and Events Recovery Grant Program*.

Print Placement (Magazine, Newspaper)

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

Television/OTT

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

LOUISIANA FESTIVALS AND EVENTS RECOVERY GRANT
GRANT CYCLE JULY 1, 2022 - JUNE 30, 2023

Radio

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:				\$	\$

Digital/Social

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

Tourism Event's Website Logo Placement

Media Name	Web Address	Dates	Cost
Totals			\$ _____ \$ _____

Tourism Event's Facebook Logo Placement with LouisianaTravel.com listed as cohost

Facebook Link	Dates	Cost
Totals		\$ _____ \$ _____

Social Media Posts (minimum of 9) with Louisiana Hashtags on Facebook and/or Instagram

Page Name / Handle	Hashtag Dates	Cost
Totals		\$ _____ \$ _____

Grantees grand total spent on Qualifying Marketing Expenses \$ _____

Requested amount to be reimbursed (75%) of Qualifying Marketing Expenses, not to exceed grant award	\$
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(<i>LOT Staff Only</i>) LOT Approved Reimbursement Amount	\$
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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 Festivals and Events Recover 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), the 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:
 - Print: Original ad placement tear sheets for print advertisements
 - TV/Cable/OTT: Affidavits/log reports indicating actual broadcast times and dates
 - Radio: Affidavits/log reports indicating actual broadcast times and dates
 - Digital: Screenshots of digital ads running online. Copy of artwork/creative is **not** sufficient. Proof that ad was live online is required.
 - Billboard: "Proof of Play" report from vendor; in-situ photograph of billboard
 - Other - (the LOT Grant 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 goals and objectives of the FERG as stated in the Application, Section V, Evaluation Criteria, (B.) Marketing Plan.
- 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. Refer to page 6.

- Completed Application Form**
- Tourism Event Marketing Plan (Attachment A)**
- Tourism Event Media Plan (Attachment B)**
- Comprehensive Tourism Event Budget (Attachment C)**
- Completed and signed W-9 tax form**
- Letter of Good Standing**
- Signed Board Resolution of Authority**