



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

**Funding Opportunity:** SLP Project Assistance Grant

**Awarding Agency:** St. Landry Parish Tourist Commission

**Draft Deadline:** 21 Days before the presentation date

**Application Deadline:** See Section VI.

**Presentation Date:** The next SLP Tourist Commission Meeting (Second Wednesday of every month)

**After you've read the guidelines provided in the document you may download the application at [CajunTravel.com](http://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 related events and special projects in St. Landry Parish. This Notice of Funding Availability (NOFA) is pertaining to the *Project Assistance Grant*. If you would like more information about the *Event Marketing Assistance Grant*, you can contact us at [info@cajuntravel.com](mailto: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, history, language, 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 that 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 the project is consistent with the mission of the St. Landry Parish Tourist Commission. These organizations are considered sub-applicants and need the signature of a municipal representative. **Private businesses are not eligible.**
- Projects must be promoting a museum, attraction, trail, or city/town in St. Landry Parish. **Events cannot apply for this grant.** They may apply for the *Event Marketing Assistance Grant*.

### B. Projects Eligible for Funding

- Brochures/Rack Cards
- Distribution of Promotional Items
- Website Development & Design Projects
- Traditional Advertising (Newspaper, radio, television)
- Digital Advertising
- Social Media Advertising
- Social Media Management
- Photography
- Videography
- Signage: Interstate Billboard, DOTD Logo Signs, and TODS Program Signage

### C. Projects Not Eligible for Funding

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

## IV. FUNDING PRIORITIES

### A. Priorities

- **Merit** – Does the project fulfill the stated purpose of the Grant Program? Does this entity attract tourists from outside of a 50-mile radius? Is the project tourism related? Is the entity open to the public?
- **Planning & Design** –Are there adequate resources for this project? Does the project require maintenance? Are there funds for the maintenance of this project? Is there a realistic timeframe for completing the project?
- **Economic Impact** – Is the amount requested justified by measurable outcomes such as past visitor/guests count or engagement?
- **Marketing** – Was there a return on investment for past marketing efforts? Are there additional marketing funds to further promote this project? What are the marketing goals of this entity?

**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 this entity produce revenue? If so, does the intended use of revenue match the mission of the SLP Tourist Commission and the purpose of the Grant Program?
- Does the vision and purpose of the project encourage tourism in St. Landry Parish?
- Does the entity generate room nights in St. Landry Parish accommodations?
- Does the application reflect creative approaches to tracking the success of the project and other marketing efforts?
- Were measurable marketing goals identified?
- Did the applicant submit an early draft for feedback? (*optional but recommended*)

## VI. APPLICATION & SUBMISSION INFORMATION

Before you begin the application process, please carefully read 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.

- Because the program is designed for individual projects, a custom *Project Final Report* will be issued to the applicant with an appropriate deadline.
- Applicants may apply at any time. Projects must be presented to the seven-member Tourist Commission at the 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. Drafts must be received *21 days before the presentation date*.
- Applicants are not required to attend but are encouraged to come to an SLP Grant Workshop.

## VIII. GRANT RECIPIENTS

### A. Grant Requirements

- SLPTC will work with the organization to execute the project timeline. 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.

### B. Performance Measurement

Projects will undergo an evaluation, which will reflect on future funding requests. 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 *Project Final Report* and was the document returned on time?
- Did the grant awardee meet marketing deadlines?
- Was the grant awardee easy to get in touch with and available for conference calls, meetings, or interviews?
- Did the information provided in the *Project Final Report* reflect that the grant recipient followed through with tracking the success of the project?

## 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
- Professional Graphics
- Professional Photography

## 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**

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*(revised 7/2017)*