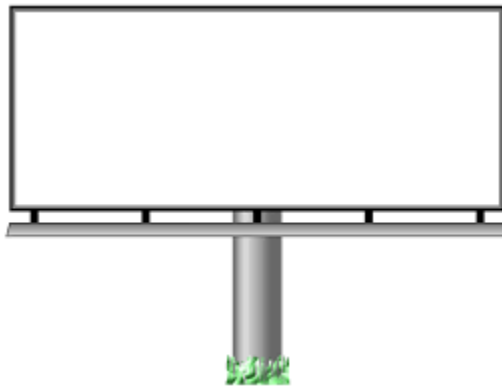




**Monroe-West Monroe Convention & Visitors Bureau
Tourism Development Grant
For
Billboard Marketing**



**Marketing during Calendar Year
Of
2020**

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 Monroe-West Monroe Convention and Visitors Bureau will offer a grant program to support the mission in marketing the area by assisting with billboard advertisement costs and production where applicable for attractions, events, and festivals along Interstate 20 and Highway 165. Funding through this grant is intended to increase travel and tourism to the area by promoting spending and overnight stays, while increasing awareness and visibility along our corridors.

All billboards design of artwork will have final approval by the Convention and Visitors Bureau Communications Department. Design assistance can be provided by the billboard company. All grants awarded **will require data collection and information for the success of the marketing efforts.**

Please fill out the enclosed application forms along with a written overall marketing goal of the applying organization.

Submitting a grant application will not guarantee grant approval.

Eligibility and Grant Requirements

1. All applicants must be a non-profit organization and provide proof of this status.
2. All applicants must submit a written (no more than three pages) marketing plan and goals for the attraction, event, or festival.
3. The applicant attraction, event, or festival must be located in Ouachita Parish.
4. The applicant must commit to provide a recap of attendance, demographics of attendees to include where from, if hotels were utilized, and how long of stay in area by November 1, 2020.
5. All billboards are limited to 7 words in the locations for the applicable grants, so no sponsor listings, etc. will be included in the billboard.
6. All artwork must be submitted by deadlines given by the Bureau.
7. The Convention and Visitors Bureau will have final approval of all billboards.
8. Grant awards can be used to support first time events marketing efforts, and/or sustain ongoing marketing efforts.
9. Failure to comply with these guidelines may result in the denial of future grant requests.

Non- fundable Grants

1. Local advertising and billboard within the city limits of Monroe-West Monroe as this is local marketing which should be a part of your efforts.
2. Billboards that would be marketing too many events.

Attachments Required:

1. List of Board of Directors and Contact Information
2. Marketing Plan with Goals for 2020 (No more than 3 pages)
3. Form A (filled out completely)
4. Proof of non-profit status

Provide 6 (six) copies of the Billboard Grant application to the:

Monroe-West Monroe Convention and Visitors Bureau

601 Constitution Drive

West Monroe, LA 71292

By: Monday, November 4, 2019 at 5:00 PM

All late applications will not be accepted for the 2020 Billboard grant cycle.

****If you received a Billboard Marketing Grant in 2019, you must include a preliminary final report with this application. The final report requirements can be found on the last page of this application.**



BILLBOARD GRANT APPLICATION

FORM A

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: _____

Date(s) of Event or Festival: _____

Date(s) of Billboard Marketing: _____

of Billboards requested: _____

Requested locations of Billboards:

_____ I-20 East Bound (ex. Calhoun, Ruston, Arcadia, Minden)

_____ I-20 West Bound (ex. Start, Rayville, Delhi, Tallulah)

_____ Hwy. 165 South Bound (ex. Bastrop, Mer Rouge, Arkansas)

_____ Hwy. 165 North Bound (ex. Columbia, Olla)

Do you have matching funds for this application within your marketing plan? If yes, explain your match and how much is being actually spent.



BILLBOARD GRANT APPLICATION
FORM A (Continued)

For Attractions:

Please list previous attendance annually:

2019 (to date) _____

2018 _____

2017 _____

For Events or Festivals:

Please list previous attendance:

2019 _____

2018 _____

2017 _____

If the application is for a new event, estimate your projected attendance: _____

Billboard Request Information:

Are you applying for:

_____ Single Design (it will remain the same throughout the marketing period,
one design within 2020)

_____ Multiple Design (there will be different designs within 2020)

If multiple designs, how many different designs? _____

Dates and content for each of the designs? _____

All applications are due Monday, November 4, 2019.

Final Grant Report Information

Final reports for the 2020 Billboard Grant Program will be due **November 1, 2020**.

This information will need to be collected at attractions, events, or festivals.

For a single entrance, we would want 20% of attendance responses, mainly those from outside of the area.

Questions to be asked:

1. City, State of Residence
2. Are you staying overnight in a hotel?
3. If yes, # of nights?
4. How did you hear about the event, festival, or attraction?
5. Is this your first time attending? (If this is a repeat event/festival)

If you are unable to provide reporting at the end of the billboard marketing grant period, you will need to provide an explanation in your application.

_____ Yes, we will provide reporting of data at the end of 2020, if awarded the billboard grant.

_____ No, we are unable to provide reporting. An explanation of why and any alternative options for marketing success are included in this application.

Signature of person applying: _____

Date: _____ Title: _____