

April 28, 2025

Dear Louisiana Travel Partner,

Thank you for your interest in the Louisiana Office of Tourism’s Cooperative Marketing Program (CMP). The CMP supports the promotion of tourism in Louisiana by providing grants to eligible entities for the **placement** of eligible media. An eligible applicant is a Louisiana-based convention and visitors bureau (CVB), tourist commission, destination management organization (DMO), or political subdivision of the state of Louisiana, created and/or authorized to promote tourism within its jurisdiction.

After several grant cycles of reimbursing 100 percent of the cost of eligible media, the CMP will return to a match program in FY 26. The maximum award remains $10,000, but the CMP will now reimburse 50 percent of the cost of eligible media.

**Please note that** **there will be significant changes to the CMP next fiscal year (FY 27), which may include changes to eligibility criteria for both applicants and media, a reduction in the maximum award amount, and/or a reduction in the percentage reimbursed. Applicants should plan accordingly.**

Should you have questions about the enclosed CMP FY 26 application/guidelines, please contact Lindsey Schmitt at 225-342-8195, [lschmitt@crt.la.gov](mailto:lschmitt@crt.la.gov).

Sincerely,



Doug Bourgeois

Assistant Secretary

**LOUISIANA DEPARTMENT OF CULTURE, RECREATION & TOURISM**

**OFFICE OF TOURISM**

**COOPERATIVE MARKETING PROGRAM**

**GUIDELINES AND APPLICATION**

**FISCAL YEAR 2026 (JULY 1, 2025 – JUNE 30, 2026)**

**I. Purpose**

Through the Cooperative Marketing Program (CMP), the Louisiana Office of Tourism (LOT) supports the promotion of tourism in Louisiana by providing grants to eligible entities for the **placement** of eligible media.

**II. Who Can Apply?**

A Louisiana-based convention and visitors bureau (CVB), tourist commission, destination management organization (DMO), or political subdivision of the state of Louisiana, created and/or authorized to promote tourism within its jurisdiction.

Consortia of eligible Applicants are not eligible to apply for CMP funding.

**III. Background / CMP Changes for FY 26 / Funding**

1. Historically, the CMP provided a match of fifty percent (50%) or sixty-seven percent (67%) (based on Applicant’s operating budget) for the cost of eligible media. After the downturn in the travel industry due to COVID-19, the CMP reimbursed 100 percent (100%) of the cost of eligible media in FYs 22 – 25. In FY 26, the CMP will return to a match program. Successful applicants are eligible for a fifty percent (50%) match for eligible media, regardless of operating budget.
2. A total of **Four Hundred Thousand Dollars ($400,000.00)** has been allocated for the FY 26 CMP and will be awarded on a **first-come, first-served basis.**
3. Should allocated grant funds be exhausted before the application period closes, notification will be posted at [Cooperative Marketing Program Grant | Explore Louisiana](https://www.explorelouisiana.com/industry/cmp-grant).
4. Applicants that meet eligibility criteria can apply for a maximum award of **Ten Thousand Dollars ($10,000.00)**.
5. The maximum amount funded per Applicant will be determined based on LOT’s FY 2026 budget allocation and the amount of the Applicant’s CMP Proposed Media Plan.
6. Funds will be provided on a reimbursement basis, in accordance with and subject to the payment terms set forth in the Grant Agreement. See Attachment E, Sample Grant Agreement, Item 3, Payment Terms.

**IV. Timeline/Evaluation**

Monday, April 28, 2005: Application period opens

Thursday, June 5, 2025: Application period closes

Applications that are complete and received in a timely manner will be evaluated by the LOT to determine whether the Applicant and proposed media purchases meet eligibility requirements.

The LOT will make every effort to announce awards by Friday, June 27, 2025.

**V. Eligible Media/Qualifying Expenses**

1. Only the **placement** of eligible print, TV/Cable/OTT, radio, digital and billboard advertisements (i.e., not production cost) is eligible for reimbursement through the CMP.
2. Advertisements must follow Logo/Tagline requirements below to qualify for reimbursement.
3. Advertisements should be tourism-related and designed to attract visitors.
4. Advertisements should be sent to the CMP program manager for approval prior to placement.
5. Media must run July 1, 2025 – June 30, 2026.
6. Media must be targeted to areas beyond a 50-mile radius of the Applicant’s location.
7. Billboards must be located **outside** of Louisiana and adjacent to an interstate highway.
8. Third-Party (advertising agency/media buyer) commission charges up to a maximum of fifteen percent (15%) are eligible expenses, reimbursable under a CMP grant (except for advertising purchased from the LTA Marketing Plan or Louisiana Inspiration Guide Digital Opportunities through Miles Partnership).

|  |  |
| --- | --- |
| **ELIGIBLE MEDIA** | **LOGO/MENTION REQUIREMENTS** |
| **Print** (e.g., newspapers, magazines, including the [Louisiana Inspiration Guide](https://milespartnership.my.salesforce.com/sfc/p/#U0000000JZmK/a/4U000000stBX/Be8VGSuSHhVYJVGikiHM.a.qxzJJLxgbANouSjkyRio).) | Logo  AI-generated content may be incorrect.  With the exception of print ads in the *Inspiration Guide*, all print ads must include the Louisiana/Feed Your Soul/ ExploreLouisiana.com logo (“Logo”). Minimum logo size is 1” wide. |
| **Television/Cable/Over the Top (OTT - e.g., Hulu)** | Logo  AI-generated content may be incorrect.  The 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. |
| **Radio** | Radio script must include the phrase “Visit *ExploreLouisiana.com* to plan your trip today.” |
| **Digital:** digital ads (e.g., display/video); e-newsletters. Ineligible digital includes Search Engine Optimization (SEO), Google Ad Words. | Logo  AI-generated content may be incorrect.  Inclusion of the Logo on all advertisements. The Logo must be of greater or equal size to the Grantee’s logo. |
| **Billboards:** must be located outside of Louisiana and adjacent to an interstate highway | Logo  AI-generated content may be incorrect.  Inclusion of the Logo on all advertisements. The Logo must be of greater or equal size to the Grantee’s logo. |
| [**2025 – 2026 LTA Marketing Plan.**](https://louisianatravelassociation.org/wp-content/uploads/2024/09/LTAmarketingplan2025_2026DIGITAL.pdf) See Attachment D for eligible programs. | All advertisements shall include the Logo, which shall be used in accordance with the guidelines outlined above for print, TV/cable/OTT, radio and digital. \*Co-op print ads purchased from this plan are exempt from this requirement, as the template for LTA co-op ads includes the Logo. |
| [**Louisiana Inspiration Guide Digital Opportunities through Miles Partnership:**](https://milespartnership.my.salesforce.com/sfc/p/#U0000000JZmK/a/4U000000stBX/Be8VGSuSHhVYJVGikiHM.a.qxzJJLxgbANouSjkyRio)Digital version of the *Louisiana Inspiration Guide*; *ExploreLouisiana.com* banner ads; *ExploreLouisiana.com* featured listing; eNewsletter; Custom eNews; Louisiana Culinary Promotion, Trip Ideas. | Placements on LOT channels do not require inclusion of the Logo. |

**VI. How to Apply**

1. Application Packet – An Applicant shall submit:
2. Completed and signed **Attachment A: CMP Applicant Information**
3. Completed **Attachment B: CMP Proposed Media Plan**
4. Completed and signed [**W-9 form**](https://www.crt.state.la.us/channelz/e-forms/purchasing/fw9.pdf)
5. Completed and signed **Attachment C**: **Board Resolution** (if applicable)
   1. The Board Resolution must be dated on or after January 1, 2024.
   2. A Board Resolution is **not** required if a public official (e.g., Parish President, Mayor) is the Authorized Official for the Applicant. However, please submit documentation that proves the signatory is authorized to sign on behalf of the Applicant (e.g., ordinance, bylaws, charter, etc.)
6. The Applicant’s most current **Working Media Plan**. This includes **all** media the Applicant plans to run, including media listed in the Applicant’s CMP Proposed Media Plan.
7. Proof that the Applicant is in good standing with the [Louisiana Secretary of State](https://coraweb.sos.la.gov/CommercialSearch/CommercialSearch.aspx) (required for private entities, e.g., non-profit organizations.)
8. Do **not** return Attachment E, Sample Grant Agreement. This is for reference only. The Applicant will receive an official Grant Agreement if awarded funding.
9. One signed copy of the Application Packet (items A.1. – 5. above) must be postmarked on or before Thursday, June 5, 2025, or received via email ([LSchmitt@crt.la.gov](mailto:LSchmitt@crt.la.gov)) or fax (225.342.1051 – ATTN: Lindsey Schmitt) by 4:30 p.m. CT Thursday, June 5, 2025.

Applications sent via USPS should be mailed to:

**Louisiana Office of Tourism**

**Cooperative Marketing Program/Attn: Lindsey Schmitt**

**P.O. Box 94291**

**Baton Rouge, LA 70804-9291**

Applications sent via courier should be delivered to:

**Louisiana Office of Tourism**

**Cooperative Marketing Program/Attn: Lindsey Schmitt**

**1051 N. Third St., Room 251**

**Baton Rouge, LA 70802**

**VII. Grant Agreement**

1. A grant award is subject to execution of a Grant Agreement. The Grant Agreement terms will include, but will not be limited to, reporting requirements and required use of the Logo on all advertising. See Attachment E: Sample Grant Agreement*.*
2. Grant awards are based on media listed on the Grantee’s Attachment B: CMP Proposed Media Plan*.* Changes to the Grantee’s approved media plan are permitted, but requested changes must meet eligibility criteria and should be submitted in writing and approved by the CMP Program Manager prior to placement.
3. All records and accounts of the Grantee that are related to the CMP Grant are subject to inspection, review, and audit by the Louisiana Legislative Auditor and other officials as described in Attachment E: Sample Grant Agreement, Item 12.
4. The Grantee must return its signed Grant Agreement within thirty (30) days of receipt from LOT. If the Agreement is not received by LOT within thirty (30) days, the grant award may be rescinded.

**ATTACHMENT A: CMP APPLICANT INFORMATION**

**LOUISIANA OFFICE OF TOURISM**

**COOPERATIVE MARKETING PROGRAM**

**FY 2026 (JULY 1, 2025 – JUNE 30, 2026)**

Name of Applicant (Must match the W-9):

Total Grant Amount Requested (not to exceed $10,000.00): $

Applicant’s Tax ID Number:

Applicant’s LaGov Vendor Number:

Mailing Address (should match the address on W-9):

City:       State:       Zip:

Authorized Official (person authorized to sign Application and Grant Agreement on behalf of the Applicant):

Name/Title:

Phone Number:       Email:

Individual administering grant for the Applicant, point of contact for questions:

Name/Title:

Phone Number:      Email:

I have read and understand all guidelines for the Louisiana Office of Tourism’s Cooperative Marketing Program. I have the power and authority to submit this Application on behalf of the Applicant and to enter into any contracts or agreements on behalf of the Applicant. If the Applicant is awarded funding, I agree on behalf of the Applicant to fulfill the terms and conditions contained in the CMP Guidelines, the Application, and the Grant Agreement. I understand that failure to comply will result in disqualification or forfeiture of grant funds.

Authorized Official’s Printed Name, Title

Authorized Official’s Signature Date

**ATTACHMENT B: APPLICANT’S CMP PROPOSED MEDIA PLAN (This form may be reproduced, but all requested information must be provided. Add lines as needed.)**

**Name of Applicant:**

**Section I: Proposed Media**

**PRINT (MAGAZINE/NEWSPAPER)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Publication Name | Issue Date | Ad Size | Market(s) | Total Cost | LTA Program? (Y/N) |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**TV/CABLE/OTT**

***\*****DMA – Designated Marketing Area*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Station | Dates | DMA | Total Cost | LTA Program?  (Y/N) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**RADIO**

***\*****DMA – Designated Marketing Area*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Station | Dates | DMA | Total Cost | LTA Program? (Y/N) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**DIGITAL**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Vendor/Website | Dates | Market/Audience | Total Cost | LTA Program? (Y/N) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**BILLBOARDS**

|  |  |  |
| --- | --- | --- |
| Placement Location (City, State) | Dates | Total Cost |
|  |  |  |
|  |  |  |
|  |  |  |

**ATTACHMENT B, continued**

**Applicant:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**LOUISIANA INSPIRATION GUIDE DIGITAL OPPORTUNITIES THROUGH MILES PARTNERSHIP**

|  |  |  |
| --- | --- | --- |
| Program | Dates | Total Cost |
|  |  |  |
|  |  |  |
|  |  |  |

**Section II: Campaign Goal(s) and Performance Measurement(s):**

*Note: Goals and Performance Measurements stated here will be incorporated into the Grant Agreement. The Grantee will be required to summarize the outcomes of the CMP and provide supporting documentation in the Final Report (see Attachment E, Exhibit A, Final Report Form).*

1. Campaign Goal – what is the big-picture outcome(s) you hope to achieve? *(e.g., increase fall visitation to XYZ Parish; increase traffic to website):*
2. Performance Measurement(s) – How will success be measured? *(e.g., year-over-year occupancy tax revenue; year-over-year web analytics)*:

**ATTACHMENT C: SAMPLE BOARD RESOLUTION (IF APPLICABLE)**

(Applicant Letterhead)

Meeting of the Board of Directors

of

(Name of Applicant)

A meeting of the Board of Directors of (*Name of Applicant*) was held on *(date – MUST BE DATED ON OR AFTER JANUARY 1, 2024), wh*e*reby* a resolution was passed authorizing *­­­(name*) to sign contracts on behalf of *(Applicant)*, and by his/her signature, enter into any and all contractual obligations on behalf of the (*Applicant).*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Secretary or Treasurer

John Doe

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, President

Jane Smith

Note: If the Authorized Official for an Applicant/Grantee is a public official, a Board Resolution is not required. However, please include documentation (e.g., statute, ordinance, bylaws) that the official is authorized to submit the application and execute the Grant Agreement.

**Attachment D: LTA 2025 - 2026 MARKETING PLAN ELIGIBLE PLACEMENTS/PROGRAMS**

**(~~STRIKE-THROUGH~~ DENOTES INELIGIBLE MEDIA/PROGRAMS**

**HIGHLIGHTED SPONSORS**

**AJR Media Group**

AAA Explorer Southern Magazine

AAA Explorer Texas Magazine

AAA Explorer eNewsletter (spon-con & banner only)

~~AJR Media’s Datafy Visitor Intelligence Dashboard~~

AJR Media’s Reach Exclusive 1st Party Data…

AJR Media’s Globe & Mail Spon Con Co-op

AJR TourLouisiana.com Audience Targeted Display

AJR Media Group TourLouisiana.com Spon Con Bundle

~~Datafy by AJR Media Group~~

**Compass Media**

Compass Destination Storytelling + Targeted Display

Compass Media Digital Display

Compass Digital Outdoor Travel Campaign

Compass Display and Social Remarketing

Compass Fall Travel Co-op Email and Digital Display

Compass Festival and Events Promotion

Compass Foodie Focused Digital Campaign

Compass Spring Travel Planner

Compass Staycation/Weekend Getway

Compass Targetd Email Solutions

Compass YouTube, FB & IG Video Campaign

**LTA PROGRAMS**

Louisiana Attractions (ads only, not listings/coupons)

Louisiana Christmas Campaign (ads only, not listings)

~~Louisiana Culinary Trails~~

Louisiana Fishing & Outdoors (ads only, not listings)

Louisiana Golf Program

**TRADE and TRAVEL SHOWS**

American Bus Assoc.

Going on Faith

Group Travel Con

NTA

Small Market Meeting Conference

SYTA (ads only, not listing)

**~~DESIGN & DISTRIBUTION~~**

~~Brochure Design and Print~~

~~Visitor Center Distribution Program~~

**RADIO**

American Road Trip Talk Radio Show (option 1 only)

Spotify by LocaliQ

**TV**

Gray Media OTT Streaming Video Targeting

Gray Media TV & Digital Promotion

**MEDIA BUNDLES**

225 Magazine Multi-Media Bundle

Hoffman Media Southern Bundle

Houston Chronicle Multi-Media (prog 1, 2, 3, 5)

**MAGAZINE**

**Culinary**

The Local Palate

**Culture**

64 Parishes (ads only, not editorial sponsorship)

Country Roads Magazine

Oxford American

**Lifestyle**

AARP, The Magazine

Houstonia Magazine

Okra

Texas Monthly

**Travel**

American Road Magazine

ROVA Magazine

**NEWSPAPER**

Louisiana Newspaper Program

**OUT OF HOME**

~~NRPR Media Digital Billboards~~

**DIGITAL**

AARP Digital Campaigns

~~Advance Travel AI Content Package~~

~~Advance Travel Spon Con (It’s a Southern Thing)~~

Advance Travel & Tourism Targeted Email

American Road Magazine Digital (options 3,5,6 only)

Atlanta Magazine Total Digital Package

Country Roads Digital Campaigns

Garden and Gun Digital (pkgs. 3,4,5 only)

Gray Media Digital Video & Streaming Audio Promo

Hoffman Foodi(E)-Mail Marketing Campaign

~~Hoffman Media StoryMaker Campaign~~

Houstonia Digital Packages

Madden Media’s A 2nd Date with Louisiana

Madden Media’s Canadian Targeted Campaign

Madden Media’s Display Remarketing Campaign

Madden Media’s Video Remarketing Campaign

NOLA.com Content Campaign

NOLA.com Digital Campaign

NOLA.com Mardi Gras for Y’all Campaign

Oxford American Digital Campaigns

ROVA Magazine eNewsletter Program

Sojern Digital Campaigns

Texas Monthly Digital Campaigns

~~The Local Palate Digital & Social Campaigns~~

The Local Palate E-Newsletter Campaign

USA Today Digital Campaigns by LocaliQ

**LEAD GENERATION**

~~Travel Guide Group’s Louisiana Virtual Travel Show~~

Country Roads Lead Generation Spotlight Bundle

**SPORTS MARKETING**

SportsEvents Magazine

SportsEvents Digital Campaign

Sports Travel Digital Campaign

**MEETING PLANNING**

Convention South Digital Campaign

Meetings Today Digital Campaigs

Small Market Meetings Digital Package

Small Market Meetings Magazine

Southeast Meetings & Events Bundles

Texas Meetings + Events Bundles

**TRADE ADVERTISING**

LTA AAA E-Newsletter

LTA Group Planner E-Newsletter

Destinations Magazine

Destinations Reunions

Group Travel Leader Magazine

Group Travel Leader Digital Campaign

Leisure Group Travel

**Attachment E: Sample Grant Agreement**

Grantee:

Grant Amount:

PO #:

**STATE OF LOUISIANA**

**DEPARTMENT OF CULTURE, RECREATION AND TOURISM**

**OFFICE OF TOURISM**

**GRANT AGREEMENT**

**FY 2026 COOPERATIVE MARKETING PROGRAM**

Be it known, the State of 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) (hereafter sometimes referred to as “Grantee”) do hereby enter into this agreement (“Agreement”) under the following terms and conditions.

1. **Background**

Through the Cooperative Marketing Program (CMP), the Louisiana Office of Tourism supports the promotion of tourism in Louisiana by providing grants to Louisiana-based convention and visitors bureaus (CVBs), tourist commissions, and other eligible entities for the placement of qualifying advertisements in eligible media outlets. The State has provided the Grantee with the list of eligible media outlets within the Louisiana Travel Association [(LTA) 2025 - 2026 Marketing Plan](https://louisianatravelassociation.org/wp-content/uploads/2024/09/LTAmarketingplan2025_2026DIGITAL.pdf) (*Attachment D* of the FY 26 CMP Grant Guidelines/Application), as well as the guidelines for other media outlets that will qualify for reimbursement for the placement of pre-approved advertising.

SAMPLE

1. **Scope of Grant Funded Activities**
2. The Grantee agrees to promote tourism and the tourism industry in Louisiana by placing pre-approved advertisements in eligible media outlets in accordance with its CMP Proposed Media Plan, the CMP Guidelines, and the terms and conditions set forth herein.
3. The State agrees to reimburse the Grantee fifty percent (50%) of its eligible expenses, up to a maximum amount of $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, subject to the terms and conditions contained in the CMP Guidelines and the following:
4. The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.
5. To be eligible for CMP funding, qualifying advertisement(s) must run in eligible media outlets July 1, 2025 - June 30, 2026.
6. Only the cost of media placement of the advertisement (i.e., not production cost) is eligible for CMP funding.
7. To be eligible for reimbursement, advertisements should be submitted to the CMP Program Manager Lindsey Schmitt (lschmitt@crt.la.gov) for approval prior to placement.
8. Use of the State’s official tourism logo (“Logo”) in print, Television/Cable/OTT, Digital, and Billboard ads, and inclusion of the phrase “Visit ExploreLouisiana.com to plan your trip today.” in radio ads, shall comply with the requirements contained in Section V of the CMP Guidelines and the terms of this Agreement.
9. The Grantee will be notified of any changes to the Logo.
10. Changes to the Grantee’s approved media plan are permitted, but requested changes must meet eligibility criteria and should be submitted in writing and approved by the CMP Program Manager prior to placement.
11. Subject to the additional restrictions included herein, advertising specifications and media outlets eligible for CMP funding are limited to those contained in the CMP Guidelines.
12. If the Grantee employs a third party (i.e., advertising agency/media buyer) to purchase media, the State will reimburse up to a maximum fifteen percent (15%) media commission. This **excludes** commission charged on media purchased from the LTA 2025—2026 Marketing Plan or the Louisiana Inspiration Guide Digital Opportunities through Miles Partnership, which is not reimbursable.
13. **Payment Terms**
14. The **CMP Program Manager** or her supervisor, successor, or designee will ensure that all CMP Grant Guideline requirements are met prior to authorizing the release of any payment.
15. To receive up to fifty percent (50%) reimbursement for the placement cost of pre-approved advertising, up to the maximum amount of the award, the Grantee shall submit to the State an original, **numbered** invoice(s) (see Exhibit B, Sample Invoice) requesting fifty percent (50%) reimbursement of the actual costs of Grantee’s eligible expenses. Each invoice shall include the following documentation:

SAMPLE

* 1. Proof of Reimbursable Charge from Vendor**:** Alegible vendor invoice reflecting date of publication/run, description of charge, and dollar amount. If placing advertising through an advertising agency/media buyer, invoices from both the agency/media buyer and the media outlet (e.g., *Southern Living*) must be provided.
  2. Proof of Implementation:Proof that advertising was placed and that guidelines for proper use of the Logo were followed. Documentation may include:
     1. Print: Ad placement tear sheets.
     2. TV/Cable/OTT: Affidavits/log reports indicating broadcast dates, times, and names of ads that ran.
     3. Radio: Affidavits/log reports indicating broadcast dates, times, and names of ads that ran.
     4. Digital: Screenshots of digital ads running online; campaign performance report.
     5. Billboards: “Proof of Play” report from vendor; date-stamped, in-situ photograph of placement.
     6. Other: CMP Program Manager will determine if proof is acceptable.
  3. Final Report: A final report that summarizes the results of the CMP using the **goals and measurements stated in the Grantee’s CMP application** must be received by the State by June 30, 2026. The Grantee should follow the format shown in **Exhibit A: Final Report Form**, of this Agreement.
  4. The Grantee may submit invoices to LOT as advertising is placed. However, the State will not pay the Grantee’s final invoice until the Grantee’s final report has been received and approved by the CMP Program Manager.

1. **Contract Monitor**

The Contract Monitor for this Agreement is Lindsey Schmitt, or her supervisor, designee, or successor.

1. **Taxes**

The Grantee agrees that the responsibility for payment of all taxes from the funds thus received under the Agreement and/or legislative appropriation shall be the Grantee’s obligation and identified under Federal Tax Identification number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **Term of Grant Agreement**

This Agreement shall begin on July 1, 2025, and shall terminate on June 30, 2026.

SAMPLE

1. **Entire Agreement/Order of Precedence Clause**

This Agreement and the attached Exhibits A and B, which by this reference are incorporated herein, 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 then by the terms of the Grantee’s application.

1. **Accountability**

The Grantee shall establish accountability measures and financial controls to ensure any and all activities and expenditures funded through this Agreement are documented, timely, and accurately reported and are consistent with the terms and conditions of the Agreement and all applicable laws, rules, and ordinances. The Grantee agrees to be responsible to the LOT for any funds that are misused and/or result in findings of fraud, waste, or abuse.

1. **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.

1. **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. The Grantee shall be entitled to payment for deliverables in progress, to the extent the State determines that the work is acceptable.

1. **Fiscal Funding Clause**

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 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. The 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.

1. **Right to Audit and Record Retention**
2. Any authorized agency of the state government (e.g. Office of the Louisiana Legislative Auditor, the Louisiana 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 Agreement and any subcontract. The Grantee and its subcontractor(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 subcontractor(s), if any, shall comply with federal and state laws authorizing an audit of their operations as a whole or of specific program activities.

SAMPLE

1. In accordance with La. R.S. 24:513 H (2)(a), the Grantee “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.”
2. 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 *Louisiana Governmental Audit Guide*. At its discretion, the legislative auditor may require an audit of the Grantee’s books and accounts. |
| $200,000 or more but less than $500,000 | The Grantee shall obtain an annual review of its financial statements to be accompanied by an attestation report in accordance with the *Louisiana Governmental Audit Guide*. At its discretion, the legislative auditor may require an audit of the Grantee’s books and accounts. |
| $500,000 or more | The Grantee shall obtain an annual audit. |

1. The Grantee must submit the required documentation to the Legislative Auditor and must notify the State, in writing, once the documentation has been sent. The transmittal to the State should include the type of audit requirement (i.e. certification, financial statement compilation, review, or audit), the date it was submitted to the Legislative Auditor’s office, the due date, and must disclose any adverse conditions discovered as part of the review/audit. If an audit was conducted ($500,000 or more received), then the auditor’s opinion and audit findings must be listed in the transmittal.
2. **Indemnity and Insurance**

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.

1. **Assignment of Interest**
2. 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. 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.

SAMPLE

1. 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.
2. **Discrimination Clause**

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.

1. **Penalties**

If the LOT determines that the Grantee fails or has failed to comply with the terms and/or conditions set forth herein, the Grantee shall become ineligible to receive any remaining payments under the Agreement and may be disqualified or disbarred from participation in future LOT-administered grant programs. The Grantee shall submit to the LOT a full accounting of the grant funds expended. The LOT will issue a written determination specifying the amount of grant funds, if any, that must be returned to the LOT by the Grantee. Subsequent failure of the Grantee to meet the State's requirements for the timely and appropriate resolution of non-compliance findings may also result in legal action, including but not limited to, reporting all monies not returned to the State by the Grantee to the appropriate state agencies, e.g., the Attorney General, the Legislative Auditor, and state and local law enforcement agencies. If the Grantee defaults on the Agreement, breaches the terms of the Agreement, or ceases to do business, it shall be required to repay funds to the LOT, in accordance with the terms set by the LOT.

1. **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, pandemic (or any government restrictions connected thereto), 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.

1. **Public Purpose**

The public purpose of this Agreement is to support the promotion of tourism in Louisiana by providing funding to the Grantee for the placement of qualifying advertisements/media.

1. **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. 39:1551-1755; rules and regulations; executive orders; standard terms and conditions; special terms and conditions; and the specifications listed in this Agreement. Venue of any action brought, after exhaustion of administrative remedies, with regard to the Agreement shall be in the Nineteenth Judicial District Court, parish of East Baton Rouge, state of Louisiana.

SAMPLE

1. **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 this Agreement. Copies of all material related to this Agreement and/or obtained or prepared by the Grantee in connection with the fulfillment of the terms of this Agreement 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 this Agreement. All documentation must be readily available for review by the State at its discretion.

1. **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 the Agreement.

1. **Grantee’s Cooperation**

The Grantee has the duty to fully cooperate with the LOT and provide any and all requested information, documentation, etc. to the LOT when requested. This applies even if the Agreement is terminated and/or a lawsuit is filed. Specifically, the Grantee shall not limit or impede the LOT’s right to audit nor shall the Grantee withhold LOT-owned documents.

1. **Amendments**

Except as otherwise provided herein, any modification to the provisions of this Agreement shall be in writing, signed by all parties, and approved by the CMP Program Manager.

1. **Ethics**

The Grantee must be knowledgeable of and abide by all applicable provisions of federal, state, and local law, including the Louisiana Code of Governmental Ethics La. R.S. 42:1101 et seq.

1. **Remedies**

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

1. **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, 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.

1. **Eligibility Status**

The Grantee, and each tier of sub-grantees, shall certify that it is not on the List of Parties Excluded from Federal Procurement or Nonprocurement Programs in accordance with Executive Orders 12549 and 12689, “Debarment and Suspension,” as set forth at 24 CFR part 24.

1. **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 agreements.

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

THUS DONE AND SIGNED AT \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(city)*, Louisiana, on

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (date).

Name of Grantee Organization

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

[Type Name of Authorized Official]

[Type Authorized Officer’s Title]

[Type Contact Information, e.g., email, phone number]

[Type Tax I.D. No.]

THUS DONE AND SIGNED AT Baton Rouge, Louisiana, on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (date).

SAMPLE

**Department of Culture, Recreation, and Tourism**

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

Doug Bourgeois, Assistant Secretary

Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana, on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (date).

**Department of Culture, Recreation, and Tourism**

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

Nancy Watkins, Undersecretary

**Exhibit A**

**Cooperative Marketing Program (CMP)**

**Final Report Form – Due June 30, 2026**

**SECTION I: GENERAL GRANT INFORMATION**

**Grantee/Organization**:

**Grant PO (Purchase Order) Number:**

**Grant Amount:**

**Primary Contact Name**:

**Phone Number:**       **Email**:

**Total Amount Invoiced by the Grantee**:

**SECTION II: QUALIFYING MEDIA EXPENSES**

SAMPLE

1. **Media Placement** (Circle yes or no to indicate if media was purchased from the Louisiana Travel Association (LTA) Marketing Plan)

**PRINT**

Publication:       Issue Date:       Markets:       LTA? Yes No Cost: $

Publication:       Issue Date:       Markets:       LTA? Yes No Cost: $

Publication:       Issue Date:       Markets:       LTA? Yes No Cost: $

**Print Total: $**

**TV/CABLE/OTT**

*\*DMA – Designated Marketing Area*

Station:       Broadcast Dates:       DMA:       LTA? Yes No Cost: $

Station:       Broadcast Dates:       DMA:       LTA? Yes No Cost: $

Station:       Broadcast Dates:       DMA:       LTA? Yes No Cost: $

**TV/Cable/OTT Total: $**

**RADIO**

*\*DMA – Designated Marketing Area*

Station:       Broadcast Dates:       DMA:       LTA? Yes No Cost: $

Station:       Broadcast Dates:       DMA:       LTA? Yes No Cost: $

Station:       Broadcast Dates:       DMA:       LTA? Yes No Cost: $

**Radio Total: $**

**DIGITAL**

Vendor/Website:       Dates:       Target Market(s):       LTA? Yes No Cost: $

Vendor/Website:       Dates:       Target Market(s):       LTA? Yes No Cost: $

Vendor/Website:       Dates:       Target Market(s):       LTA? Yes No Cost: $

**Digital Total: $**

**BILLBOARDS**

Vendor:       Location:       Dates:       Cost: $

Vendor:       Location:       Dates:       Cost: $

Vendor:       Location:       Dates:       Cost: $

**Billboard Total: $**

**LOUISIANA INSPIRATION GUIDE DIGITAL OPPORTUNITIES THROUGH MILES PARTNERSHIP**

Program:       Dates:       Cost: $

Program:       Dates:       Cost: $

Program:       Dates:       Cost: $

**Miles Total $**

**SECTION III: RESULTS/SUMMARY**

1. CMP Campaign Goal(s) *(as listed in the CMP Guidelines, Attachment B, Proposed Media Plan):*
2. CMP Performance Measurement(s) (*as listed in the CMP Guidelines, Attachment B, Proposed Media Plan:*
3. Results/Summary – Summarize of the outcomes of the CMP. State if goals were met and provide supporting documentation. If goals were not met, what factors may have contributed to failure to meet stated goal(s)?

SAMPLE

***Results/Summary Example:***

***CMP Campaign Goal****: Increase fall visitation to XYZ Parish.*

***CMP Performance Measurements****: Year-over-year occupancy tax revenue for September - November.*

***Results/Summary:*** *Occupancy tax revenue September – November 2025 was $75,000. Occupancy tax revenue September – November 2024 was $70,000 (see attached spreadsheet showing monthly tax revenue for September – November 2025 and September – November 2024).* Goal was met – occupancy tax revenue increased 7.14%.

**Exhibit B (Sample Invoice)**

**Date: 12/15/25**

**Invoice #: 1002**

**PO #: 2000\*\*\*\*\*\***

**To: From:**

**Louisiana Office of Tourism XYZ CVB**

**Attn: Lindsey Schmitt Address**

**1051 N. Third St. City, State, Zip**

**Baton Rouge, LA 70802**

|  |  |
| --- | --- |
| **Description** | **Amount** |
| Southern Living ¼ page, November 2025  Total Cost: $7,000  Reimbursement requested: $3,500  SAMPLE  **Total:** | **$3,500.00**  **$3,500.00** |