



Tourism Investment Program

2021 Festival & Event Support Program Guide

LCBT Mission:

To position Louisiana's Cajun Bayou as a regionally, nationally, and internationally recognized year-round tourist destination by developing quality marketing programs and events to attract visitors and stimulate economic development and growth.

Louisiana’s Cajun Bayou Tourism
2021 Festival & Event Support Program Guide

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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 Investment Program.

1.0 Introduction

Louisiana's Cajun Bayou Tourism (LCBT) is pleased that you are interested in applying for funding from the Tourism Investment Program (TIP) -2021 Festival & Event Support Grant. We are excited to work with you and play a role in the development of festivals and events that have the potential to significantly impact the tourism industry, as well as benefit the entire community. The Tourism Investment Program-2021 Festival & Event Support Grant was created for the purposes of assisting Lafourche Parish festivals and events recover from the hardships faced from the COVID-19 pandemic while expanding tourism opportunities and economic impact in Lafourche Parish. The specific criteria by which TIP funding decisions are made are outlined in this program guide. Please carefully review the requirements and criteria for evaluation.

If you have any specific questions about the application process, contact Cody A. Gray, President & CEO, by phone at 985-537-5800 or by email at cgray@lacajunbayou.com.

Thank you for your interest in the Tourism Investment Program- 2021 Festival & Event Support Grant.

1.1 Mission Statement

Louisiana's Cajun Bayou Tourism's mission is to position Lafourche Parish as a regionally, nationally and internationally recognized year-round destination by developing quality marketing programs and promoting events that attract visitors and stimulate economic development and growth.

The 2021 Festival & Event Support Grant through TIP seeks to aid in the development, growth, and enhancement of festivals and events in Lafourche Parish.

1.2 Eligibility & Other Requirements

- The Tourism Investment Program-2021 Festival & Event Support Grant is available to Lafourche Parish applicants only.
- The festival or event must take place in Lafourche Parish during calendar year 2021
- Must directly support tourism, economic impact and growth in Lafourche Parish.
- Grant support funds must be used for promotional and advertising needs targeting Lafourche Parish residents and those living outside Lafourche Parish
- All festivals and events receiving grant support must display the designated LCBT logo that will be provided by LCBT on, but not limited to, signage, materials and advertisements as appropriate.
- Distribute Louisiana's Cajun Bayou Experience Guide or other area information
- Display a reciprocal web link to lacajunbayou.com
- Attend any educational workshops related to Festivals and Events

- Ensure your staff knows and understands the Louisiana’s Cajun Bayou Brand Promise
- An application must be completely filled out and must be in compliance with the procedures of the Tourism Investment Program.
- All required documentation must be submitted with the application.
- This is a competitive grant process as funds are limited. Special consideration will be given to those festivals and events that are multi day and/or have a long-standing history of taking place annually in Lafourche Parish.
- Emphasis will be given to festivals and events that positively represent and serve both the residents of Lafourche Parish and the visitors that travel to Lafourche Parish.
- While organizations may hold multiple and separate festivals or events during the course of calendar year 2021, the 2021 Festival and Event Support Grant will only provide support for one activity per organization during the 2021 calendar year. The Board of Directors of Louisiana’s Cajun Bayou Tourism is the governing body that will approve an application.

Allowable Expenses:

Any Advertising, marketing or promotions for your festival or event including, but not limited to the following.

- Event Brochure/Rack Cards *(must include LCBT logo)*
- Distribution of Promotional Items
- Creative Advertising Production (Print, Digital, Out of Home, Video, Social and Radio)
- Printing Costs for Printed Promotional Materials
- Signage *(must include LCBT logo)*
- Print Advertising *(must include LCBT logo)*
- Radio Advertising *(must include LCBT mention)*
- Television Advertising *(must include LCBT logo)*
- Digital Advertising *(must include LCBT logo)*
- Billboards *(must include LCBT logo)*
- Social Media Advertising
- Social Media Management
- Website Development or Design *(must include link to lacajunbayou.com on website)*
- Search Engine Optimization
- Content development (written, video or audio)
- Fulfillment Costs
- Advertising or Promotional Consultant Services

**Advertising, marketing and promotions must target potential visitors living outside of Lafourche Parish and residents of Lafourche Parish.*

1.3 Purpose of Funding

A festival or event funded through the Tourism Investment Program- 2021 Festival & Event Support Grant must support the tourism industry, economic impact and growth in Lafourche Parish. Emphasis will be given to festivals and events that serve both the residents of Lafourche Parish and the visitors that travel to Lafourche Parish. We envision these funds allowing organizers to take their event to the next level. The primary purposes of this grant are:

- To support and preserve the cultural identity within Lafourche Parish
- To stimulate and support the return of festivals and events to Lafourche Parish due to the hardships faced from the COVID-19 Pandemic
- To help festivals and events grow and revitalize as a tourism attraction
- To attract visitation to our festivals and events in Lafourche Parish

1.4 Funding Size

Each applicant applying for funding may apply for up to a maximum amount of \$5,000.00. This is a competitive grant process. LCBT is limited in the number of awards based on available funds. Awarded amounts will be determined based upon eligibility requirements and the information included in your application. The amount of TIP funding for the 2021 Festival and Event Support Grant is determined through the budgetary process and approved by the Board of Directors of Louisiana's Cajun Bayou Tourism. The Board of Directors of Louisiana's Cajun Bayou Tourism is the governing body that will determine the awarded amount and approve an application.

1.5 Louisiana's Cajun Bayou Destination Brand Promise

Our brand is rooted in an authentic Cajun lifestyle unlike any other. This unapologetic culture is all up and down the Bayou, and is filled with outdoors experiences like fishing and swamp tours, along with regular celebrations such as food, music and festivals. The creation of a brand promise gives us direction and intent to our message. It gives us measurements for marketing development and execution, as well as allowing the brand to be singularly focused, truthful, aspirational, inspirational, and differentiating in order to meet the expectations of visitors.

As a result, Louisiana's Cajun Bayou Destination Brand Promise is: **LCBT seeks to be a destination where life is inspired, nurtured, and defined by the Bayou; so experiences are full of flavor and more personal.**

If you are awarded TIP – 2021 Festival & Event Grant funding, your organization will be required to work with LCBT to ensure your employees and/or volunteers deliver the Louisiana’s Cajun Bayou Brand Promise to visitors.

2.0 General Guidelines

This program/grant provides funds for qualified applicants who meet program/grant qualifications. All funding decisions will be made with the best interests of enhancing and developing festivals, events and tourism in Lafourche Parish. An applicant awarded funds for a festival or event in 2021 does not guarantee that a request for the same project will be funded in future years. Awards may differ from the amount of funding that is requested.

Funds that are awarded must be used for the festival or event submitted and approved by the Board of Directors of Louisiana’s Cajun Bayou Tourism. Reallocation of funding other than those specified in the application shall require prior written approval by the Board of Directors of Louisiana’s Cajun Bayou Tourism.

If you are awarded funding and your festival or event does not take place in calendar year 2021, the awarded amount must be returned to Louisiana’s Cajun Bayou Tourism within 45 days of cancelation of the event. **If your event is canceled due to circumstances outside of your control (ex: COVID-19), any unused funds must be returned and LCBT will not be responsible for final 25% payment.

Should your event be postponed to a different date in calendar year 2021 you must immediately notify Louisiana’s Cajun Bayou Tourism of the date change or of any other modifications of your application. Modifications to any awarded application are subject to review by the Louisiana’s Cajun Bayou Tourism Board of Directors for modification or approval.

If applicable, Lafourche Parish Tourist Commission must be listed as an additional insured on your festival or event insurance coverage.

2.1 Application Process

Applicants should review program guide and application process prior to submission to ensure they are capable of providing the necessary information required.

The application is a comprehensive form that requests applicants to provide information pertaining to festival or event description, financials, 2021 advertising/promotion plan and other pertinent data. The submission deadline for the application is, **Monday, April 5, 2021 at 5:00 PM CST**. Applicants will be notified on or before **April 12, 2021** regarding the amount of funding they will be awarded. Applicants may be asked to provide additional information to the Tourism Investment Committee during the application process.

Grant Guide & Application available for download	Monday, March 22, 2021
Application Due	Monday, April 5, 2021
Grantees Announced	On or before Monday, April 12, 2021

3.0 Evaluation Criteria

The evaluation of the application shall be undertaken in accordance with the standards and requirements that are specified in this Tourism Investment Program- 2021 Festivals and Events Support Grant Guide. Applications that meet the requirements set forth in the Tourism Investment Program- 2021 Festivals and Events Support Grant Guide and approved by the Tourism Investment Program Committee will be submitted to the Louisiana’s Cajun Bayou Tourism Board of Directors for final approval. Awards may differ from the amount of funding that is requested.

The decision to award funding will be based on the organizations contributions toward enhancing and developing festivals and events in Lafourche Parish. Funding to local applicants will be based on:

- **Directly supports or is anticipated to enhance the local economy through increased resident and tourist activity in Lafourche Parish**
 Emphasis will be given to festivals and events that serve both the communities in Lafourche Parish and the visitors that travel to Lafourche Parish.
- **Strength of your Advertising and Marketing Plan**
 Documentation on how you plan to use these funds for advertising and promotion of your event. Likelihood they will succeed in drawing visitation and locals to your event.
- **Size and Sustainability of the Festival or Event**
 Special consideration will be given to those festivals and events that are multi day and/or have a long-standing history of happening annually in Lafourche Parish.
- **The extent to which the festival or event would have a documented positive impact on the cultural identity and vibrancy of the destination**
 Festivals and event that can provide documentation showing the positive impact they have on the cultural identity and vibrancy of Lafourche Parish. How their event enhances their community and positively represents the destination.
- **Strength of Brand Alignment**
 Festivals and events will be evaluated on whether they are consistent with Louisiana’s Cajun Bayou destination brand and provide additional support for the brand promise.
- **Festivals and Events Already Funded**

Festivals and Events that have previously received TIP funding may apply, but the application should be for a new project scope with additional incremental room nights.

3.1 Approval and Funding Procedures

An application for funding requires 2/3 approval by the Tourism Investment Program Committee, prior to being submitted to and passed by majority vote by the Board of Directors.

Organizations awarded TIP – 2021 Festivals and Events Support Grant funds will be required to complete a Cooperative Endeavor Agreement outlining the project scope and deliverables. The Cooperative Endeavor Agreement will need to be completed prior to any funding being released. Cooperative Endeavor Agreements are to be returned to the attention of President & CEO, Cody A. Gray.

Upon returning the Cooperative Endeavor Agreement, seventy-five percent (75%) of the approved TIP – 2021 Festivals and Events Support Grant funding will be issued to applicant. The final twenty-five (25%) of the approved TIP – 2021 Festivals and Event Support Grant funding will be released at the completion of the festival or event and after final reports are submitted to the TIP committee. Reports must be submitted within 45 days of the completion of the festival or event.

3.2 Review and Follow-Up

Questions:

For assistance, please contact:
Cody A. Gray, President & CEO
Louisiana's Cajun Bayou Tourism
(985) 537-5800
cgray@lacajunbayou.com