



## **TOURISM DEVELOPMENT PROGRAM For Festivals, Events, and Marketing**

PROCEDURAL GUIDE AND APPLICATION FOR COOPERATIVE AGREEMENTS

*Applicable for: January & July  
2019 Applications Revised: 2019*

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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 3/19

## **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. Applicants and/or the event they are hosting must be located within Ouachita Parish. 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 developing the Tourism Industry in Ouachita Parish. 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 receive a grant 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 by 5:00 pm** of each calendar year. If the 10th 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 45 days after application deadlines.

## V. SPECIFIC GUIDELINES

All Applicants must submit 6 (six) copies 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

### 2) Form B –

- a) Budget for Proposed Event – general budget information, a sample

### 3) Form C—

- a) Attendance Information/Estimate- history from past event attendance
- b) Potential hotel rooms to be utilized
- c) Signature of the person filling out the application

### 4) 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)

### 5) Matching Fund Information – 1 page

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

### 6) Marketing Plan and Form D

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

### 7) 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
- d) 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.
- e) 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 page. 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.

**\*\*Outdoor Advertising/Billboards may only be requested for events. Attractions must apply for billboards through the Billboard Grant Program.**

## **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 during regular office hours by **January 10 or July 10 by 5:00 pm** 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 President/CEO of a completed application with all required documentation and exhibits. The President/CEO 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 President/CEO 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 mission, 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

#### **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 President/CEO 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".
- 2) CVB logo must be used on any marketing materials, such as fliers, brochures, banners, invitations, websites, convention promotions, e-mail, t-shirts, and media advertisements and announcements.
- 3) 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 **within 30 days**.

- 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. FINAL REPORT AND REVIEW**

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 final report should include:

- 1) Letter requesting final 25% of approved funding
- 2) Overall summary of the event/project/attendance/participation
- 3) Form E – Final budget –compare proposed to actual budget
- 4) Form F- Final attendance/participant numbers and final overnight stay numbers
- 5) Form G- Final Marketing Expenditures and copies of advertisements, invoices, and payment.
- 6) Photos of event or festival
- 7) Copies of CVB recognition materials and/or photos

For final payment of the grant, a final report will need to be submitted to the Tourism Development Grant Committee. The report should be submitted 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.



MARKETING, EVENT, AND FESTIVAL GRANT APPLICATION

FORM A

**Organization Information**

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

Name of Event, Festival, or Attraction: \_\_\_\_\_

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

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

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

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

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

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

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

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

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

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

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

**Use of Funds (choose at least one):**

- \_\_\_ 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.

For CVB Use Only: Amount requested: \$ \_\_\_\_\_  
 Amount Granted: \$ \_\_\_\_\_ Designations: \_\_\_\_\_  
 Award letter mailed – Date: \_\_\_\_\_  
 \_\_\_ Signed letter received – Date: \_\_\_\_\_  
 \_\_\_ 60 days prior to event \_\_\_\_\_  
 \_\_\_ within 30 days after event \_\_\_\_\_  
 \_\_\_ Reminder sent \_\_\_\_\_  
 \_\_\_ Date Paid: \_\_\_\_\_



**MARKETING, EVENT, AND FESTIVAL GRANT APPLICATION  
FORM B**

**GENERAL BUDGET INFORMATION:**

Budget Information (This is a sample format. You can include additional line items appropriate for your event, festival, or marketing campaign)

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

Revenue:

Sponsorships                                \$ \_\_\_\_\_

Ticket Sales/Registrations                \$ \_\_\_\_\_

Vendor Registrations                      \$ \_\_\_\_\_

In-Kind Donations                         \$ \_\_\_\_\_

Other Income *Designated to project*    \$ \_\_\_\_\_

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

Expenses:

Facility Rentals                              \$ \_\_\_\_\_

Entertainment/ Speakers                 \$ \_\_\_\_\_

Printing                                        \$ \_\_\_\_\_

Security                                        \$ \_\_\_\_\_

Hospitality                                  \$ \_\_\_\_\_

Marketing/Advertising                     \$ \_\_\_\_\_

Promotional Products                      \$ \_\_\_\_\_

Administrative                                \$ \_\_\_\_\_

Other Expenses                              \$ \_\_\_\_\_

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

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

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

**MARKETING, EVENT, AND FESTIVAL GRANT APPLICATION  
FORM C**

**Current Attendance/Participant Numbers for the last 3 years:**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

\*For sporting events, list the number of participants. For attractions, list attendance during the event.

**If this is a first time event, list the expected number of attendance or participants:**

\_\_\_\_\_

**How did you get these numbers?:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Number of hotel rooms utilized for the event:** \_\_\_\_\_

**Names of hotels to be used:** \_\_\_\_\_

\_\_\_\_\_

**Signature of person filling out application:**

\_\_\_\_\_

**Printed Name & Title:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **Contact Email:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**MARKETING, EVENT, AND FESTIVAL GRANT APPLICATION  
FORM D: Marketing Expense Plan**

**Print Placement (Magazine, Newspaper)**

Publication Name	Markets	Ad Size	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) – ONLY APPLICABLE FOR EVENTS**

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

**Interactive Advertising/Web Banners**

Media Name and Web Site Address	Target Audience	Dates	Actual Cost	% Request of CVB

## FORM D: Marketing Expense Plan *(cont.)*

### Marketing Promotional Video

Company Producing Video	Target Audience	Dates video will air	Actual Cost	% Request of CVB

### Overall Marketing Budget

**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:**                 \$ \_\_\_\_\_                 % outside area: \_\_\_\_\_

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 Monroe-West Monroe.

Advertising with these local media outlets will not be paid by the CVB grants: KNOE, KTVE, The News Star, Ouachita Citizen, and Bayou Life Magazine.

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