

Major Events Incentive Program Application

STATE OF LOUISIANA

OFFICE OF THE LIEUTENANT GOVERNOR/ DEPARTMENT OF CULTURE, RECREATION and TOURISM

LOUISIANA OFFICE OF TOURISM

Submission Date: _____

Date of the Event: _____

This application is applicable to the Major Events Incentive Fund Program. This program is not retroactive and shall not fund events or activities that have already occurred. Applications for major events must be submitted no earlier than three (3) years* and no later than two hundred and seventy (270) days prior to the event.**

*Special consideration *may* occur for events that solicit bids earlier than three years prior.

**Special consideration *may* occur for events occurring in Fiscal Year 2023-2024

IMPORTANT: Please review the events guidelines documents and applicable statuses and rules BEFORE submitting this application. Links can be found at:

www.ExploreLouisiana.com/MajorEventsIncentiveProgram

Applications are not complete until **all** required documents are submitted. See checklist in Section 11 of this application for required documents. Failure to provide the required information and documents listed below may result in the rejection of this application.

Please ensure all applicable questions are answered for the application to be considered complete. Information collected will be used solely to evaluate your eligibility under the Event Incentive Programs.

Section 1. General Requirement of Applicant. Check all that apply. The applicant is:

- Event Producer
- Host
- Local Organizing Committee
- Endorsing Municipality
- Endorsing Parish
- Official Tourism Commission or Convention
- Official Visitor Bureaus
- Official Destination Marketing Organization

Is the applicant a party to the event support contract? Yes No

If yes, please attach a copy of the event support contract.

Section 2. Type of Application. Please check the qualifying event:

<ul style="list-style-type: none"> <input type="checkbox"/> National Football League Super Bowl <input type="checkbox"/> National Collegiate Athletic Association Final Four tournament game <input type="checkbox"/> National Basketball Association All-Star Game, <input type="checkbox"/> X Games <input type="checkbox"/> National Collegiate Athletic Association Division I Football Bowl Subdivision postseason game <input type="checkbox"/> College tournament or championship <input type="checkbox"/> World Games <input type="checkbox"/> Breeders' Cup World Championships <input type="checkbox"/> Bassmasters Classic <input type="checkbox"/> National Motorsports race <input type="checkbox"/> the Red Bull Signature Series <input type="checkbox"/> Football kickoff game between two National Collegiate Athletic Association teams 	<ul style="list-style-type: none"> <input type="checkbox"/> National championship or Olympic trials of an amateur or professional sport sanctioned by the national governing body of the sport <input type="checkbox"/> National collegiate championship of an amateur sport sanctioned by the national governing body of the sport that is recognized by the United States Olympic Committee <input type="checkbox"/> Olympic activity including a Junior or Senior activity, training program, or feeder program sanctioned by the United States Olympic Committee's Community Olympic Development Program <input type="checkbox"/> Mixed martial arts championship 	<ul style="list-style-type: none"> <input type="checkbox"/> United States Bowling Congress Tournament <input type="checkbox"/> WWE WrestleMania <input type="checkbox"/> Bayou Classic <input type="checkbox"/> Essence Festival <input type="checkbox"/> Zurich Classic or other PGA Tour event <input type="checkbox"/> National military event <input type="checkbox"/> National political convention of the Republican National Committee or of the Democratic National Committee <input type="checkbox"/> National Collegiate Athletic Association conference, convention, or conference media event, including conference media days
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If your event or event/type is not listed above, it is not eligible for funding through the Major Events Incentive Fund, it *may* be eligible under the [Events Incentive Program](#). Please go [here](#) for additional funding opportunities from the Louisiana Office of Tourism.

Section 3 Applicant information. Please provide the following information

Name of Applicant: _____

Contact Person: _____

Position Title: _____

Phone (Daytime): _____ Phone (Secondary): _____

Fax: _____

Email: _____

Mailing Address: _____

Section 4 Event Details. Please provide the following information

Official Event Name	
Venue(s) of Event	
Event Website	
Date(s) of the Primary Event	
Day set-up/load-in for the event will begin	
Day take-down/load-out of the event will end	
Location of Event for the previous 2 years (list most recent event first)	1 _____ 2 _____ n/a _____
Does the site selection organization charge a bid fee? If so, what is the amount?	Yes _____ No _____ Bid Fee \$ _____
Does the site selection organization charge a hosting fee? If so, what is the amount?	Yes _____ No _____ Hosting Fee \$ _____
Brief Event Description (Max 500 words):	

Please provide detailed map of proposed site layout with set up/takedown requirements.

Address of Facility(s): _____

Have you applied for use of facility(s)/location(s) listed above?

- Yes -site confirmed
- Yes –application pending
- No

Section 5. Endorsing Municipality or Parish.

Is there an endorsing municipality or parish? Yes No

<i>Name of Endorsing Municipality or Parish:</i>	
<i>Municipality or Parish Contact Name</i>	
<i>Contact Title</i>	
<i>Contact Email</i>	
<i>Contact Phone Number</i>	

Please attach a letter signed by an authorized person of the endorsing municipality or parish.

Will your event be held only once per year? Yes No

If this event is held more than once per year, please explain.

Section 6: Site Selection Organization. If applicable please identify the

<i>Full Name of Site Selection Organization</i>	
<i>Site Selection Contact Name</i>	
<i>Site Selection Contact Title</i>	
<i>Site Selection Contact Email</i>	
<i>Contact Phone Number</i>	

Please note: The Louisiana Office of Tourism reserves the right to contact the Site Selection Organization or any other organization directly related to this event.

Section 7: Fund Request Amount.

Amount of funding requested _____

Has this event received a grant from the Louisiana Office of Tourism or any other Louisiana state agency in the past 5 years?

- Yes
- No

If yes, include amount, name of event and year (N/A if this does not apply)

If yes, please attach a copy of an audited financial statement for the event for most recent year the event was held and for which year such data is available (if applicable).

List all other funding sources (N/A if this does not apply):

_____ Total Event budget

Section 8: Marketing.

What promotion/marketing plans for your event have been made (print media, radio, TV, social media, etc.) This should be submitted as a separate attachment.

Please provide the estimated audience reach for the all planned promotion and marketing for the event.

Desired Market Area (area that will be affected by the economic impact of the event)

Please attach in a separate document the proposed activities and budget for advertising and promoting of the Louisiana Office of Tourism during the promotion of the Event and during the event itself ([See LAC 25:V. Chapter7, §709, B](#)).

Section 9. Event Administration and Financial Information.

Please provide the name, phone number, and email address of the applicant's primary contact responsible for financial matters.

Name: _____

Phone: _____

Email: _____

Please attach a budget showing all anticipated funding sources, revenues, and expenditures for the event.

Please attach an estimated economic impact report or other data sufficient for the LOT to make a determination of the estimated incremental increase in tax revenue. ([See LAC 25:V. Chapter7, §709, A](#)). This must include:

- Designated area of impact
- Anticipated total increment increase in the state sales and use receipts
- Anticipated total increment increase is excise tax receipts
- Projected attendance figures along with a description of the methodology used to determine such figures
- Projected spending of attendees
- Any other anticipated expenditure information related to the Event
- How the Event complements the best interests of Louisiana
- Brief description of the company, university, organization, or entity that performed the economic impact study, including descriptions of the methodologies used to determine the types of economic statistics listed above.

Please note: Recipients of grant funding may be subject to a financial audit, per [La. R.S. 24:513](#)

Section 10: Event Attendance

Anticipated Daily Average Attendance at Primary Event _____

Anticipated Out-of-State Attendance at Primary Event _____

Please note: Post-event reporting requires the *actual* attendance number and estimated number of attendees that were not residents of the state of Louisiana. This must be provided with supporting documentation. The following methods can be accepted: ticket scan count, sale count, registration check-in count, turnstile count, or participation totals.

Section 11: Checklist

The following items *must* be included:

- The completed funding application
- Map of event location/site
- Letter showing endorsement by municipality or parish
- Event promotion/marketing plans
- Proposed activities and budget for advertising and promoting of the Louisiana Office of Tourism
- Event budget showing all anticipated funding sources, revenues, and expenditures
- Estimated economic Impact Report/Data
- Event support contract (if applicable)
- Audited financial statement of event held in previous year (if applicable)

Section 12: Declaration.

You must agree to the below statements before submitting your application:

- I have authority to commit to the following conditions on behalf of the applicant group.
- I understand that my organization/entity cannot receive further funds from the Louisiana Office of Tourism for the same event if this application is successful.
- I consent to LOT recording the details provided in this application and retaining and using these details for considering the application.
- I authorize LOT to seek such information as they may require to complete the consideration of this application.
- I understand my organization/entity may be audited should this application be approved and funding granted
- I declare that the information provided in this application is correct and true to the best of my knowledge.

Signature _____

Title _____ Date _____

Please submit this application electronically. Please download and complete the application and, together with all documents listed in Section 11: Checklist, email to MEIP@crt.la.gov with the name of your event in the subject line.