



2020 Tourism Investment Program

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 Timothy Bush via email at tbush@lacajunbayou.com or in person at 4484 Hwy 1, Raceland LA 70394.
4. Applications must be received no later than Friday, February 14, 2020 at 5 p.m. CST.

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

I. Project 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 organization's mission?

2. Briefly describe the history of your organization.

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. Project Information

1. Please describe your project in detail. If you have any drawings, photos, or renderings, please submit with your application and include the file name for each item.

2. Is your project an expansion of or improvement to an existing project? Yes __ No __

3. Describe the value of your project to tourism in Louisiana's Cajun Bayou (Lafourche Parish)?

4. Does a similar project to yours already exist in Louisiana's Cajun Bayou (Lafourche Parish)?

5. If there is a similar project, please describe how your project will draw additional overnight stays visitors.

6. Has a feasibility study been completed for this project? Yes___ No ___
*If yes, submit with your application and name the file: *(Project Name) Feasibility Study**

7. Has a marketing plan been completed for this project? Yes___ No ___
*If yes, please submit with your application and name the file: *(Project Name) _Marketing Plan **

8. Describe your target audience.

9. How do you plan to reach your target audience?

**10. How much do you plan on investing in marketing outside the Louisiana's Cajun Bayou?
(Out-of-market is defined as 50 miles or more from Lafourche Parish)**

11. 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 project? _____
3. Will you secure at least the same amount of funding you are applying for? Yes ___ No ___
4. If you receive TIP funding, will it be the first funding committed to your project?
Yes ___ No ___
5. Detail below the current mix of funding sources for your project. Include source, amount, status and indicate if contingent on receiving TIP funding. Submit a letter of commitment from each source, if available.

Source: _____ Amount: _____
In-hand _____ Secure _____ Pending _____ Contingent on TIP _____

Letter of Commitment file name: _____

Source: _____ Amount: _____
In-hand _____ Secure _____ Pending _____ Contingent on TIP _____

Letter of Commitment file name: _____

Source: _____ Amount: _____
In-hand _____ Secure _____ Pending _____ Contingent on TIP _____

Letter of Commitment file name: _____

6. Have you ever received TIP funding in the past for this project? Yes ___ No ___
If yes, what was the project? _____
Please explain why you are applying for funding again.

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

V. Impact of Your Project

1. Describe the size of the market to be served by your project

2. Will your project draw visitors to the destinations during identified periods of need for hotel rooms?

3. If you are an existing project, describe how your proposed project would help increase your current impact on tourism and overnight stays.

4. After your project opens, how many new, permanent jobs do you anticipate your project will generate? Full-time positions ____ Seasonal or Part-time positions ____

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 on your website.**
- Ensure your staff knows and understands the Louisiana's Cajun Bayou Destination Brand Promise.**
- Source in-bound groups requiring 10 rooms or more per night for meetings/conventions/events through Louisiana's Cajun Bayou Tourism sales department.**

1. How does your proposed projects complement Louisiana's Cajun Bayou brand?

2. Please describe any additional identified Louisiana's Cajun Bayou opportunities you currently deploy or attend to pursue.

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. What is your current annual visitation at your organization?

2. How many out-of-market visitors annually? Please describe how you define out-of-market.

3. Describe your methodologies for capturing annual and out-of-market visitation.

4. What percentage of your guest are overnighing in Louisiana's Cajun Bayou/Lafourche Parish?

5. Describe the demographic of your current visitors.

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 LCBT 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 project. The final report will include overall summary of the event/project and its status. If my project is a capital improvement I will submit photos of the project before and after. 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 project 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 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.