



Tourism Investment Program

2023 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
2023 Tourism Investment Program Guide

TABLE OF CONTENTS

- 1.0 Introduction
 - 1.1 Mission Statement
 - 1.2 Eligibility Requirements
 - 1.3 Purpose of Funding
 - 1.4 Funding Size
 - 1.5 Ineligible Uses of Funds
 - 1.6 Louisiana's Cajun Bayou Destination Brand Promise
- 2.0 General Guides
 - 2.1 Application Process
- 3.0 Evaluation Criteria
 - 3.1 Approval and Funding Procedures
 - 3.2 Review and Follow Up
 - 3.3 Glossary

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). We are excited to work with you and play a role in the development of projects that have the potential to significantly impact the tourism industry, as well as benefit the entire community. The Tourism Investment Program was created for the purposes of expanding tourism opportunities and economic impact in Lafourche Parish. The specific criteria by which TIP funding decisions are made are outlined in this Tourism Investment Program Guide. Please carefully review the requirements and criteria for evaluation, as some have changed for 2023.

If you have any specific questions about the application process, contact Cody 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.

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 2023 TIP seeks to aid in the development, growth, and enhancement of tourism and conventions in Lafourche Parish, including but not limited to product development, sports, festivals and events, and other special projects including the arts and humanities.

1.2 Eligibility Requirements & Other Requirements

- The 2023 TIP is available to Lafourche Parish applicants only.
- The 2023 TIP is available for new projects or new festivals/events only.
- Applications may not be submitted for projects or events that have previously received funding or used to expand/enhance existing projects or events.
- The project or event must directly support tourism, economic impact and growth in Lafourche Parish.
- 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.
- Any project/event awarded funding must display the designated LCBT logo that will be provided by LCBT on, but not limited to, signage, marketing materials and advertisements (digital and print), social media posts or promotions, and other media as appropriate.

- Display a reciprocal web link to lacajunbayou.com.
- Distribute LCBT promotional materials (visitor guide, etc.) at your location.
- Ensure your staff knows and understands the LCBT Brand Promise.
- Source in-bound groups requiring 10 rooms or more per night for meetings, groups or events through Louisiana's Cajun Bayou sales department.
- The Board of Directors of Louisiana's Cajun Bayou Tourism is the governing body that will approve an application.

1.3 Purpose of Funding

A Tourism Investment Program project or event must support growth and further development of the tourism industry in Lafourche Parish. Emphasis will be given to new projects or new events that will directly and indirectly maximize the number of visitors to the Parish, especially for overnight stays. New projects or events showing the fastest and highest return on investment and improvement to the overall quality of life for the citizens of Lafourche Parish will be given the highest priority.

1.4 Funding Size

There is no monetary restriction on the dollar amount of funds that can be made to one applicant. The Tourism Investment Program is a competitive grant process. Awarded amounts will be determined based upon eligibility requirements and the information included in your application. Awards may differ from the amount of funding that is requested in your original application. The amount of TIP funding available for projects or events is determined through the budgetary process and approved by the Board of Directors of Louisiana's Cajun Bayou Tourism. The Board of Directors is the governing body that will approve the awarded amount and an application.

1.5 Ineligible Uses of Funds

Funding must be used for the projects or events as described and submitted in your application and approved by the LCBT Board of Directors. Reallocation of funding other than those specified in the project or event application/agreement shall require prior written approval by the LCBT Board of Directors.

Other ineligible uses of funds include, but are not limited to, travel expenses, salaries, benefits, personnel costs, etc.

1.6 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: LCB is a destination *for adventurers seeking distinct authentic experiences and culture of the wetlands. It's where a deep Cajun lifestyle is inspired, nurtured, and defined by the Bayou; so experiences are more personal and full of flavor.*

If you are awarded TIP 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, including the following marketing activities;

2.0 General Guidelines

The 2023 program provides funding for new projects and new festivals/events only and must meet all program qualifications. Applications will not be accepted for projects or events that have previously received funding or those looking to expand or enhance existing projects or events. All funding decisions will be made with the best interests of enhancing and developing tourism in Lafourche Parish. An applicant awarded funds for a new project or new event in one year 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 projects submitted and approved by the Board of Directors of Louisiana's Cajun Bayou Tourism. Reallocation of funding other than those specified in the project shall require prior written approval by the Board of Directors of Louisiana's Cajun Bayou Tourism.

Please Note: If you are awarded funding and your project or event does not take place, gets canceled or is otherwise unable to be fulfilled as outlined in your application, the full awarded amount must be returned to LCBT within 45 days. If your project or event is canceled due to circumstances beyond your control (ex: act of God, natural disaster, national health emergency), any unused funds from the awarded amount must be returned and LCBT will not be responsible for the final 25% payment.

Should your project or event be delayed, changed or modified you must notify LCBT immediately in writing to provide an explanation of any changes. Modifications and changes to any awarded application are subject to review, denial or approval by the LCBT Board of Directors.

If applicable, the 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 project description, financials, business plans, feasibility studies, and other pertinent data. The submission deadline for the application is, **Wednesday, March 1, 2023 at 5:00 PM CST**. Applicants will be notified on or before **Friday, March 17, 2023** 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.

TIP Program Guide & Application available for download	Wednesday, February 1, 2023
Application Due	Wednesday, March 1, 2023 by 5:00 PM CST
Grantees Announced	Friday, March 17, 2023

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 Guide. Applications that meet the requirements set forth in the Tourism Investment Program 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.

The decision to award funding will be based on the project's contributions toward enhancing and developing tourism 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 projects, festivals or events that serve both the communities in Lafourche Parish and the visitors that travel to Lafourche Parish.
- **Generator of New and Incremental Room Nights**
The room night impact of a proposed project will be assessed on whether the project is drawing new visitors to the area, or simply pulling from existing visitors in Lafourche Parish while not increasing the number of new overnight stays.

- **Matching Funds**
Applicants with matching funds will be given priority consideration.
- **Strength of Sales and Marketing Plans**
Sales and Marketing Plan for projects will be evaluated upon the level of investment budgeted for these activities and the likelihood they will succeed in drawing visitation to the destination.
- **Association with an Identified Need Period**
Projects that draw visitors to the destination specifically during identified periods of need for hotel room nights may receive more consideration than those that draw visitors exclusively during peak and established visitation periods.
- **Size of Market to be Served**
Projects that target large audiences capable of filling many area hotel rooms are valued, but projects that draw new and untapped niche markets to Lafourche Parish may also be worthy of consideration.
- **1-to-1 Funding Match Exceeded**
While it is a requirement for applying organizations to have secured a funding match equal to the amount for which they are applying from the TIP, projects that exceed the 1-to-1 requirement may receive particular consideration.
- **The extent to which the project or event would have a documented positive impact on the cultural identity and vibrancy of the destination.**
Projects/events that can provide documentation showing the positive impact they have on the cultural identity and vibrancy of Lafourche Parish. How your project/event enhances the community and positively represents the destination.
- **Uniqueness and Innovation of Project**
Attractions and activities which are new to the region or not available to visitors living in key feeder markets for the destination may be valued more highly than those which duplicate offerings already available to visitors.
- **Strength of Brand Alignment**
Projects will be evaluated on whether they are consistent with Louisiana's Cajun Bayou destination brand and provide additional support for the brand promise.

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 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 TIP funds 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 funding will be issued to applicant. The final twenty-five (25%) of the approved TIP funding will be released at the completion of the project and after final reports are submitted to the TIP committee. Reports must be submitted within 45 days of the completion of the project and are strictly enforced. Failure to provide a final report with the required supporting documentation may result in denial of final 25% payment.

Final Reports must include but are not limited to the following:

1. A letter/invoice on your official letterhead requesting the final 25% of approved funding
2. Documentation that compares proposed budget and actual budget
3. Overall summary of the project or event and its status
4. How the funding was used and the benefits from the provided funding
5. Copies of all marketing materials recognizing support from Louisiana's Cajun Bayou Tourism (proof of use of LCBT logo, etc.)
6. Any photos of your project or event

Please Note: Should your project or event be delayed, changed or modified you must notify LCBT immediately in writing to provide an explanation of any changes. Modifications and changes to any awarded application are subject to review, denial or approval by the LCBT Board of Directors.

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

3.3 Glossary

Definition of terms used in the application materials:

Out-of-market – Louisiana’s Cajun Bayou Tourism uses the term “out-of-market” to refer to people living outside of a 50-mile radius or more of Lafourche Parish.

Room nights – One room night is defined as a single night spent in one room in a lodging property. Even if there are two or more guests staying in the room for one night, it is considered to be one room night.

New or Incremental Room Nights— “New” room nights are defined as those which are truly new to the market—that is, attracting new visitors to Lafourche Parish who would not have otherwise visited and who stay overnight in paid accommodations. “Incremental” room nights are room nights generated by visitors extending their stay by at least one night directly as a result of a new project.

Identified Need Period or “Need Period”– Currently, the need periods in Lafourche Parish in regards to visitation are the months of January, August, November, and December.

Matching Funds – The amount of funds secured, dedicated or encumbered by the applicant/applying organization that is equal to or exceeds the amount of TIP funding applied for.