



**MONROE-WEST MONROE CONVENTION**  
**AND VISITORS BUREAU**

**TOURISM DEVELOPMENT**  
**PROGRAM**

PROCEDURAL GUIDE AND APPLICATION  
FOR COOPERATIVE AGREEMENTS  
For Festivals, Events, and Marketing

**Applicable for: January 2016 Applications Revised:**  
**December 2016**

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This procedural guide does not provide rights to the applicant, but is provided as a general guide to the procedures and requirements of the Tourism Development Program.

Revised 12/10

## **I. MISSION STATEMENT**

The mission of the Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish is to attract conventions and tourists to the area. The CVB's Board of Directors is authorized by state law to expend funds for advertisements; promotion; publications of information; marketing of fairs and festivals; construction of museums; equestrian/livestock centers and sports facilities; additions to civic and convention centers and for other economic development purposes in Ouachita Parish.

The mission of the Tourism Development Program of the Monroe-West Monroe Convention and Visitors Bureau is intended to provide for the development, growth, and enhancement of tourism and conventions in Ouachita Parish, including but not limited to sports, festivals, and other special events including the arts & humanities.

## **II. ELIGIBLE RECIPIENTS**

Tourism Development funding will be approved by the Monroe-West Monroe Convention and Visitors Bureau Board of Directors to existing 501 (c) organizations in compliance with the procedures in this Tourism Development Program. The application must be completely filled out and have enclosed all required documentation.

## **III. GENERAL GUIDELINES**

This program provides funds for qualified applicants submitted by eligible organizations. All applications recommended for funding by the Tourism Development Committee are subject to final approval by the Monroe-West Monroe Convention and Visitors Bureau Board of Directors. All funding decisions are made with consideration of the best interest of Ouachita Parish developing Tourism Industry. If an organization receives funds from the Monroe-West Monroe Convention and Visitors Bureau for a certain program in one year, that does not in any way guarantee that a request from the same program will be funded in future years. Funding awards may differ from funding requested. All organizations can apply only one time in a calendar year for funding.

Grant recipients may use allocated funds only for such purposes stated in the proposals approved by the Monroe-West Monroe Convention and Visitors Bureau Board of Directors. Reallocation of funding for purposes other than those specified in the proposal shall require prior written approval of the Monroe-West Monroe Convention and Visitors Bureau Board of Directors.

## **IV. DEADLINE**

Organizations which are applying for funding from the Monroe-West Monroe Convention and Visitors Bureau shall submit their applications by **January 10 or July 10** of each calendar year. If the 10<sup>th</sup> falls on a Sunday, the application is due in the Convention & Visitors Bureau office on the following business day. The proposals should follow the process outlined by these procedural guidelines. Recipients will be notified within 60 days after application deadlines.

## **V. SPECIFIC GUIDELINES**

**All Applications must be submitted in a three ring binder or a report cover with the following inclusions:**

### **1) Form A –**

- a) Name and address of organization
- b) Listing of the Board of Directors of organization
- c) Officers of the Board of Directors of the organization – President and Treasurer
- d) Budget for Proposed Event – general budget information, a sample

### **2) Form B –**

- a) Hotel Information – History from past event or potential hotel rooms to be utilized
- b) Signature of the person filling out the application

### **3) Statement of Funding Purposes – Up to 3 pages**

- a) Describe the purpose, scope and significance of proposal with particular emphasis on the tourism impact (Up to 3 pages typed and double spaced)

### **4) Matching Fund Information – 1 page**

- a) Summary of how the funds will be matched and expanded ( 1 page typed and double spaced format)

### **5) Form C - Marketing Plan**

- a) Marketing Expense Plan – A breakdown of the advertisement plan
- b) How the event/project will be marketed to generate additional visitors to Ouachita Parish (Up to 2 pages typed and double spaced)

### **6) Financial Information**

- a) certification of the organization's tax-exempt status
- b) current financial statement
- c) a copy of the tax return from the previous year An operating budget from the organization for the current fiscal year- This should detail all revenues, including revenues from sponsorships and other funding sources, as well as all of the organization's expenditures.
- d) Results of an independent audit, if requested (This would be at the expense of the applicant, if requested).

**Note:** You must provide **6 copies** of your application. Identify the grant applicant and festival, event, or marketing plan on the cover. All blanks must be filled in on the application to be considered.

## **VI. PURPOSE OF FUNDING**

A Tourism Development Proposal must provide for the growth of the Tourism Industry in Ouachita Parish. Emphasis will be given to proposal requests that directly and indirectly maximize the number of visitors who come to our area, especially if overnight accommodations are needed. Proposals showing the fastest and highest return on the investment will be given the highest priority. Also proposals must improve the overall quality of life for the citizens of Ouachita Parish.

## **VII. USE OF FUNDS**

Requests of Tourism Development funding can be for any of the following areas:

1. Bidding, including promotion, to bring a convention or tourism business to the area.
2. Advertising and promotion to expand the attendance at a new or existing tourism event.
3. Co-op advertising directed to out of state visitors.
4. Special projects deemed to be of a community wide tourism interest.
5. Brochure and/or website development assistance to a festival, attraction or other non-profit tourism entity.

## **VIII. FUNDING SIZE**

There is no dollar amount restriction for the amount of funds made to one organization. Each year the amount of money to be awarded through the Monroe-West Monroe Convention and Visitors Bureau Proposal Program will be determined by the budgetary process and approved by the Monroe-West Convention and Visitors Bureau Board of Directors.

## **IX. PROCEDURES FOR APPROVAL/EVALUATION CRITERIA**

### **A. SUBMISSION OF APPLICATION TO MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU**

The application for a proposal must be submitted to the Monroe-West Monroe Convention and Visitors Bureau by **January 10 or July 10** of the year for consideration by the Tourism Development Application Committee. The fiscal year for the Monroe-West Monroe Convention and Visitors Bureau runs from January 1 to December 31.

### **B. PRELIMINARY ELIGIBILITY REVIEW**

The application will be deemed to have been made upon receipt by the Executive Director of a completed application with all required documentation and exhibits. The Executive Director shall determine if the application is complete and eligible for consideration under the status and rules of the Tourism Development Program.

**ONLY COMPLETE APPLICATIONS WILL BE CONSIDERED FOR FUNDING.**

### **C. NOTIFICATION OF DEFICIENCIES**

In the event that an incomplete application is received, and the Tourism Development Application Committee is interested in the project, the Executive Director or a designee shall notify the applying organization, specifying the deficiencies. The deficiencies shall be corrected within fifteen days of the applicant's receipt of notification, or the applying organization will be ineligible for the upcoming funding period.

#### **D. EVALUATION PROCEDURES**

The evaluation of the application shall be undertaken in accordance with the standards and requirements set forth in this Application and Procedural Guide. Applications which in the judgement of the Monroe-West Monroe Convention and Visitors Bureau Tourism Development Committee meet the purpose and requirements set forth in the Application and Procedural Guide shall be submitted to the Board of Directors for final approval.

The decision to award funding will be based on the project's contribution toward developing tourism in Ouachita Parish. Funding to local organizations will be based on:

- 1) Contribution to creating overnight stays in Ouachita Parish
- 2) Matching Funds -Organizations with **matching funds** will be given priority consideration.
- 3) The ability to meet the goals described in the marketing plan
- 4) Potential for growth of the Tourism Industry

Funding will be recommended only after the Monroe-West Monroe Convention and Visitors Bureau Board of Directors has determined that the applicable standards as set forth by in this application have been met.

#### **X. APPROVAL and FUNDING PROCEDURES**

If the Monroe-West Monroe Convention and Visitors Bureau Board of Directors approve an application for Tourism Development funding, it shall issue an award letter from the Executive Director to the applying organization stating:

- 1) The name of the organization receiving funding
- 2) The amount of funding
- 3) Obligation statement for the receiving organization.
- 4) Any requirements of usage of the funding specified by the Board of Directors.

All funding requires a 2/3 approval by the Tourism Development Committee before submitting to the entire Board of Directors and a simple majority approval of the entire board members present before funds can be allocated.

If the Tourism Development Application is approved for any funding, the organization agrees to the following by accepting the grant:

- 1) All verbal and visual marketing materials must include “visit [Monroe-westmonroe.org](http://Monroe-westmonroe.org)”.
- 2) CVB logo must be used on any marketing materials, such as fliers, banners, invitations, websites, convention promotions, e-mail, t-shirts, and media advertisements and announcements. The organization will provide a follow-up report within 60 days after the completion of the event or project.

Once funding is approved, you must return the signed award letter and grant agreement to the Convention and Visitors Bureau.

- 1) 75% of the approved amount will be issued to the organization 60 days prior to the event

Grant recipients may use allocated funds only for such purposes stated in the proposals and as approved by the Monroe-West Monroe Convention and Visitors Bureau Board of Directors. Reallocation of funding for purposes other than those specified in the proposal shall require prior written approval of the Monroe-West Monroe Convention and Visitors Bureau Board of Directors.

#### **XI. REVIEW AND FOLLOW-UP**

In an effort to see that proposals are completed in a timely fashion, each recipient will submit for the Tourism Development Committee a brief follow-up report once the project is complete. The follow-up report should include:

- 1) Letter requesting final 25% of approved funding
  - a) Form D – Final budget –compare proposed to actual budget
  - b) Final participant numbers
  - c) Final overnight stay numbers
- 2) Overall summary of the event/project
- 3) Form E- Final Marketing Expenditures and copies of advertisements, invoices, and payment.
- 4) Photos of event or festival and CVB recognition

The follow-up report and Form D should be submitted to the Convention and Visitors Bureau within 60 days of completion of the project or event. The remaining funds will be released upon approval of the Board of Directors. If the organization does not request the remaining funds within one year of the award date, the organization forfeits the amount and it will be reincorporated into the Tourism Development Fund.



## Tourism Development Program Application Form A

Date Applying: **January** \_\_\_\_\_ **July** \_\_\_\_\_

### Applicant Organization Information:

**Organization:**

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Main Contact:** \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**CEO/President:** \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Attach a List of the Current Board of Directors**

### Event, Festival and Marketing Information:

Name of Event, Festival, or Marketing Plan:

Date(s) of Event or Festival: \_\_\_\_\_

Date(s) of Marketing: \_\_\_\_\_

### Use of Funds:

- Bidding, including promotion, to bring a convention or tourism business to the area.
- Advertising and promotion to expand the attendance at a new or existing event.
- Co-operative advertising directed to out-of-state visitors.
- Special project deemed to be of a community-wide tourism interest.
- Brochure and/or website development assistance to a festival, attraction, or other non-profit tourism entity.

# Tourism Development Program Application

## Form A

### General Budget Information:

**Requesting from CVB \$** \_\_\_\_\_

### Budget Information

#### Revenue:

Amount Requested from CVB

Other Sponsorships: \_\_\_\_\_

Ticket Sales/Registration(s): \_\_\_\_\_

Vendors: \_\_\_\_\_

In-Kind Donations: \_\_\_\_\_

Other Income: \_\_\_\_\_

**Total Income:** \_\_\_\_\_

#### Expenses:

Facility Rentals: \_\_\_\_\_

Entertainment/Speakers: \_\_\_\_\_

Printing: \_\_\_\_\_

Security: \_\_\_\_\_

Hospitality (Food & Beverage): \_\_\_\_\_

Marketing/Promotion: \_\_\_\_\_

% outside area: \_\_\_\_\_

Administrative: \_\_\_\_\_

Other Expenses: \_\_\_\_\_

**Total Expenses:** \_\_\_\_\_

**Net Profit:** \_\_\_\_\_

*If making a profit, address the use of the profit in the narrative Statement of Funding.*

For CVB use Only: Amount Granted: \$ \_\_\_\_\_

60 days prior to event: \_\_\_\_\_ Mailed: \_\_\_\_\_

60 days after event: \_\_\_\_\_ Mailed: \_\_\_\_\_



## Tourism Development Program Application Form B

### Hotel Information:

Hotels to be Utilized (Check those applicable and include **# of rooms**):

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Amercia's Best Value Inn _____</li> <li><input type="checkbox"/> Best Western Airport Inn _____</li> <li><input type="checkbox"/> Clarion Inn &amp; Suites _____</li> <li><input type="checkbox"/> Comfort Suites _____</li> <li><input type="checkbox"/> Courtyard by Marriott _____</li> <li><input type="checkbox"/> Days Inn _____</li> <li><input type="checkbox"/> Hamilton House B &amp; B _____</li> <li><input type="checkbox"/> Hampton Inn – Monroe _____</li> <li><input type="checkbox"/> Hampton Inn – West Monroe _____</li> <li><input type="checkbox"/> Hilton Garden Inn _____</li> <li><input type="checkbox"/> Holiday Inn Express _____</li> <li><input type="checkbox"/> Comfort Inn _____</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> LaQuinta Inns _____</li> <li><input type="checkbox"/> Motel 6 – Monroe _____</li> <li><input type="checkbox"/> Motel 6 – West Monroe _____</li> <li><input type="checkbox"/> Quality Inn &amp; Suites _____</li> <li><input type="checkbox"/> Red Roof Inn _____</li> <li><input type="checkbox"/> Residence Inn _____</li> <li><input type="checkbox"/> Stratford House Inn _____</li> <li><input type="checkbox"/> Super 8 Motel – Monroe _____</li> <li><input type="checkbox"/> Super 8 Motel – West Monroe _____</li> <li><input type="checkbox"/> Town Place Suites _____</li> <li><input type="checkbox"/> Wingate by Wyndham _____</li> <li><input type="checkbox"/> Other Hotels _____</li> </ul> |
|---|--|

**Total # of Room Nights to be Utilized:** \_\_\_\_\_ **(for entire event)**

**Number of Participants in Event:** \_\_\_\_\_

**Number of Anticipated Visitors:** \_\_\_\_\_

- Above information is from the history of the event
- Above information is projected number of room nights to be generated

### Signature:

Signature of person filling out the application:

Title of person filling out the application: \_\_\_\_\_ Date of application:



# Tourism Development Program Application Form C Marketing Plan Information

**Marketing Expense Plan:**

**Print Placement (Magazine, Newspaper)**

Publication Name	Market(s)	Ad Size	Issue Date	Circulation #	Actual Cost	% request of CVB

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Marketing Area (DMA)	Spot Length/ Frequency	Broadcast Dates	Actual Cost	% request of CVB

**Outdoor Placement (Billboards)**

Location & Right or Left Reader	City, State	Size	Dates	Actual Cost	% of request from CVB

Interactive Advertising/Web Banners

Media Name and Web Site Address	Target Audience	Dates	Actual Cost	% request from CVB

Marketing Promotional Video

Company Producing Video	Target Audience	Dates video will Air	Actual Cost	% request from CVB

Marketing Budget:

**Overall Marketing Budget:**

**Expenses:**

Print Publications:	_____	% outside area:
Broadcast:	_____	% outside area:
Outdoor Advertising:		% outside area:
Interactive Advertising:		% outside area:
Video:	_____	% outside area:
Other Marketing:		% outside area:

**Total Marketing Budget:**

Out of area advertising is defined as over 90 miles from Monroe-West Monroe. The station's location must be located over 90 miles from the central area.

Production cannot exceed more than 15% of total grant monies awarded.



# Tourism Development Program Application Form D

General Budget Information:

**Total Awarded from CVB \$**

	<b>Budget</b>	<b>Actual</b>
<b>Revenue:</b>		
Amount Requested from CVB		
Other Sponsorships:	_____	_____
Ticket Sales/Registration(s):	_____	_____
Vendors:	_____	_____
In-Kind Donations:	_____	_____
Other Income:	_____	_____
<b>Total Income:</b>	_____	_____
<b>Expenses:</b>		
Facility Rentals:	_____	_____
Entertainment/Speakers:	_____	_____
Printing: Security:	_____	_____
Hospitality (Food & Beverage):	_____	_____
Marketing/Promotion:	_____	_____
Administrative:	_____	_____
Other Expenses:	_____	_____
<b>Total Expenses:</b>	_____	_____
<b>Net Profit:</b>	_____	_____

# Tourism Development Program Application Form D



Hotels Utilized (Check those applicable and include **# of rooms per night using peak room night**):

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Amercia's Best Value Inn _____</li> <li><input type="checkbox"/> Best Western Airport Inn _____</li> <li><input type="checkbox"/> Clarion Inn &amp; Suites _____</li> <li><input type="checkbox"/> Comfort Suites _____</li> <li><input type="checkbox"/> Courtyard by Marriott _____</li> <li><input type="checkbox"/> Days Inn _____</li> <li><input type="checkbox"/> Hamilton House B &amp; B _____</li> <li><input type="checkbox"/> Hampton Inn – Monroe _____</li> <li><input type="checkbox"/> Hampton Inn – West Monroe _____</li> <li><input type="checkbox"/> Hilton Garden Inn _____</li> <li><input type="checkbox"/> Holiday Inn Express _____</li> <li><input type="checkbox"/> <small>COMFORT INN</small> _____</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <small>LaQuinta INN</small> _____</li> <li><input type="checkbox"/> Motel 6 – Monroe _____</li> <li><input type="checkbox"/> Motel 6 – West Monroe _____</li> <li><input type="checkbox"/> Quality Inn &amp; Suites _____</li> <li><input type="checkbox"/> Red Roof Inn _____</li> <li><input type="checkbox"/> Residence Inn _____</li> <li><input type="checkbox"/> Stratford House Inn _____</li> <li><input type="checkbox"/> Super 8 Motel – Monroe _____</li> <li><input type="checkbox"/> Super 8 Motel – West Monroe _____</li> <li><input type="checkbox"/> Town Place Suites _____</li> <li><input type="checkbox"/> Wingate by Wyndham _____</li> <li><input type="checkbox"/> Other Hotels _____</li> </ul> |
|--|--|

**Total # of Room Nights Utilized:** \_\_\_\_\_ (for entire event)

**Number of Participants in Event:** \_\_\_\_\_

**Number of Out of Town Visitors:** \_\_\_\_\_

Above information is validated by:



Signature: \_\_\_\_\_

Signature of person :

Title : \_\_\_\_\_ Date of application:



# Tourism Development Program Application Form E Marketing Expenditures

Marketing Expense Plan:

**Print Placement (Magazine, Newspaper)**

Publication Name	Market(s)	Ad Size	Issue Date	Circulation #	Actual Cost	% request of CVB

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Marketing Area (DMA)	Spot Length/ Frequency	Broadcast Dates	Actual Cost	% request of CVB

**Outdoor Placement (Billboards)**

Location & Right or Left Reader	City, State	Size	Dates	Actual Cost	% of request from CVB

Interactive Advertising/Web Banners

Media Name and Web Site Address	Target Audience	Dates	Actual Cost	% request from CVB

Marketing Promotional Video

Company Producing Video	Target Audience	Dates video will Air	Actual Cost	% request from CVB

Marketing Budget:

**Overall Marketing Budget:**

**Expenses:**

Print Publications:	_____	% outside area:
Broadcast:	_____	% outside area:
Outdoor Advertising:		% outside area:
Interactive Advertising:		% outside area:
Viden:	_____	% outside area:
Other Marketing:		% outside area:

**Total Marketing Budget:**

In addition to this form, attach copies of out of area advertisements, invoices and payments.

Out of area advertising is defined as over 90 miles from Monroe-West Monroe. The station's location must be located over 90 miles from the central area.