



BILLY NUNGESSER  
LIEUTENANT GOVERNOR

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

DOUG BOURGEOIS  
ASSISTANT SECRETARY

May 18, 2026

Dear Louisiana Travel Partner:

Thank you for your interest in the Louisiana Office of Tourism's Competitive Grant Program (CGP). The Louisiana Office of Tourism offers the Competitive Grant Program (CGP) to support the marketing of fairs, festivals, and other tourism events throughout the state. For fiscal year 2026-27, 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.

The fiscal year 2026-27 grant round is now open to applicants who organize tourism events held **July 1, 2026 – June 30, 2027**. Applications must be received a **minimum of 90 days prior** to the Tourism Event. Please read the information provided and guidelines carefully and follow all instructions.

Every year our office receives numerous grant requests, but unfortunately, we are unable to fund every tourism event. Please remember that past funding by the Louisiana Office of Tourism's Competitive Grant Program does not guarantee future funding.

Should you have any questions about the CGP, please contact Lynne Coxwell at 225.342.2876 or at [lcxwell@crt.la.gov](mailto: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, appearing to read "Doug Bourgeois".

Doug Bourgeois  
Assistant Secretary

**LOUISIANA OFFICE OF TOURISM  
FY 27 COMPETITIVE GRANT PROGRAM (CGP)  
TOURISM EVENT MARKETING APPLICATION AND GUIDELINES**

**I. PURPOSE**

The mission of the Louisiana Office of Tourism (LOT) is to promote tourism in Louisiana. The goal of the LOT Competitive Grant Program (CGP) is to encourage and support marketing initiatives for tourism events that attract and retain visitors to the state and have a positive impact on Louisiana's economy. Through the CGP, the LOT provides matching grants to reimburse a percentage of the actual cost of Qualifying Marketing Expenses associated with the promotion of a tourism event.

**II. APPLICATION DEADLINE:** Applications must be received a **minimum of 90 days** before the Tourism Event is scheduled to begin.

**III. GUIDELINES**

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

- (1.) The LOT will award only one (1) CGP grant per Tourism Event, per Grant Cycle, July 1, 2026 – June 30, 2027.
- (2.) The maximum grant award in the FY 26-27 Grant Cycle is \$15,000.
- (3.) An Applicant may be eligible to receive a CGP grant for a new Tourism Event or the same Tourism Event for up to three (3) consecutive years. After receiving a CGP grant for three (3) consecutive years, the Tourism Event will be ineligible for another CGP grant for one complete grant cycle of one (1) fiscal year. After one (1) fiscal year of ineligibility, the Tourism Event will again be eligible to receive a CGP grant for up to three (3) consecutive years, and so on.

**B. PAYMENTS**

- (1.) A Grantee is eligible to receive reimbursement of fifty percent (50%) of the total cost of pre-approved **Qualifying Marketing Expenses** associated with the promotion of a **Tourism Event** up to the maximum amount of the grant award (e.g., a \$1,000 Qualifying Marketing Expense is eligible for reimbursement of \$500.00).
- (2.) A Grantee is eligible to receive reimbursement of sixty-six percent (66%) of the total cost of pre-approved **Qualifying Marketing Expenses** associated with the promotion of a **First-Time Tourism Event** up to the maximum amount of the grant award (e.g., a \$1,000 Qualifying Marketing Expense is eligible for reimbursement of \$660.00).
- (3.) **After the Tourism Event**, a **single payment** will be made on a reimbursement basis upon the Grantee's submission of an invoice, final report, and appropriate supporting documentation of Qualifying Marketing Expenses.
- (4.) The LOT will only reimburse the Grantee for a percentage of actual dollars expended by the Grantee for Qualifying Marketing Expenses, up to the maximum amount of the

Grantee's actual grant award. Grantees cannot be reimbursed for the cost of goods and/or services that were received via trade, donation, or in-kind.

- (5.) A Tourism Event awarded financial support through the CGP is ineligible to receive any other financial support directly or indirectly from the LOT for any purpose, including but not limited to promotion and/or production costs.

**C. ELIGIBILITY** – Only an eligible Applicant may apply for a CGP Grant. CGP funds may only be used to reimburse Grantees for a percentage of the actual cost of eligible expenses associated with marketing an eligible Tourism Event.

**(1.) TOURISM EVENT ELIGIBILITY**

(a.) 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 greater than 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.

(b.) A "First-Time Tourism Event" is a Tourism Event that:

- (i.) has not occurred in the past five (5) years,
- (ii.) has never received funding from the LOT, and
- (iii.) has been certified by the local Convention and Visitors Bureau or Destination Marketing Organization as a "First-Time Tourism Event." (The Applicant must submit the certification letter with the Application Packet. The letter shall state the Tourism Event meets the criteria listed in sections i. and ii. above.)

(c.) The Tourism Event must take place between July 1, 2026, and June 30, 2027.

(d.) The Tourism Event must take place in Louisiana.

(e.) The Tourism Event must be listed on the Official Louisiana Tourism Website as of Application submittal date. (Submit event listing at <https://extranet.explorelouisiana.com/login>)

(f.) The Tourism Event 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"> <li>• Fairs and Festivals</li> <li>• Competitions or Sporting Events – regional, national, or international championships or competitions held in Louisiana that draw participants from at least three (3) states or from another country</li> <li>• Inaugural Grand Opening of a brand-new Louisiana tourism attraction</li> <li>• New exhibits to an attraction</li> <li>• Other events determined by the LOT to fulfill the goals and objectives of this CGP.</li> </ul> | <ul style="list-style-type: none"> <li>• Award ceremonies</li> <li>• Church, religious events</li> <li>• Conferences and conventions</li> <li>• Events held in multiple areas of the state (e.g., Mardi Gras, holiday celebrations, parades)</li> <li>• Events that are primarily fundraisers</li> <li>• Family reunions</li> <li>• Anniversary celebrations</li> <li>• Sweepstakes promotions</li> <li>• Other events that do not fulfill the goals, objectives, and purposes of this CGP.</li> </ul> |

(2.) **APPLICANT ELIGIBILITY** – To be eligible to apply for a CGP grant, the applicant must:

- (a.) Be a public or private entity that is responsible for organizing or producing a Tourism Event that meets all eligibility criteria.
- (b.) Be a registered vendor in LaGov (register [here](#)). Contact the Vendor Help Desk at [vendr\\_inq@la.gov](mailto:vendr_inq@la.gov) or 225.342-8010, with questions about this process.
- (c.) Be able to enter into and comply with all terms of the CGP Grant Agreement (see Sample Grant Agreement). If there is a legal impediment to entering into or complying with all terms of the CGP Grant Agreement, a duly authorized representative of the applicant must contact Lynne Coxwell to discuss and resolve all issues before the applicant may submit the Application Packet.
- (d.) 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).

(3.) **QUALIFYING MARKETING EXPENSES** - A Grantee may use funding received through a CGP grant for reimbursement of pre-approved Qualifying Marketing Expenses associated with marketing a Tourism Event, as follows:

- (a.) “Qualifying Marketing Expenses” means 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.
- (b.) To be eligible for a reimbursement of 50% (or 66% for First-Time Events) of the Grantee’s actual cost up to the maximum amount allowable under the CPG and the Grant Agreement:
  - (i.) The creative (i.e., print ads, television spots, radio) must be approved by the LOT prior to placement. Artwork for use in print media and digital banner advertisements must

be submitted in correct aspect ratio and dimensions. The review process is to ensure compliance and eligibility.

- (ii.) The media should be targeted or directed to areas located outside of a 50-mile radius of the Tourism Event.
- (c.) For eligible Tourism Events that take place between October 1, 2026 – June 30, 2027, the media shall run in eligible media outlets during the term of the Grant Agreement and should run in eligible media outlets during the three-month period prior to the start of the Tourism Event.
- (d.) For eligible Tourism Events that take place between July 1, 2026 – September 30, 2026, the advertisements may run in eligible media outlets between June 1, 2026 and September 30, 2026.
- (e.) Grantees cannot be reimbursed for media received via trade, donation, or in-kind.
- (g.) Reimbursement for Qualifying Marketing Expenses shall not exceed \$15,000.00 or the amount of the actual grant award, whichever is less.
- (h.) The Qualified Marketing Expense shall NOT fall within one of the following INELIGIBLE categories of marketing/media expenses:

| INELIGIBLE MARKETING/MEDIA EXPENSES             |                                                                           |
|-------------------------------------------------|---------------------------------------------------------------------------|
| Consulting services                             | Marketing/promotional videos                                              |
| Promotional items                               | Maps, brochures, rack cards, flyers                                       |
| Event signage                                   | Posters                                                                   |
| Interactive advertising on ExploreLouisiana.com | Search engine optimization, Google Ad Words, and digital content creation |
| Documentaries                                   | Explore Louisiana branded newsletters                                     |
| Annual tour guides, planners, directories       | Direct mail                                                               |
| Media production, design, editing               | Not using required Logo with Louisiana tourism web address and/or tagline |

- (i.) The creative shall include the official Louisiana tourism logo (Logo) with the official Louisiana tourism web address and/or tagline in accordance with the *DCRT Style Guide for Logo Use* and the following:

| ELIGIBLE<br>MEDIA/MARKETING<br>EXPENSES                                                                                                                                                                                         | LOGO/TAGLINE REQUIREMENTS                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Print</b> (Newspapers, Magazines)                                                                                                                                                                                            |  <p>Inclusion of the Logo with web address on all print advertisements. Minimum logo size is 1"</p>                                                                                                                                                                                                          |
| <b>Outdoor/Out-of-Home</b> (e.g., Billboards) (along interstate or highway)                                                                                                                                                     |  <p>Inclusion of the Logo with web address on all advertisements. Logo must be of greater or equal size to the Grantee's logo.</p>                                                                                                                                                                           |
| <b>Radio</b>                                                                                                                                                                                                                    | Radio scripts must include the phrase <i>"Visit ExploreLouisiana.com to plan your trip today"</i> .                                                                                                                                                                                                                                                                                           |
| <b>Television/Cable/Over The Top</b> (OTT – e.g., Hulu)                                                                                                                                                                         |  <p>Logo with web address must appear on-screen for a minimum of two (2) seconds on ads shorter than thirty (30) seconds and for a minimum of four (4) seconds on ads thirty (30) seconds or longer.</p>                                                                                                   |
| <b>Digital:</b> Targeted digital ads (e.g., banner ads, native display/video); dedicated e-newsletters; paid social media (e.g., Facebook, Instagram, YouTube); and paid social media partnerships (e.g., Influencer Promotion) |  <p>Inclusion of the Logo with web address on all digital advertisements. The Logo must be of greater or equal size to the Grantee's logo.</p> <p>Paid social media partnerships with all Influencer content for Tourism Event shall use @ExploreLouisiana and #OnlyLouisiana across social platforms.</p> |

**D. ACKNOWLEDGEMENT** – In addition to including the Logo with web address and tagline in pre-approved Qualifying Marketing Expenses funded through a CGP grant, the Grantee is also responsible for ensuring that the LOT is acknowledged as an Official Sponsor of the Tourism Event at a level that is commensurate with the acknowledgement provided to other sponsors that provide event support at the

**same level. To the extent practical and feasible, acknowledgement shall include, but is not limited to, the following:**

- (1.) The Grantee shall prominently display and include a link to the Official Louisiana Tourism Logo with hyperlinks to the Official Louisiana Tourism Website, on the official website(s) for the Tourism Event and in broadcast announcements, news releases, publicity events, printed publicity materials, and other advertising and publicity for the Tourism Event, regardless of media.
- (2.) The Grantee shall prominently display and include the Logo in television broadcasts, news releases, publicity events, printed publicity materials, and other advertising and publicity for the Tourism Event, regardless of media.
- (3.) The Tourism Event must be listed on the Official Louisiana Tourism Website as of Application submission date. (The website to submit an event: <https://extranet.exploreloisiana.com/login/>).
- (4.) The Grantee shall use the Logo in accordance with the *DCRT Style Guide for Logo Use*. <https://www.crt.state.la.us/publications/document-archive/index>
- (5.) For radio broadcast announcements and on scripts, the Grantee shall include the phrase, ***“Visit ExploreLouisiana.com to plan your trip today.”***
- (6.) For paid social media partnerships, all Influencer content for the Tourism Event shall tag and collaborate using **@ExploreLouisiana** and hashtag **#OnlyLouisiana** on Instagram and Facebook. If the Influencer partnership includes additional blog or linked content on their own channels, the Influencer shall include back links to the official Louisiana tourism web address.

#### IV. HOW TO APPLY

##### A. APPLICATION PACKET

- (1.) If submitting a **hard copy** of the Application Packet, the Applicant must submit one (1) copy of the Application Packet. The Application Packet must include all attachments and supporting documentation (see below).
- (2.) If submitting an **electronic copy** of the Application Packet by email, the Applicant must submit one (1) 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 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**

The 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, 2026. A sample is provided in Attachment D of the application.

## **C. DEADLINE TO APPLY**

- (1.) The Application Packet and supporting documentation should be received by the LOT at least ninety (90) days before the Tourism Event begins. The Applicant may mail or email the Application Packet to either of the addresses below:

Mailing Address:

Lynne Coxwell  
CGP Program  
Louisiana Office of Tourism  
P.O. Box 94291  
Baton Rouge, LA 70804-9291

Physical Address for Mail /

Hand-delivery:  
Lynne Coxwell  
CGP Program  
Louisiana Office of Tourism  
1051 N. Third St., Room 346  
Baton Rouge, LA 70802

**OR**

Email Address:

Send electronic copies via email to [lcowell@crt.la.gov](mailto:lcowell@crt.la.gov).

## **V. EVALUATION CRITERIA**

The LOT shall review completed Competitive Grant Application packets based upon the following evaluation:

### **A. TOURISM EVENT PLAN must contain:**

- 1.) Tourism Event Description** - Narrative, including background of Tourism Event
- 2.) Goals and Objectives** – Specific, realistic, 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, average visitor spending, and year-over-year ticket sales

**3.) Target Audience(s)** - Describe target audience for Tourism Event

**4.) Additional Deliverables** - Any element of visibility or opportunity for LOT to leverage its support of this Tourism Event (e.g., Tourism Event signage with the Logo recognizing LOT for its sponsorship of the Tourism Event)

**B. TOURISM EVENT MEDIA PLAN** must contain:

- 1)** The Applicant's entire media plan must include the eligible items to be reviewed for CGP matching funds.
- 2)** 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.

**3)** Completed tables provided in **ATTACHMENT B – TOURISM EVENT MEDIA PLAN**

**C. TOURISM EVENT BUDGET** must contain:

- (1.)** 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 need for funding.

**D.** The LOT may also consider such factors as cooperation with program guidelines for previous LOT grant/sponsorship recipients, and 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.

- 1).** 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 final status of their requests within two weeks of their application submission.
- a.** For Applicants that have Tourism Events in July, Grantees will be notified in early June, 2026.

- B.** A grant award is subject to execution of a Grant Agreement.

- C.** The Grant Agreements will include the CGP guidelines, reporting requirements, audit requirements, the approved Tourism Event Plan and Tourism Event Media Plan, the

Comprehensive Tourism Event Budget, and other terms and conditions. Refer to Attachment E, Sample Grant Agreement.

- D.** The Grantee will be required to submit an electronic file including the Tourism Event Plan, Tourism Event Media Plan, and Comprehensive Tourism 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 Plan and Tourism 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 thirty (30) days of receipt from the LOT. If the Grant Agreement is not received by the LOT within thirty (30) days, the grant award may be rescinded.
- G.** Grant awards are based on the approved Competitive Grant Applications and accompanying documentation. 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 Monitor, Lynne Coxwell, [coxwell@crt.la.gov](mailto:coxwell@crt.la.gov) or her supervisor or designee.

**LOUISIANA OFFICE OF TOURISM**

**COMPETITIVE GRANT (CGP) – TOURISM EVENT MARKETING APPLICATION**

**I. TOURISM EVENT AND APPLICANT BACKGROUND**

**Name of Tourism Event** \_\_\_\_\_

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

**Is Applicant a Non-Profit Organization?** Yes ☐ or No ☐

**Date(s) of Tourism Event** \_\_\_\_\_

**Grant Award Requested from the LOT \$** \_\_\_\_\_

*(Request should match the Media Plan, Attachment B, and should not exceed \$15,000 for Qualifying Marketing Expenses)*

**Tourism Event Location Information**

**City** \_\_\_\_\_ **Parish** \_\_\_\_\_

**Representative District** \_\_\_\_\_ **Senate District** \_\_\_\_\_ **Mayor** \_\_\_\_\_

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

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

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address, City, State & Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Tourism Event Website** \_\_\_\_\_

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

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address, City, State & Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

**LaGov Vendor Number** \_\_\_\_\_

**II. ATTENDANCE**

Estimated attendance for the Tourism Event taking place in FY 27 (7/1/2026 - 6/30/2027) \_\_\_\_\_

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

### III. SUPPLEMENTAL QUESTIONS

- A. Is this a First-Time Event? (If yes, attach a letter from the local DMO or CVB.) Yes ☐ or No ☐
- B. Is this Tourism Event produced in association with other organizations? Yes ☐ or No ☐  
If so, please list all organizations involved. \_\_\_\_\_
- C. Have you applied for or received any governmental or state entity assistance for your Tourism Event taking place in FY 27 (7/1/2026 - 6/30/2027)? Yes ☐ or No ☐  
If yes, please list sources and amounts.  
\_\_\_\_\_
- D. Is the Tourism Event within the boundaries of the Atchafalaya National Heritage Area? Yes ☐ or No ☐ (link to [Atchafalaya National Heritage Area map](#))
- E. Briefly provide any other information you deem relevant for the application evaluation.  
\_\_\_\_\_  
\_\_\_\_\_

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

- A. Attachment A – Tourism Event Plan (refer to page 14)
- B. Attachment B – Tourism Event Media Plan (refer to page 15)
- C. Attachment C – Comprehensive Tourism Event Budget (refer to page 17)
- D. Attachment D – Sample Board Resolution of Authority (refer to page 18)

### V. SUPPORTING DOCUMENTATION TO SUBMIT

The 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, 2025. Sample available in ATTACHMENT D.
- Certification Letter (only for First Time Tourism Events)

COMPETITIVE GRANT APPLICATION  
GRANT CYCLE JULY 1, 2026 - JUNE 30, 2027

I have read and understand all Louisiana Office of Tourism Competitive Grant Program (CGP) Guidelines. 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 awarded a CGP grant and on behalf of the Applicant, I agree to all the guidelines and terms listed in the application, including compliance with Act 467 of the 2025 Regular Session (La. R.S. 39:89.1-89.4) (Attachment E, Sample Grant Agreement, Item 27), and understand that the Applicant's failure to comply will result in disqualification or forfeiture of grant funds.

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Authorized Official, Signature

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Date

---

**Staff Use Only**

\_\_\_\_\_ Date application received  
\_\_\_\_\_ Eligible Tourism Event  
\_\_\_\_\_ Application complete

**ATTACHMENT A – TOURISM EVENT PLAN**

- 1.) Tourism Event Description** - Narrative, including background of Tourism Event
- 2.) Goals and Objectives** – Specific, realistic, 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, average visitor spending, and year-over-year ticket sales of Tourism Event
- 3.) Target Audience(s)** - Describe target audience for Tourism Event
- 4.) Additional Deliverables** - Any element of visibility or opportunity for LOT to leverage its support of this Tourism Event (e.g., Tourism Event signage with the Logo recognizing 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.

**ATTACHMENT B – TOURISM EVENT MEDIA PLAN**

- 1) The Applicant's entire media and marketing strategy must include the eligible items to be reviewed for CGP matching funds.
- 2) 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.
- 3) Complete the Tables below:

**Print Placement (Magazine, Newspaper)**

| Publication Name | Market(s) | Ad Size | Issue Date | Circulation No. | Budgeted Cost | cost of ad with 50% or 66% |
|------------------|-----------|---------|------------|-----------------|---------------|----------------------------|
|                  |           |         |            |                 |               |                            |
|                  |           |         |            |                 |               |                            |
|                  |           |         |            |                 |               |                            |
|                  |           |         |            |                 |               |                            |
|                  |           |         |            |                 |               |                            |

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

**Television/Cable/OTT**

| Station | Designated Marketing Area (DMA) | Spot Length / Frequency | Broadcast Dates | Budgeted Cost | cost of ad with 50% or 66% |
|---------|---------------------------------|-------------------------|-----------------|---------------|----------------------------|
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |

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

**Radio**

| Station | Designated Marketing Area (DMA) | Spot Length / Frequency | Broadcast Dates | Budgeted Cost | cost of ad with 50% or 66% |
|---------|---------------------------------|-------------------------|-----------------|---------------|----------------------------|
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |

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

**Outdoor Placement (Billboards)**

| Location (e.g., I-10 at College Dr.) | City, State | Size | Dates | Budgeted Cost | cost of ad with 50% or 66% |
|--------------------------------------|-------------|------|-------|---------------|----------------------------|
|                                      |             |      |       |               |                            |

COMPETITIVE GRANT APPLICATION  
GRANT CYCLE JULY 1, 2026 - JUNE 30, 2027

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

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

**Digital / Social Media**

| Media Name | Web Address | Target Audience | Dates | Budgeted Cost | cost of ad with 50% or 66% |
|------------|-------------|-----------------|-------|---------------|----------------------------|
|            |             |                 |       |               |                            |
|            |             |                 |       |               |                            |
|            |             |                 |       |               |                            |
|            |             |                 |       |               |                            |
|            |             |                 |       |               |                            |
|            |             |                 |       |               |                            |

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

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

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

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

## ATTACHMENT C – COMPREHENSIVE TOURISM EVENT BUDGET (2026 – 2027)

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             | Amounts   |
|--------------------------------|-----------|
| Cash on Hand                   | \$        |
| Admission/Ticket Sales         | \$        |
| Participant and Entry Fees     | \$        |
| Vendors                        | \$        |
| Other earned income (itemized) | \$        |
| Itemized income                | \$        |
| Federal Grants                 | \$        |
| Listed source                  | \$        |
| State Grants                   | \$        |
| Listed source                  | \$        |
| Community/Foundation Grants    | \$        |
| Listed source                  | \$        |
| Corporate Support              | \$        |
| Fundraising                    | \$        |
| LOT Grant                      | \$        |
| In-kind Donations              | \$        |
| <b>Total Expected Revenue</b>  | <b>\$</b> |

### Anticipated Expenses

Please provide a comprehensive Tourism Event Budget for the entire project. Add and remove line items as needed.

| Expense Categories                                 | Total Amount |
|----------------------------------------------------|--------------|
| Entertainment – Artist Fees                        | \$           |
| Professional & Contract services Sound, Lights     | \$           |
| Logistics Expense – Shipping, Transportation, etc. | \$           |
| Insurance                                          | \$           |
| Facility Rental                                    | \$           |
| Security Services                                  | \$           |
| Marketing and Advertising                          | \$           |
| Promotional Items                                  | \$           |
| Office Supplies                                    | \$           |
| Hospitality and Culinary Services (Staff)          | \$           |
| Food and Beverage                                  | \$           |
| <b>Total Expenses</b>                              | <b>\$</b>    |

*(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 of person authorized to sign contracts 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:

**STATE OF LOUISIANA  
DEPARTMENT OF CULTURE, RECREATION AND TOURISM  
OFFICE OF TOURISM  
GRANT AGREEMENT  
COMPETITIVE GRANT PROGRAM  
FY 2026-2027**

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 *Competitive Grant Program (CGP)*, 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.

**1.1. Tourism Event Marketing.**

In accordance with the CGP’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 CGP Guidelines (<http://www.explorelouisiana.com/industry>), 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 50% of actual incurred costs for Qualifying Marketing Expenses. (Grantees that are hosting First-Time Events may request reimbursement of up to 66% of actual incurred costs for Qualifying Marketing Expenses.)

1.2.2 Qualifying Marketing Expenses are defined in the CGP 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 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 with web address and tourism taglines in advertisements in accordance with the CGP Guidelines and the *DCRT Style Guide for Logo Use*. <https://www.crt.state.la.us/publications/document-archive/index>

1.2.3 **NOTE:** For eligible Tourism Events that take place between July 1, 2026–September 30, 2026, the advertisements must run in eligible media outlets between June 1, 2026 and September 30, 2026.

**1.3 Pre-Approval of Creative.**

At least seven (7) business days prior to placing the media, the Grantee shall submit to the Grant Monitor for approval all 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 LOT as Official Sponsor of Tourism Event.**

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

**1.5 Changes to Agreement.**

The Grantee may submit a written request, by mail or email, to the Grant Monitor for proposed changes to the Media Plan, Marketing Plan, or Event Budget (Exhibits A1, A2, and B). The Grantee shall not request an increase in the maximum amount of the grant award. The Grant Monitor will provide a written response of approval or rejection of the request to the Grantee within seven (7) business days. Other than as described herein, any changes to this Agreement will require a written amendment executed by all parties.

**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 CGP 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 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 *Competitive Grant Program* and this Agreement is:

Lynne Coxwell or her designee, supervisor, or successor  
Phone: 225-342-2876  
Email: [lcxwell@crt.la.gov](mailto:lcxwell@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. Failure to remit any of the deliverables below upon Grant Monitor request(s) will be cause for no reimbursement of the grant award. 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

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 **Qualifying Marketing Expenses** - The State agrees to reimburse the Grantee up to 50% (or 66% for First-Time Events) 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.

2.2 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 50% (or 66% for First-Time Events) of the actual cost to the Grantee, up to the maximum amount of the grant award. **The invoice must:**

2.2.1 Be submitted on the Grantee’s official letterhead,

2.2.2 Contain the word “final invoice,”

2.2.3 Reference the Tourism Event,

2.2.4 Be accompanied by supporting documentation for actual costs incurred, and

2.2.5 Be accompanied by the detailed Final Report (Exhibit C).

2.3 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.

- 2.4 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.
- 2.5 The Grantee will not receive reimbursement for cancelled media or media purchased, but not placed by the Grantee.
- 2.6 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.
- 2.7 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 CGP Guidelines; d) inadequate supporting documentation for expenses; or e) noncompliance with terms of this Agreement.
- 2.7.1 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.
- 2.7.2 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 CGP 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 CGP.

## **6.0 GRANT TERM**

6.1 For Tourism Events occurring on July 1, 2026, through September 30, 2026:

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

6.2 For Tourism Events occurring on October 1, 2026, through June 30, 2027:

This Agreement shall begin on July 1, 2026, and shall terminate on June 30, 2027.

## **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 *FY26 COMPETITIVE GRANT PROGRAM (CGP) 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:

| <b>Amount received in revenues and other sources in any one fiscal year</b> | <b>Audit requirements</b>                                                                                                                                      |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$75,000 or less                                                            | Not required to have an audit but must file a certification with the legislative auditor indicating it received \$75,000 or less in funds for the fiscal year. |

|                                            |                                                                                                                                                                                                                                                                                          |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| More than \$75,000 but less than \$200,000 | The Grantee shall obtain an annual compilation of its financial statements, with or without footnotes, in accordance with the <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, riot or civil commotion, 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.

## **27. Compliance with Act 467 of the 2025 Regular Session (La. R.S. 39:89.1–89.4)**

The Grantee acknowledges and agrees that it is subject to the requirements of Act 467 of the 2025 Regular Session of the Louisiana Legislature, codified at La. R.S. 39:89.1 through 89.4, as may be amended, and any rules or regulations promulgated by the Division of Administration to implement such provisions (collectively, "Act 467").

The Grantee represents and warrants that it is, and shall remain for the duration of this Agreement, in compliance with all applicable provisions of Act 467, including but not limited to compliance with the Louisiana Audit Law, La. R.S. 24:513, et seq., if applicable. The Grantee shall timely provide any reports, certifications, or documentation required by Act 467 or requested by the State to verify such compliance.

The Grantee further agrees that no funds received pursuant to this Agreement shall be used, directly or indirectly, for:

- (a) lobbying or political purposes;
- (b) making or facilitating campaign contributions; or
- (c) making payments to public officials in violation of the Louisiana Code of Governmental Ethics, La. R.S. 42:1101, et seq.

Failure by the Grantee to comply with any provision of Act 467 or this Section shall constitute a material breach of this Agreement. In addition to any other remedies available under this Agreement or applicable law, the State may immediately suspend or terminate this Agreement and withhold or recover funds.

The Grantee acknowledges that, pursuant to Act 467, a violation may result in the Grantee being deemed ineligible to receive disbursements of state funds for a period of three (3) years from the date of determination of noncompliance, or until such time as the Grantee demonstrates compliance, whichever occurs first.

COMPETITIVE GRANT APPLICATION  
GRANT CYCLE JULY 1, 2026 - JUNE 30, 2027

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

**GRANTEE ORGANIZATION**

\_\_\_\_\_  
[Type Name of Authorized Person]

[Type Authorized Person's Title]

[Type Name of Grantee]

[Type Contact Information]

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

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

\_\_\_\_\_  
Doug Bourgeois, Assistant Secretary  
Office of Tourism

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

\_\_\_\_\_  
Nancy Watkins, Undersecretary

**Exhibit A1**

Insert **LOT-Approved Tourism Event Plan**

SAMPLE

**Exhibit A2**

Insert **LOT-Approved Media Plan**

**Print Placement (Magazine, Newspaper)**

| Publication Name | Market(s) | Ad Size | Issue Date | Circulation No. | Budgeted Cost | cost of ad with 50% or 66% |
|------------------|-----------|---------|------------|-----------------|---------------|----------------------------|
|                  |           |         |            |                 |               |                            |
|                  |           |         |            |                 |               |                            |
|                  |           |         |            |                 |               |                            |
|                  |           |         |            |                 |               |                            |
|                  |           |         |            |                 |               |                            |

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

**Television/Cable/OTT**

| Station | Designated Marketing Area (DMA) | Spot Length / Frequency | Broadcast Dates | Budgeted Cost | cost of ad with 50% or 66% |
|---------|---------------------------------|-------------------------|-----------------|---------------|----------------------------|
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |

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

**Radio**

| Station | Designated Marketing Area (DMA) | Spot Length / Frequency | Broadcast Dates | Budgeted Cost | cost of ad with 50% or 66% |
|---------|---------------------------------|-------------------------|-----------------|---------------|----------------------------|
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |
|         |                                 |                         |                 |               |                            |

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

**Outdoor Placement (Billboards)**

| Location (e.g., I-10 at College Dr.) | City, State | Size | Dates | Budgeted Cost | cost of ad with 50% or 66% |
|--------------------------------------|-------------|------|-------|---------------|----------------------------|
|                                      |             |      |       |               |                            |
|                                      |             |      |       |               |                            |
|                                      |             |      |       |               |                            |
|                                      |             |      |       |               |                            |

COMPETITIVE GRANT APPLICATION  
GRANT CYCLE JULY 1, 2026 - JUNE 30, 2027

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|--|--|--|--|--|--|

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

**Digital / Social Media**

| Media Name | Web Address | Target Audience | Dates | Budgeted Cost | cost of ad with 50% or 66% |
|------------|-------------|-----------------|-------|---------------|----------------------------|
|            |             |                 |       |               |                            |
|            |             |                 |       |               |                            |
|            |             |                 |       |               |                            |
|            |             |                 |       |               |                            |
|            |             |                 |       |               |                            |

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

**Exhibit B**

**Insert - Tourism Event Budget**

**Name of Organization:** \_\_\_\_\_

**Name of Tourism Event:** \_\_\_\_\_

**Anticipated Income or Revenue**

| <b>Sources of Revenue</b>      | <b>Amounts</b> |
|--------------------------------|----------------|
| Cash on Hand                   | \$             |
| Admission/Ticket Sales         | \$             |
| Participant and Entry Fees     | \$             |
| Vendors                        | \$             |
| Other earned income (itemized) | \$             |
| Itemized income                | \$             |
| Federal Grants                 | \$             |
| Listed source                  | \$             |
| State Grants                   | \$             |
| Listed source                  | \$             |
| Community/Foundation Grants    | \$             |
| Listed source                  | \$             |
| Corporate Support              | \$             |
| Fundraising                    | \$             |
| LOT Grant                      | \$             |
| In-kind Donations              | \$             |
| <b>Total Expected Revenue</b>  | <b>\$</b>      |

**Anticipated Expenses**

| <b>Expense Categories</b>                          | <b>Total Amount</b> |
|----------------------------------------------------|---------------------|
| Entertainment – Artist Fees                        | \$                  |
| Professional & Contract services Sound, Lights     | \$                  |
| Logistics Expense – Shipping, Transportation, etc. | \$                  |
| Insurance                                          | \$                  |
| Facility Rental                                    | \$                  |
| Security Services                                  | \$                  |
| Marketing and Advertising                          | \$                  |
| Promotional Items                                  | \$                  |
| Office Supplies                                    | \$                  |
| Hospitality and Culinary Services (Staff)          | \$                  |
| Food and Beverage                                  | \$                  |
| <b>Total Expenses</b>                              | <b>\$</b>           |

**Exhibit C**

**Louisiana Office of Tourism Competitive Grant Program (CGP)  
Final Report Form FY 27**

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

Name of Event: \_\_\_\_\_  
 Event Date: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 CGP Awarded Grant \$ \_\_\_\_\_  
 Amount: \_\_\_\_\_  
 Primary Contact: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Email: \_\_\_\_\_

**SECTION II: Reimbursable Media; Qualifying Marketing Expenses\***

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

If awarded a grant, 50% (or 66% for First-Time Events) of the grand total spent on Qualifying Marketing Expenses will be reimbursed up to the total amount of the grant award.

\*List only Qualifying Marketing Expenses eligible for reimbursement through the *Louisiana Competitive Grant Program (CGP)*.

**Print Placement (Magazine, Newspaper)**

| Publication Name | Market(s) | Ad Size | Issue Date | Circulation No. | Actual Cost | Match Amount (50% or 66% of cost) |
|------------------|-----------|---------|------------|-----------------|-------------|-----------------------------------|
|                  |           |         |            |                 |             |                                   |
|                  |           |         |            |                 |             |                                   |
| <b>Totals:</b>   |           |         |            |                 | \$          | \$                                |

**Television/Cable/OTT**

| Station        | Designated Market Area (DMA) | Spot length/ Frequency | Broadcast Dates | Actual Cost | Match Amount (50% or 66% of cost) |
|----------------|------------------------------|------------------------|-----------------|-------------|-----------------------------------|
|                |                              |                        |                 |             |                                   |
|                |                              |                        |                 |             |                                   |
| <b>Totals:</b> |                              |                        |                 | \$          | \$                                |

COMPETITIVE GRANT APPLICATION  
GRANT CYCLE JULY 1, 2026 - JUNE 30, 2027

**Radio**

| Station        | Designated Market Area (DMA) | Spot length/<br>Frequency | Broadcast Dates | Actual Cost | Match Amount (50% or 66% of cost) |
|----------------|------------------------------|---------------------------|-----------------|-------------|-----------------------------------|
|                |                              |                           |                 |             |                                   |
|                |                              |                           |                 |             |                                   |
| <b>Totals:</b> |                              |                           |                 | \$          | \$                                |

**Outdoor Placement (Billboards)**

| Location       | City, State | Size | Dates | Actual Cost | Match Amount (50% or 66% of cost) |
|----------------|-------------|------|-------|-------------|-----------------------------------|
|                |             |      |       |             |                                   |
|                |             |      |       |             |                                   |
| <b>Totals:</b> |             |      |       | \$          | \$                                |

**Digital / Social Media**

| Website Name and Address<br>Ex: The Advocate / www.theadvocate.com | Target Audience / Reach | Dates | Actual Cost | Match Amount (50% or 66% of cost) |
|--------------------------------------------------------------------|-------------------------|-------|-------------|-----------------------------------|
|                                                                    |                         |       |             |                                   |
|                                                                    |                         |       |             |                                   |
| <b>Totals:</b>                                                     |                         |       |             | \$                                |

Grantee's grand total spent on Qualifying Marketing Expenses \$

Requested amount to be reimbursed (50% or 66% for First-Time Events) of Qualifying Marketing Expenses, not to exceed \$

(LOT Staff Only) LOT Approved Reimbursement Amount \$

**Section III: Documentation to Support the Reimbursement Requests (Proof of Media Purchases)**

Note: All media must adhere to the *DCRT Style Guide for Logo Use* and be a Qualifying Marketing Expense as listed in the LOT Competitive Grant Program 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 media was placed. Documentation may include the following, as applicable:
  - 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 the goals and objectives 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, entry fees, if applicable, and other income.

## GRANT APPLICANT CHECKLIST

*Please attach checklist to front of application. Refer to page 6.*

***Applicant must submit one (1) copy of each:***

- ☐ Completed Application Form
- ☐ Tourism Event Plan (Attachment A)
- ☐ Tourism Event Media Plan (Attachment B)
- ☐ Comprehensive Tourism Event Budget (Attachment C)

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

- ☐ Completed and signed W-9 tax form
- ☐ Letter of Good Standing with the Louisiana Secretary of State
- ☐ Signed Board Resolution of Authority (Attachment D)