



2023 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 or a zip drive.
3. Submit your application in digital format to Cody A. Gray via email at cgray@lacajunbayou.com or in person at 4484 Hwy 1, Raceland LA 70394.
4. Applications must be received no later than Wednesday, March 1, 2023 at 5:00 PM CST

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|--------------------------------|-----------------------------|
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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 organization/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. Is your application for a new project/event in Lafourche Parish? Yes__ No __
2. Please describe your project/event in detail. If you have any drawings, photos, or renderings, please submit with your application and include the file name for each item.

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

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

5. If there is a similar project/event, please describe how your project is new/different and how it will attract visitation.

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 or sales 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 audiences (who you are trying to attract).

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

**10. How much do you plan on investing in marketing outside of Lafourche Parish?
(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 ___
7. Submit your organization's most recent statement with your application and name the file; **(Project Name) Financial Statement**
8. Submit your project or events most recent budget with your application and name the file; **(Project Name) Budget**

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 destination during an identified period of need for hotel bookings?

4. *If applicable* Will your project or event create permanent jobs? If so, how many do you anticipate your project or event 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 lacajunbayou.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 project complement Louisiana’s Cajun Bayou brand?

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 or festival/event?

2. From the amount listed in question 1, please provide an estimate of how many of those are from outside Lafourche Parish.

3. How do you capture/calculate your annual visitation and those visiting from outside Lafourche Parish?

4. What percentage of your guests 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, 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 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, 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 an overall summary of the project/event, its status and the deliverables outlined in the Cooperative Endeavor Agreement. 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. Failure to provide a final report with the required documentation may result in denial of my final 25% payment.

Initials: _____ Date: _____

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 2023 Tourism Investment Program Guide and application and agree to abide by the requirements therein.

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.

Please note that by typing your name in the signature field below, you are signing this form electronically.

Name: _____

Signature (electronic): _____

Date: _____