



**Tourism Investment Program**  
**2021 Festivals and Events Support Grant**

**APPLICATION SUBMISSION INSTRUCTIONS**

1. Please provide complete information in response to each question. Do not skip questions. If you are unable to answer a question or if a question is not applicable to your project, please briefly describe why it cannot be answered.
2. Type your answers in the fields provided. Handwritten applications will not be accepted. Please limit your answers to the space provided.
3. Attachments are required for several questions. Please name the file as instructed, and attach the files to the email along with your application. All submitted files must be digital and sent in one email, or hand delivered in one packet on a zip drive.
3. Submit your application in digital format to Cody A. Gray via email at [cgray@lacajunbayou.com](mailto:cgray@lacajunbayou.com) or in person at 4484 Hwy 1, Raceland LA 70394.
4. Applications must be received no later than Monday, April 5, 2021 at 5 p.m. CST.

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|-------------------------------------|-----------------------------|
| I. Festival or Event Summary        | VI. Destination Branding    |
| II. Organization Information        | VII. Current Tourism Impact |
| III. Festival or Event Information  | VIII. Applicant Agreement   |
| IV. Financial Information           |                             |
| V. Impact of Your Festival or Event |                             |
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**I. Festival or Event Summary Information**

Organization: \_\_\_\_\_

Tax Status: \_\_\_\_\_

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

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

Primary Contact

Name of Applicant: \_\_\_\_\_ Email: \_\_\_\_\_

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

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

**II. Organization Information**

**1. What is your Festival or Events mission?**

**2. Briefly describe the history of your Festival or Event.**

**3. Identify the key leadership of your organizations/project.**

Name: \_\_\_\_\_ Role: \_\_\_\_\_

Name: \_\_\_\_\_ Role: \_\_\_\_\_

Name: \_\_\_\_\_ Role: \_\_\_\_\_

**4. If applicable, identify the current members of your board or advisory committee**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

### **III. Festival or Event Information**

- 1. Please describe how funding would help support, enhance and/or expand your Festival or Event.**

- 2. Describe the value of your festival or event to tourism in Louisiana's Cajun Bayou (Lafourche Parish)?**

**3. Please explain how funding would be used to help promote, advertise and/or attract residents and visitors to your event and Lafourche Parish.**

**4. Does your event usually draw outside visitation to Lafourche Parish?**

**5. Has an advertising or marketing plan been completed for this festival or event?**

Yes\_\_\_ No \_\_\_

*If yes, please submit with your application and name the file: \*(Project Name) \_Marketing Plan \**

**6. Describe your target audiences.**

**7. How do you plan to reach your target audience?**

**8. How much do you plan on investing in marketing your festival or event in Lafourche Parish and outside Lafourche Parish?**

**9. How will you determine if you met your goals?**

#### IV. Financial Information

1. Amount of funding requested: \_\_\_\_\_
2. What is the total budget of your proposed festival or event? \_\_\_\_\_
3. If you receive TIP funding, will it be the first funding committed to your festival or event from the TIP program?  
Yes\_\_ No \_\_\_\_
4. Have you ever received TIP funding in the past for this festival or event? Yes\_\_\_\_ No \_\_\_\_  
If yes, what was the festival or event? \_\_\_\_\_  
If yes, please explain how this funding would be used differently than before?

5. Submit your organization's most recent statement with your application and name the file; *\*(Project Name) Financial Statement\**

#### V. Impact of Your Festival or Event

1. Describe the size of the market to be served by your festival or event

#### VI. Destination Branding

If you are awarded TIP funding, your organization will be required to work with the CVB to ensure your employees and/or volunteers deliver the Louisiana's Cajun Bayou Brand Promise to visitors, including the following marketing activities:

- Distribute Louisiana's Cajun Bayou Experience Guide at your location.
- Display a reciprocal web link to [lacjaunbayou.com](http://lacjaunbayou.com) on your website.
- Ensure your staff knows and understands the Louisiana's Cajun Bayou Destination Brand Promise.
- Attend any education workshops related to festivals and events provided by LCBT

## VII. Current Tourism Impact

If your organization contributes to tourism, please answer the following questions. If you are a new organization, please enter N/A in the fields below and proceed to the next section.

1. Do you know the current annual visitation at your festival or event?

2. If yes to question 1., do you have an estimate on how many of your annual visitors are from outside Lafourche Parish?

3. Do you have an estimate of what percentage of your attendees are overnighting in Louisiana's Cajun Bayou/Lafourche Parish?

## VIII. APPLICANT AGREEMENT

Please enter your initials and date on each of the following statements, acknowledging that you understand and agree to them. Applications cannot be submitted unless these fields are completed.

### DISCLOSURE FOR PUBLIC RECORD

As a quasi-governmental agency, the Louisiana's Cajun Bayou Tourism is subject to Article XII, Section 3, Louisiana Constitution. *Therefore, any and all aspects of this application must be made available by the LCBT to any party, public or private, upon request without exception.* If you are concerned that the distribution of any of your application materials may do irreparable damage to you, your organization, or associated parties, the LBCT highly recommends that you seek alternative funding in lieu of TIP funds.

Initials: \_\_\_\_\_

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

### **PROJECT REPORTING**

I hereby acknowledge that if I am awarded TIP funding, I will be required to submit a final report within 45 days of the completion of my festival or event. The final report will include overall summary of the festival or event, its status, how funding was used, benefits from funding provided and copies of all marketing materials recognizing support from LCBT (proof of performance, etc.). I understand that the TIP committee or Louisiana's Cajun Bayou Board of Directors reserves the right to ask for additional support material before issuing final payment.

### **TIP MARKETING**

I hereby acknowledge that certain information from my application, such as the festival or event description, timeline, and leadership, may be used by the LCBT at its sole discretion for the promotion and marketing of the TIP and the area as a tourism destination.

Initials: \_\_\_\_\_

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

### **TERMS OF AGREEMENT**

I hereby acknowledge that I have reviewed and understand the terms and conditions of the program guide and of the agreement.

Initials: \_\_\_\_\_

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

### **COMPLETED APPLICATION**

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

Initials: \_\_\_\_\_

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

Name: \_\_\_\_\_

Signature (electronic): \_\_\_\_\_

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

**Please note: By typing your name in the signature field below, you are signing this application electronically.**