



ST. LANDRY PARISH TOURISM GRANT PROGRAM Notice of Funding Availability & Guidelines

Funding Opportunity: SLP Event Marketing Assistance Grant

Awarding Agency: St. Landry Parish Tourist Commission

Workshop Dates: Please refer to the Grant Timeline

Draft Deadline: Please refer to the Grant Timeline

Application Deadline: Please refer to the Grant Timeline

Presentation Date: Please refer to the Grant Timeline

After you've read the guidelines provided in the document you may download the application at CajunTravel.com. Hover your mouse over "About Us" and click on the "Grant Program" tab. Please scroll to the bottom of the page to find the grant application and download instructions.

I. INTRODUCTION

The St. Landry Parish Tourist Commission is a legislatively created political subdivision of the state, whose main charge is to promote tourism within St. Landry Parish (Arnaudville, Cankton, Eunice, Grand Coteau, Krotz Springs, Lebeau, Melville, Opelousas, Palmetto, Port Barre, Sunset, Washington). (LA RS 33:4574)

The mission of the St. Landry Parish Tourist Commission is to promote and position St. Landry Parish, Louisiana as a leading rural heritage tourism destination in the state, region, and south through marketing and promotion. These efforts are designed to maintain and improve the area's image as a great place to visit, to attract both domestic and international travelers, generate additional room nights, and increase tourist spending in St. Landry Parish, Louisiana.

II. ABOUT THE PROGRAM

Thank you for your interest in the St. Landry Parish Tourism Grant Program. The Program has two funding opportunities. Applicants may apply for **one** of the following each grant calendar: The *Project Assistance Grant* or the *Event Marketing Assistance Grant*. Both funding opportunities provide marketing and promotional assistance for tourism projects in St. Landry Parish. This Notice of Funding Availability (NOFA) is pertaining to the *Event Marketing Assistance Grant*. If you would like more information about the Project Assistance Grant, you can contact us at info@cajuntravel.com.

A. Purpose

In an effort to assist in the development of tourism within St. Landry Parish, The SLP Tourism Grant Program was established. The Program, managed by the St. Landry Parish Tourist Commission (SLPTC), is designed to provide financial assistance for the marketing of tourism-related projects or events throughout St. Landry Parish. The goal of this program is to encourage tourists to experience rural Louisiana customs, traditions, and culture in St. Landry Parish. Therefore, projects must seek to promote and preserve the art, cuisine, culture, heritage, history, language, outdoor recreation, and regional music of St. Landry Parish while generating room nights and economic return for local and parish governments.

The program also aims to educate tourism industry partners on the basics of marketing and grant writing. The Commission seeks to provide a program for those who are new to grant writing in the hopes that this experience will prepare them for state and federal funding opportunities.

III. ELIGIBILITY

A. Eligible Entities

- Not-For-Profit Organizations under section 501 of the Internal Revenue Code
- St. Landry Parish Municipalities
- For-Profit Organizations where revenue is consistent with the mission of SLPTC
- **Project must be an event or festival in SLP. Other projects may apply for the *Project Assistance Grant***

B. Projects Eligible for Funding

- Event Brochures/Rack Cards
- Distribution of Promotional Items
- Website Development & Design*
- Traditional Advertising outside of a 50-mile radius (Newspaper, radio, television)
- Digital Advertising
- Social Media Advertising
- Social Media Management (*must apply early*)*
- Event Photography*
- Event Videography*

**If the applicant is requesting funding for these items, Section F – Provider of Service, must be completed.*

C. Projects Not Eligible for Funding

- Event Posters
- Event Programs
- Event Signage
- Any expense that is not for marketing, advertising, or promotions

A. Priorities

- **Merit** – Does the project fulfill the stated purpose of the Grant Program? Does this event attract tourists from outside of a 50-mile radius? Is this event tourism-related and open to the public?
- **Planning & Design** – Does the project involve the community? Are there adequate resources? Is there innovative programming? Is there a realistic timeframe for this project?
- **Economic Impact** – Is the amount requested justified by measurable outcomes such as past attendance or room night generation? Is this an annual event with a target audience? Is revenue generated by this event?
- **Marketing** – Was there a return on investment for past marketing efforts? Are there marketing goals with measurable objectives? As this program is meant to assist organizations, does the total marketing budget exceed the amount requested?

B. Criteria – The following criteria will be used to evaluate the project. You can use this check list when filling your application. Feel free to use the check boxes for your own use.

- Does the application address the specific stated goals of the Grant Program and the mission of the St. Landry Parish Tourist Commission?
- Does the intended use of revenue generated by this event match the mission of the St. Landry Parish Tourist Commission and the purpose of the Grant Program?
- Does the purpose and vision of the project encourage tourism in St. Landry Parish?
- Is this a unique event? Can you find this event anywhere else in the state of Louisiana?
- Does the project provide economic return for local and parish governments?
- Does the project generate room nights in St. Landry Parish accommodations?
- Does the application provide a plan to accurately track attendance, room night generation, and return on investment regarding marketing efforts?
- Were measurable event and marketing goals identified?
- Does the total marketing budget exceed the amount requested?
- Will project volunteers and the community be adequately engaged to assure the long-term sustainability of this event?
- This event’s attendance has increased in the last year, and the venue has the capacity to continue to grow.

VI. APPLICATION & SUBMISSION INFORMATION

Before you begin the application process, please read carefully the information provided in this document.

The application must be typed and completed in full, otherwise, the application will be denied. Returned applications may be resubmitted with appropriate corrections within *three working days*, from the day of receipt.

- All grant recipients must comply with the guidelines, and fulfill requirements such as completing the *Grant Event Surveys, Event Leads Report* and *Event Final Report (revised 7/2017)*.
- Applications must be received by SLPTC by the published deadline and then presented to the seven-member Tourist Commission at its next scheduled meeting. Proposals must be completed with all *data, financials, and supplemental materials*.
- Please make sure that you are submitting the most recent application, “Revised 7/2017”. Any other applications will not be accepted.
- Applicants have an opportunity to receive feedback and suggestions before submitting their application. Please refer to the *Event Grant Timeline for Draft Deadlines*.
- All applicants with intent to submit the *Event Marketing Assistance Grant* must attend at least one *SLPTC Grant Workshop* before submitting the application. (*This stipulation goes into effect for 2018 event applicants.*) Refer to the *Event Grant Timeline* for a list of workshop dates.

VIII. GRANT RECIPIENTS: REQUIREMENTS

A. Required Documents: Should you be awarded for your event you must provide the following:

- **Event Information** - i.e. a schedule of events, music lineup, examples of event vendors, and activities. This should be provided *60 days prior to the event*.
- **Event/Festival logo**
- **Press Release** – If you do not have experience writing a press release, please contact the Marketing Director. The event release should be provided *90 days prior to the event*.
- **Images** – At least, five images must be sent either through cloud-based file transfer services such as (Google Photos, Dropbox, or WeTransfer), as an email attachment, or USB Flash Drive. Only submit high-quality images that can be used in print (at least 300 DPI).
- **Grant Event Surveys** – *due 30 days after the project date*
- **Event Leads Report** – *due 30 days after the project date*
- **Event Final Report** – *due 30 days after the project date*

B. Other Grant Requirements

- Arrangements must be made to hang the SLPTC sponsorship banner at the event and to return it promptly after the event.
- SLPTC will work with the organization to execute the marketing plan. All marketing expenses must be pre-approved, and SLPTC must be included within the credits for its assistance with the project. Appropriate documentation will be provided and reviewed, as the Commission must proof final drafts of the project materials prior to printing and/or airing, in order for SLPTC to issue funds. The Commission will issue the awarded grant money upon receipt of itemized invoices, directly to the service provider (printer, newspaper, radio, etc.)
- Printing must be contracted within St. Landry Parish unless the printing service is not available in the Parish.

C. Performance Measurement

Projects will undergo an evaluation, which will reflect on future funding for the event. Below is a list of criteria used to evaluate project performance.

- Did the grant awardee pre-approve all marketing expenses with SLPTC?
- Did the grant awardee submit the *Grant Final Report*, *Event Surveys*, and *Event Leads Report*, and were those documents returned on time?
- Were the number surveys completed relative to the event's attendance?
- Were the required documents listed in these guidelines provided, and were they submitted on time? (See Section VIII A)
- Did the grant awardee meet marketing deadlines?
- Was the grant awardee was easy to get in touch with and available for conference calls, meetings, or interviews?
- Did the information provided in the *Grant Final Report* reflect that the grant recipient followed through with tracking efforts and marketing and event goals?

IX. REWARDS PROGRAM

We know that grant writing can be a very daunting task, as is reporting and tracking your marketing efforts. Therefore, we wish to recognize your effort and dedication in promoting travel and tourism within St. Landry Parish. Grant recipients who are compliant, meet deadlines and go above and beyond the requirements of the Event Marketing Assistance Grant Program may be eligible for the following **rewards**:

- Additional Funding
- Additional Advertising
- Additional Facebook ads
- Facebook Ad Extension

- Professional Graphics
- Professional Photography

Additional **In-kind benefits** for grant recipients:

- Social media banner (1)
- Social media posts
- Facebook Ad (1 minimum)
- Web button on CajunTravel.com (1)
- Listing on CajunTravel.com (1)
- Listing on LouisianaTravel.com
- Listing on LafayetteTravel.com
- Listing in SLPTC Quarterly Calendar (Print)
- Button on monthly E-Newsletter (1)
- Additional print + digital advertising
- Display of print materials in Visitor Center

X. CLOSING & CONTACT INFORMATION

Thank you for your interest in the St. Landry Parish Tourism Grant Program. Please do not be discouraged as you are reading these guidelines or completing the application. This is meant to be an educational process, and we are here to assist you. Should you have any questions about your application or the Grant Program, please don't hesitate to call our office.

Thank you,

St. Landry Parish Tourist Commission Staff

St. Landry Parish Tourist Commission

CajunTravel.com | info@cajuntravel.com

I-49, Exit 23 | 978 Kennerson Rd., Opelousas, LA

337-948-8004

(revised 7/2017)