

Louisiana Attractions Support Grant (LASG) for Enhancement and Marketing

PHASE 3

Guidelines/Application

Application Period Opens: Tuesday, October 8, 2024

Application Period Closes: Thursday, November 14, 2024

Grant Term Ends: April 1, 2026

I. Background

The Louisiana Office of Tourism (LOT) is the state agency statutorily vested with the responsibility to promote and assist the expansion of tourism and the tourism industry in Louisiana. Each year, the tourism industry in Louisiana has a significant economic impact in the state. In 2023, Louisiana welcomed 43 million total visitors, who generated \$18.1 billion in tourism spending. Those visitors generated a total of \$1.94 billion in state and local tax revenue through travel and tourism activities in Louisiana, which is equivalent to a \$1,098 in tax savings per Louisiana household. Tourism supported 220,500 leisure and hospitality jobs statewide.

In 2021, the Louisiana Division of Administration (DOA) developed the Tourism Revival Program with funds received from the American Rescue Plan Act (ARPA). The Appropriations Act of 2021 (Act 119 of the 2021 Regular Session of the Louisiana Legislature) included an appropriation from the Louisiana Tourism Revival Fund (La. R.S. 39:100.54(D); Act 410 of the 2021 Regular Session of the Legislature) for the LOT marketing program. The LOT allocated a portion of that appropriation to the Louisiana Attractions Support Grant (LASG) Program which provided grants to Louisiana-based attractions for enhancement and marketing.

Due to the positive impact of the state's investment in the LASG, the LOT offered the LASG/Phase 2 Program funded with LOT's self-generated funds, not Tourism Revival Funds. To continue supporting Louisiana-based tourism attractions, the LOT is offering a third round of grant funding via LOT's self-generated funds for the for the LASG/Phase 3 Program.

II. Goal/Purpose

The purposes and objectives of the LASG/Phase 3 Program are to provide assistance to existing, Louisiana-based tourism attractions to enhance the visitor experience at the attractions and/or promote and attract visitors to the tourism attractions, as defined and further provided herein.

III. Timeline/Available Funding/Term

Tuesday, October 8, 2024: Application period opens

Thursday, November 14, 2024: Application period closes

Applications will be reviewed as they are received, and award notifications will be sent as Applicants are approved for funding.

A total of **Five Hundred Thousand Dollars (\$500,000.00)** is available for the LASG/Phase 3 Program. Seventy percent (\$350,000.00) of available funds is reserved for attractions physically located in parishes with populations **fewer than 115,000 ("Tier 1")**, according to the 2023 [United States Census Bureau](#) estimates listed on Attachment G, and will be awarded to eligible entities on a first-come, first-served basis.

Thirty percent (\$150,000.00) of available funds is reserved for attractions physically located in parishes with populations **exceeding 115,000 (“Tier 2”)**, according to the 2023 [United States Census Bureau](#) estimates listed in Attachment G, and will be awarded to eligible entities on a first come, first-served basis.

Applicants that meet eligibility criteria can apply for a maximum award of **Ten Thousand Dollars and 00/Cents (\$10,000.00.)**

Should grant funds for Tier 1 and Tier 2 be exhausted before the application period closes on November 14, 2024, notification will be posted at [Partner Opportunities | Explore Louisiana](#).

At the Application deadline, should requests for funding for one Tier be less than its allocation, and requests for funding for the other Tier exceed its allocation, funds will be reallocated to the other Tier and will be awarded in the order the applications were received.

A grant award is subject to execution of the LASG/Phase 3 Grant Agreement that is substantially the same as Attachment H, Sample Grant Agreement. The term of the Agreement will begin January 1, 2025, and end no later than April 1, 2026. **All expenses must be incurred between January 1, 2025 – December 31, 2025, and final reports/invoices are due no later than April 1, 2026.**

Funds will be disbursed in accordance with and subject to the payment terms set forth in Attachment H, Sample Grant Agreement, Item 3, Payment Terms.

IV. Who Can Apply/Eligibility Criteria

An **eligible Applicant** is an entity (for profit or nonprofit) or individual that owns and/or operates a Louisiana tourist attraction, or a non-profit organization (e.g., a friends group) that supports a Louisiana tourist attraction that meets all minimum criteria (“Attraction”). **The Attraction must:**

1. Fall within at least one of the classification categories listed on Attachment A, Section II (Type of Attraction)
2. Have an approved, live business listing on ExploreLouisiana.com **as of the Application submittal date** (submit business listing at <https://data.ExploreLouisiana.com/user/login/>).
3. Have an official website (not just a Facebook or other social media page.) **Operating hours must be posted on the website.**
4. Have opened to the public on or before January 1, 2023.
5. Be open to visitors under 18 years of age.
6. Be open to the public a minimum of four (4) days per week, nine (9) months per year (not only open for special events.) If the attraction is a brewery/winery/distillery tour, **tours must be available a minimum of four (4) days per week, nine (9) months per year, tour days/times must be posted on Applicant’s website, and the website must note that tours are open to visitors under 18 years of age.**

*Limit one Application per Attraction.

An **eligible Applicant** must:

1. Be a registered vendor in LaGov (register [here](#)). Contact the Vendor Help Desk at Vendr_inq@la.gov or 225.342.8010 with questions about this process.
2. Be current in the filing of all applicable tax returns and reports and in the payment of all taxes, interest, penalties, and fees owed to the state and collected by the Louisiana Department of Revenue.

3. Not be suspended or debarred by any government entity, including but not limited to General Services Administration (GSA).
4. Be in good standing with the Louisiana Secretary of State's Office (private entities).
5. Be otherwise able to apply for and enter into a grant agreement with the State of Louisiana without violating any applicable law, rule, regulation, ordinance, policy, or these guidelines (e.g., the submission of the application and/or the execution of a grant agreement will not result in a violation of the Code of Governmental Ethics, the Applicant and/or Attraction is not considered ineligible under any of the criteria or factors listed in these Guidelines).

Attractions that are NOT ELIGIBLE to apply for an award through the LASG/Phase 3 Program include, but are not limited to:

1. Bars, restaurants, and retail establishments (per the business's occupancy license)
2. Spas/salons
3. Golf courses
4. Accommodations (e.g., hotels, inns, B & Bs, short-term rentals, RV parks)
5. Trails/byways
6. Self-guided tours
7. Parades and/or Mardi Gras krewes
8. Festivals
9. Events
10. Artists, farmers, and makers markets
11. Venues open only for events/performances
12. Musical acts/bands
13. Camps/training facilities

V. Grant Management

The Grant Manager for the LASG/Phase 3 is Lindsey Schmitt; LSchmitt@crt.la.gov; 225.342.8195.





VI. Eligible Use of Funds/Qualifying Expenses

LASG/Phase 3 funds may be used for the purposes and to reimburse expenses described herein, including certain costs associated with marketing and promotion of the Attraction, some exhibit expenses, and qualifying on-site signage.

Creative/artwork for all items listed in Subsections A, D, E, and F below should be approved by the Grant Manager prior to placement/printing/purchase to confirm eligibility for LASG/Phase 3 reimbursement.

- A. Media Placement** – Media must follow Logo/Tagline requirements herein to be eligible for reimbursement. Advertising must be tourism-related and designed to attract visitors. **Advertising promoting membership or venue rental is not eligible.**

LOT will reimburse third-party (e.g., advertising agency/media buyer) commission charges up to a maximum of 15% of net media cost. LOT will **not** reimburse media commission charges on media purchased from the [Louisiana Travel Association Marketing Plan](#) or [Louisiana Inspiration Guide Print and Digital Opportunities through Miles Partnership](#).

| ELIGIBLE MEDIA | LOGO/TAGLINE REQUIREMENTS |
|--|--|
| <p>Print (e.g., newspapers, magazines, direct mail, travel guides, including the Official Louisiana Inspiration Guide)</p> |  <p>Inclusion of Logo on all print advertisements. Minimum logo size is 1” wide.</p> |
| <p>Television/Cable/Over the Top (OTT - e.g., Hulu)</p> |  <p>Logo must appear on-screen for a minimum of 2 seconds on ads shorter than 30 seconds and for a minimum of 4 seconds on ads 30 seconds or longer.</p> |
| <p>Radio</p> | <p>Radio script must include the phrase “Visit ExploreLouisiana.com to plan your trip today.”</p> |
| <p>Digital: digital ads (e.g., banner ads, display/video); e-newsletters. Ineligible digital media includes Search Engine Optimization (SEO), Google Ad Words, and digital content creation.</p> |  <p>Inclusion of Logo on all digital advertisements. Logo must be of greater or equal size to Grantee’s logo.</p> |
| <p>Billboards</p> |  <p>Inclusion of Logo on all advertisements. Logo must be of greater or equal size to Grantee’s logo.</p> |
| <p>Louisiana Travel Association Marketing Plan – See Attachment E for eligible programs</p> | <p>All advertisements shall include the Logo, which shall be used in accordance with the guidelines outlined above for print, TV/Cable/OTT, radio, and digital advertising. *Print co-op print ads purchased from this plan are exempt from this requirement, as the templates for LTA co-op ads include the Logo.</p> |
| <p>Louisiana Inspiration Guide Digital Opportunities through Miles Partnership (Digital version of the <i>Louisiana Inspiration Guide</i>; ExploreLouisiana.com banner ads; ExploreLouisiana.com featured listing; eNewsletter; custom eNews; Louisiana Culinary Promotion.)</p> | <p>Placements on LOT channels do not require inclusion of Logo.</p> |


B. Media Production/Videography/Photography Services - Eligible expenses include “hard costs” associated with production of **tourism-related** television spots, radio spots, and/or sales/promotional videos (e.g., videography/photography services, editing.)

Ineligible expenses include itemized travel expenses (e.g., hotels, airfare, and meals for photo shoots) and hourly or retainer fees charged for creative concept, graphic design, layout.)

C. Licensing/Artists’ Fees - Eligible expenses include costs to secure usage rights for talent (e.g., actors/musicians/models) or photography for use in **tourism-related** advertising and promotion. Note: LOT assumes no responsibility for managing usage rights.

D. Printing of Collateral and/or Trade/Consumer Show Materials – Eligible expenses include actual printing of **tourism-related** promotional materials (e.g., brochures, rack cards, profile sheets, and maps); the purchase/printing of branded materials to be used at travel trade/consumer shows/events (e.g., banners, tents, tablecloths.)

Ineligible expenses include printing of non-tourism related materials (e.g., membership and/or venue rental information materials), hourly or retainer fees charged for creative concept, graphic design, layout) and promotional items for giveaway or resale (e.g., pens, cups, t-shirts.)

| ELIGIBLE EXPENSES | LOGO/TAGLINE REQUIREMENTS |
|--|--|
| Printing of tourism related brochures, rack cards, profile sheets, maps |  <p>Inclusion of the Logo on all printed materials. Minimum logo size is 1” wide. The Logo must appear on front or back cover of multi-page pieces.</p> |
| Printing/purchase of branded graphics, banners, tablecloths for use at travel trade/consumer shows/events. | Louisiana logo not required. |

E. Exhibit Expenses: The following expenses are eligible for reimbursement for exhibits to be installed in the state of Louisiana for no fewer than (eight) 8 weeks.

- a. Procurement fees for materials/artifacts to be exhibited
- b. Lighting for exhibits
- c. Shipping of exhibit materials to site
- d. Hard costs associated with the printing/purchase of interpretive signs/panels associated with exhibit.

Ineligible expenses include the purchase of computers and/or iPads, and hourly or retainer fees charged for creative concept, graphic design, layout.

F. On-Site Signage: Eligible expenses include hard costs associated with production/printing/purchase/installation of semi-permanent or permanent directional/informational signage (including murals) designed to identify the Attraction and/or improve/enhance the visitor experience. Signs must be located on Attraction’s property.

Ineligible expenses include hourly or retainer fees charged for creative concept, graphic design, and layout, and Tourism Oriented Destination Signage (TODS). The Logo is not required on on-site signage.

VII. Ineligible Use of Funds, includes but is not limited to:

- Reimbursement for expenses incurred prior to January 1, 2025, and/or retroactive projects. All expenses must be incurred January 1 – December 31, 2025.
- Agency time (e.g., contracted advertising, public relations, digital marketing agency hourly/retainer fees)
- Content creation, graphic design, or hosting fees for a website

- Operating and administrative costs, including but not limited to salaries, telephone expenses, office supplies, travel, alcohol, food, beverages, lodging, and entertainment for personnel and volunteers of organizations.
- Building rent or maintenance
- Ongoing market research initiatives
- Items for resale or promotional items, including gift cards
- Entertainment, trophies, or prize money
- Grant writing/grant management costs

VIII. How to Apply

Application Packet – The Applicant must submit one (1) copy of each of the following to be considered for LASG/Phase 3 funding:

- Completed and signed Attachment A, Applicant Information
- Attachment B, LASG/Phase 3 Proposed Scope of Work
- If the Applicant is a corporation (profit or non-profit), a signed Board Resolution of Authority indicating that the signatory is authorized to act on behalf of the Applicant (e.g., to submit an application, to execute an Agreement with the Louisiana Office of Tourism) is required. The Board Resolution of Authority must be signed on or after January 1, 2024. A Sample Board Resolution of Authority is provided in Attachment C of the Application.
- If the Applicant is a Limited Liability Company (LLC) or sole proprietorship, a Certification of Ownership signed on or after January 1, 2024, is required. A Sample Certification of Ownership is provided in Attachment D of the Application.
- If the Applicant is a public entity, the Application must be signed by a public official (e.g., Parish President, Mayor) authorized to submit an application and execute a Grant Agreement. Please submit documentation that proves the signatory is authorized to sign on behalf of the Applicant (e.g., ordinance, bylaws, charter, etc.).
- Proof that the Applicant is in Good Standing with the [Louisiana Secretary of State](#) (required for private entities)
- Completed and signed [W-9 form](#)

Do not return Attachment H, Sample Grant Agreement. This is for reference only. Applicants will receive an official Grant Agreement if awarded funding.

Application Packet (all items listed above) must be postmarked on or before **Thursday, November 14, 2024**, or received via email (LSchmitt@crt.la.gov) or fax (225.342.1051, Attn: Lindsey Schmitt) by **4:30 PM CT Thursday, November 14, 2024**.

Applications sent via USPS should be mailed to:

**Louisiana Office of Tourism
LASG Phase 3 Program/Attn: Lindsey Schmitt
P.O. Box 94291
Baton Rouge, LA 70804-9291**

Applications sent via courier should be delivered to:

**Louisiana Office of Tourism
LASG Phase 3 Program/Attn: Lindsey Schmitt
1051 N. Third St., Room 251
Baton Rouge, LA 70802**

IX. Evaluation Criteria

Submittal of an application does not guarantee funding. Applications that are complete and received timely will be evaluated by the LOT to determine whether the Applicant and expenses listed on the Applicant's Attachment B, LASG/Phase 3 Proposed Scope of Work, meet eligibility requirements. The projects/initiatives listed on the Applicant's Attachment B, LASG/Phase 3 Proposed Scope of Work, should be designed to produce specific, quantifiable results including but not limited to increased visitation to the Attraction. A grant may be awarded for less than the amount requested, depending on the number of applications received, appropriateness of Scope of Work, and total funds available. The LOT may contact the Applicant for clarification on items listed in Attachment B, LASG/Phase 3 Proposed Scope of Work.

X. Grant Agreement

- A. A grant award is subject to execution of a Grant Agreement that is substantially the same as Attachment H, Sample Grant Agreement. The Grant Agreement will outline the terms and Guidelines of the LASG/Phase 3 Program. Terms will include, but will not be limited to, reporting requirements and the required use of the Logo.
- B. Grant awards are based on projects/initiatives listed on the Grantee's Attachment B, LASG/Phase 3 Proposed Scope of Work. Changes to the Grantee's approved Scope of Work are permitted, but requested changes must meet eligibility criteria, and should be submitted via email to the LASG/Phase 3 Grant Manager (LSchmitt@crt.la.gov) and approved prior to placement/purchase.
- C. All records and accounts of the Grantee that are related to LASG/Phase 3 Program Grant Agreements are subject to audit by the Louisiana Legislative Auditor and other auditors as described in Attachment H: Sample Grant Agreement, Item 12.
- D. The Grantee must return the signed Agreement within thirty (30) days of receipt from the State. If the Agreement is not received by the State within thirty (30) days, the grant award may be rescinded.

Attachment A: Applicant/Attraction Information

**LOUISIANA OFFICE OF TOURISM
LOUISIANA ATTRACTIONS SUPPORT GRANT (LASG)/PHASE 3 FOR ENHANCEMENT AND
MARKETING**

SECTION I: APPLICANT

(Applicant must own and/or operate the Attraction or be a non-profit friends group that supports the Attraction.)

- A. **Legal Name of Applicant** _____
(this should match the name on the W-9 submitted with Application)

- B. **Applicant Mailing Address** _____
(this should match the address on W-9 submitted with Application)

- C. **Applicant Federal ID Number** _____

- D. **Applicant LaGov Vendor Number** _____

- E. **Business Type** _____
(e.g., corporation, non-profit corporation, public entity, limited liability company, sole proprietorship)

- F. **Grant Funding Request** \$ _____
(not to exceed \$10,000)

SECTION II: ATTRACTION

- A. **Name of Attraction** _____

- B. **Physical Address** _____

- C. **Parish** _____

- D. **Population** (see Attachment G) _____

- E. **Representative District** _____ **Senate District** _____ **Mayor** _____
Legislative District (information is available online at <http://www.legis.la.gov/legis/FindMyLegislators.aspx>)

- F. **Web Address** _____

- G. **Date Attraction opened to the public** _____
(must be on or before January 1, 2023, to qualify)

Attachment A: Applicant/Attraction Information (continued)

Applicant _____

Attraction _____

H. Is Attraction open to visitors under 18 years of age? (if no, not eligible to apply)

Yes No

I. Estimated visitation/attendance at Attraction January – December 2023 _____

J. Months Attraction is open to public (check all that apply):

Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

K. **Daily hours of operation:** Days/hours listed here **must** match what is listed on Attraction’s website. *Note: if Attraction is a brewery, distillery, or winery tour, days/times tours are offered must be listed here, and tour information must match what is listed on the Attraction’s website.*

| | | | | | |
|-----------|--|----|----|--|----|
| Sunday | | AM | to | | PM |
| Monday | | AM | to | | PM |
| Tuesday | | AM | to | | PM |
| Wednesday | | AM | to | | PM |
| Thursday | | AM | to | | PM |
| Friday | | AM | to | | PM |
| Saturday | | AM | to | | PM |

Attachment A: Applicant/Attraction Information (continued)

Applicant _____

Attraction _____

L. Check all which best describe your Attraction:

- Museum
- Historic home/building/landmark
- Botanical or sculpture garden; arboretum
- Cultural Attraction (e.g., Mardi Gras World)
- Zoological Park/aquarium/wildlife attraction
- Guided tour (e.g., swamp, cemetery, walking, bicycle, or carriage tour)
- Brewery, distillery, or winery **tour** – NOTE: the **tour** is the eligible attraction. If brewery, distillery, or winery does not offer tours a minimum of 4 days/week, 9 months/year and is not available to visitors under the age of 18, Attraction not eligible for the LASG/Phase 3.
- Cooking School
- Privately-owned outfitter (e.g., bike, canoe/kayak rental)
- Amusement Park/Experience
- River Cruise (day tours only)
- Other tourist Attraction (describe: _____), which is a tourist attraction that does not fall within a category listed above, but the promotion of which will fulfill the goals and objectives of the LASG/Phase 3 program. Applicant must provide information and documentation to support its proposed justification for inclusion. LOT is the final arbiter of any Applicant and/or Attraction’s eligibility.

Official authorized to apply for this grant and sign Grant Agreement for Applicant

Name _____

Title _____

Address _____

City, State & Zip _____

Phone _____ Email _____

Individual administering the grant for Applicant, point of contact for questions.

Name _____

Title _____

Address _____

City, State & Zip _____

Phone _____ Email _____

I have read and understand all Guidelines for the Louisiana Office of Tourism's Louisiana Attractions Support Grant (LASG)/Phase 3. **I have answered all questions truthfully** and have the power and authority to submit this Application on behalf of the Applicant and to enter into any contracts or agreements on behalf of the Applicant. If the Applicant is awarded funding, I agree on behalf of the Applicant to comply with all Guidelines and terms listed in the Application and in the Grant Agreement. I understand that failure to comply will result in disqualification or forfeiture of grant funds.

Authorized Official's Printed Name _____ Title _____

Authorized Official's Signature _____ Date _____

Attachment B: LASG/Phase 3 Proposed Scope of Work

Applicant _____

Attraction _____

*This form may be reproduced, but all information should be provided. Add lines to categories as needed.

SECTION I: PROPOSED EXPENSES:

- Media Placement** (Write **Y** or **N** to indicate if media is being purchased from the Louisiana Travel Association (LTA) Marketing Plan). List each purchase separately.

A. PRINT

| Publication Name | Issue Date | Ad Size | LTA (Y/N) | Total Cost |
|------------------|------------|---------|-----------|------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | | | \$ |

B. TV/CABLE/OTT

**DMA – Designated Marketing Area*

| Station | (DMA) | Broadcast Dates | LTA (Y/N) | Total Cost |
|--------------|-------|-----------------|-----------|------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | | | \$ |

C. RADIO

**DMA – Designated Marketing Area*

| Station | (DMA) | Broadcast Dates | LTA (Y/N) | Total Cost |
|--------------|-------|-----------------|-----------|------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | | | \$ |

Attachment B: LASG/Phase 3 Proposed Scope of Work, continued

Applicant _____

Attraction _____

D. DIGITAL

| Vendor/ Website | Market/Audience | Dates | LTA (Y/N) | Total Cost |
|--------------------|-----------------|-------|--------------|------------|
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | | | \$ |

E. BILLBOARD

| Vendor | Location (City, State) | Dates | Total Cost |
|--------------|------------------------|-------|------------|
| | | | |
| | | | |
| | | | |
| TOTAL | | | \$ |

F. MILES PARTNERSHIP – LOUISIANA INSPIRATION GUIDE DIGITAL OPPORTUNITIES

| Program | Dates | Total Cost |
|--------------|-------|------------|
| | | |
| | | |
| | | |
| TOTAL | | \$ |

| | |
|----------------------------|-----------|
| A. Print Total | \$ |
| B. TV/Cable/OTT Total | \$ |
| C. Radio Total | \$ |
| D. Digital Total | \$ |
| E. Billboard Total | \$ |
| F. Miles Partnership Total | \$ |
| Media Total | \$ |

Attachment B: LASG/Phase 3 Proposed Scope of Work, continued

Applicant _____

Attraction _____

- 2. Media Production/Videography/Photography Services:** Eligible expenses include “hard costs” associated with production of **tourism-related** television spots, radio spots, and/or sales/promotional videos (e.g., videography/photography services, editing.) Ineligible expenses include itemized travel expenses (e.g., hotels, airfare, meals for photo shoots) and hourly or retainer fees charged for creative concept, graphic design, layout.

| Proposed Vendor | Product/Service (e.g., videography) | Total Cost |
|-----------------|-------------------------------------|------------|
| | | |
| | | |
| | | |
| TOTAL | | \$ |

- 3. Licensing/Artists’ Fees:** Eligible expenses include costs to secure usage rights for talent (e.g., actors/musicians/models) or photography for use in **tourism-related** advertising and promotion. Note: LOT assumes no responsibility for managing usage rights.

| Proposed Vendor/Artist | Product/Service (e.g., voice talent for radio ad) | Total Cost |
|------------------------|---|------------|
| | | |
| | | |
| | | |
| TOTAL | | \$ |

- 4. Printing of Collateral and/or Trade/Consumer Show Materials:** Eligible expenses include actual “hard costs” associated with printing of **tourism-related** promotional materials (e.g., brochures, rack cards, profile sheets, and maps); the purchase/printing of branded materials to be used at travel trade/consumer shows/events (e.g., banners, tents, tablecloths). Ineligible expenses include printing of non-tourism related materials (e.g., membership and/or venue rental information materials), hourly or retainer fees charged for creative concept, graphic design, layout, and promotional items for giveaway or resale (e.g., pens, cups, t-shirts.)

| Proposed Vendor | Product (e.g., branded tablecloths) | Quantity | Total Cost |
|-----------------|-------------------------------------|----------|------------|
| | | | |
| | | | |
| | | | |
| TOTAL | | | \$ |

Attachment B: LASG/Phase 3 Proposed Scope of Work, continued

Applicant _____

Attraction _____

5. **Exhibit Expenses:** Eligible expenses include procurement fees for materials/artifacts to be exhibited; lighting for exhibits, shipping of exhibit materials to site; hard costs associated printing/purchase of interpretive signs/panels associated with exhibit. Exhibits must run in the state of Louisiana for no fewer than eight (8) weeks. Ineligible expenses include the purchase of computers and/or iPads and hourly or retainer fees charged for creative concept, graphic design, layout.)

| Exhibit Name | Exhibit Dates | Product (e.g., lighting) | Total Cost |
|--------------|---------------|--------------------------|------------|
| | | | |
| | | | |
| | | | |
| TOTAL | | | \$ |

6. **On-Site Signage:** Eligible expenses include hard costs associated with production/printing/purchase of semi-permanent or permanent directional/informational signage (including murals) designed to improve/enhance visitor experience. Signs must be located on property. **Ineligible expenses** include hourly or retainer fees charged for creative concept, graphic design, or layout, and Tourism Oriented Destination Signage (TODS).

| Proposed Vendor | Product (e.g., directional signage) | Quantity | Total Cost |
|-----------------|-------------------------------------|----------|------------|
| | | | |
| | | | |
| | | | |
| TOTAL | | | \$ |

Expense Summary

| | |
|---|-----------|
| Media Placement | \$ |
| Media Production/Videography/Photography | \$ |
| Licensing/Artists' Fees | \$ |
| Printing of Collateral and/or Trade/Consumer Show Materials | \$ |
| Exhibit Expenses | \$ |
| On-Site Signage | \$ |
| Total Requested for LASG/Phase 3 (maximum of \$10,000) | \$ |

Attachment B: LASG/Phase 3 Proposed Scope of Work, continued

Applicant _____

Attraction _____

SECTION III: GOALS, OBJECTIVES AND PERFORMANCE MEASURES

1. LASG/Phase 3 Program Goal(s) – What is the big-picture outcome(s) you hope to achieve? (e.g., increase summer visitation at XYZ Museum):

2. LASG/Phase 3 Program Objective(s) – Specific actions to achieve goals (e.g., paid advertising promoting discounted summer admission rates at XYZ Museum):

3. LASG/Phase 3 Program Measurement(s) of Performance – How will success be measured? (e.g., year-over-year ticket sales for June – August 2025 compared to June – August 2024):

Note: Goals, Objectives, and Measurements of Performance should be tourism-related (e.g., increase visitation to Attraction.) The information stated here will be incorporated into the Grant Agreement. The Grantee will be required to summarize the outcomes of the program and provide supporting documentation in the Final Report (see *Exhibit B, Final Report Form of Attachment H, Sample Grant Agreement*). **GRANTEE SHOULD PROVIDE ATTENDANCE/VISITATION AT ATTRACTION FOR CALENDAR YEARS 2024 AND 2025 ON FINAL REPORT.**

Attachment C: Sample Board Resolution of Authority
(Required for profit and non-profit corporations)

(Applicant/Grantee Letterhead)

Meeting of the Board of Directors

of

(Name of Applicant/Grantee)

A meeting of the Board of Directors of _____ was held on _____,
(Name of Applicant/Grantee) (Date)

whereby a resolution was passed authorizing _____
(Name of person authorized to sign Grant Agreement
on behalf of the Applicant/Grantee)

TO SIGN ON BEHALF OF THE (Name of Applicant), and by his/her signature, submit applications and negotiate and enter into any and all contractual obligations on behalf of the (Name of Applicant).

_____, Secretary or Treasurer
John Doe

_____, President
Jane Smith

Attachment D: Sample Certification of Ownership
(Required for Limited Liability Companies (LLC) and sole proprietorships)

(Applicant/Grantee Letterhead)

I, (name) am the (title, e.g., sole owner/partner/president) of (Name of Applicant) and as such have the authority to sign on behalf of (Applicant) and by my signature enter into any and all contractual obligations on behalf of (Applicant).

(Printed name, Title)

(Signature)

(Date)

SAMPLE

Attachment E: LTA 2024 - 2025 MARKETING PLAN ELIGIBLE PLACEMENTS/PROGRAMS
(~~STRIKE THROUGH~~ DENOTES INELIGIBLE MEDIA/PROGRAMS)

HIGHLIGHTED SPONSORS

AJR Media Group

AAA Explorer Southern
 AAA Explorer Texas
 AJR Media’s AAA Explorer eNewsletter (~~excluding property/business showcase~~)
 AJR Media 1st Party Audience FB/IG Campaign
 AJR Media Canadian Globe & Mail Print+Digital
 AJR TourLouisiana.com Audience Targeting
 AJR Media Group TourLouisiana.com Bundle
~~Datify by AJR Media Group~~

Compass Media

Compass Content Creation + Targeted Display (~~prog 3&4 only~~)
 Compass Custom Festival/Event Promotion
 Compass Staycation/Weekend Getaway
 Compass Digital Display Campaign
 Compass Digital Outdoor Travel Campaign
 Compass Display and Social Remarketing
 Compass Fall Travel Planner
 Compass Spring Travel Planner
 Compass Family Travel Planner
 Compass Foodie Focused Digital Campaign
 Compass Targeted Email Solutions
 Compass TikTok Targeted Campaign
 Compass YouTube, FB & IG Video Campaign

LTA PROGRAMS

Louisiana Attractions (~~ads only, not listings/coupons~~)
 Louisiana Christmas Campaign (~~ads only, not listing~~)
~~Louisiana Culinary Trails~~
 Louisiana Fishing, Golf & Outdoors (~~ads only, not listing~~)

TRADE and TRAVEL SHOWS

American Bus Assoc. (~~ads only, not listing~~)
 Bank-Select Travel/NTA(~~ads only, not listing~~)
 Faith Travel (~~ads only, not listing~~)
 STS Domestic Showcase (~~ads only, not listing~~)
 SYTA (~~ads only, not listing~~)

DESIGN & DISTRIBUTION

Brochure Design and Print
~~Visitor Center Distribution Program~~

DATA & RESEARCH OPPORTUNITIES

~~AirDNA Solutions~~

RADIO

American Road Trip Talk Radio Show (~~option 1 only~~)
 Relic – Podcast Production

Spotify

TV

Gray Media OTT Streaming Video Targeting
 Gray Media TV Promotion

MEDIA BUNDLES

~~Advance It’s a Southern Thing Contest Package~~
 Country Roads Multi-Media Lead Generation
 Gray Media’s Multimedia Promotion
 Hoffman Media Southern Bundle
 Houstonia Digital Bundles
 Reach Louisiana Bundle by LPA
 The Digital People’s Multimedia Targeting Pkg.

MAGAZINE

Culinary

The Local Palate

Culture

64 Parishes (~~ads only, not editorial sponsorship~~)
 Country Roads Magazine

Oxford American

Lifestyle

AARP, The Magazine
 Houstonia Magazine

Okra

Texas Monthly

Outdoors

ROVA Magazine

Travel

American Road Magazine

Film

Destination Film Guide

NEWSPAPER

Louisiana Newspaper Program

DIGITAL

225 Magazine Digital Campaign
 AARP Digital
 A Second Date with LA by Madden Media
~~Advance Travel It’s a Southern Thing Vid Spon~~
 American Road Magazine Digital Campaign
 Atlanta Magazine Total Digital Package
 Atlanta Magazine Travel Page Takeover
 Atlanta Magazine’s Email Campaign
 Atlanta Magazine’s Spon Con Campaign
 Casual iQ’s Cross-Device Display Pkgs
 Casual iQ’s Cross-Device Video Pkgs
~~Casual iQ’s Native Advertising Pkgs~~
 Country Roads Digital Campaigns

Expedia Group Media Solutions
Garden and Gun Digital
Geofence Digital Ad Campaigns by Local iQ
Hoffman Foodi(E)-Mail Marketing Campaign
~~Hoffman Media StoryMaker Campaign~~
Houston Chronicle Campaigns
Let the Good Times Roll Video Bundle by ATT
LA Trail Promotion Campaign by ATT
Madden's Canadian Targeted Digital Campaign
Madden Media's Remarketing Display Campaign
Madden Media's Video Remarketing Campaign
NOLA.com/The Advocate Content Campaign
NOLA.com/The Advocate Digital Campaigns
NOLA.com/The Advocate Vacation & Travel Guide
Oxford American Digital Campaigns
Premium Digital Placement by LPA
ROVA Magazine Digital Campaign
SEM/Pay-per-click by Local iQ
Smart Ads on FB & IG Digital Campaign by Local iQ
Spearfish Digital Repeat Visitor Campaign
Texas Monthly Digital Campaigns
~~The Digital People's Google Business Profile Pkgs~~
The Local Palate Digial & Social Campaigns
The Local Palate E-Newsletter Campaign (Pkgs 1 & 2 only)
~~The Travel Guide Group's LA Virtual Travel Show~~
TikTok or IG + Premium Geofence by Advance T&T
~~Von Mack Agency's Social Media Takeover~~

MEETING PLANNING

Convention South Digital Campaign (excluding programs 4&7)
Group Travel Leader Digital
~~Premier Travel Media Packages~~
Small Market Meetings Digital Package
Southeast Meetings & Events Print & Digital Bundle
SportsEvents Digital Campaign
Sports Travel Digital Campaign
Texas Meetings + Events Print & Digital Bundle

DIRECTORY & GUIDES

Good Sam RV Travel Guide Series

TRADE ADVERTISING

LTA AAA E-Newsletter
LTA Group Planner E-Newsletter
Connect Sports Magazine
Destinations Magazine
Group Travel Leader
Group Travel Leaders AA Cultural Heritage Guide
Leisure Group Travel
Reunions
Small Market Meetings
Sports Events

Attachment F: Application Checklist – all items below MUST be included in packet for Application to be evaluated:

- Attachment A, Application/Attraction Information – must be complete and signed
- Attachment B, Proposed Scope of Work
- Attachment C, Board Resolution signed on or after January 1, 2024 (required for profit and non-profit corporations)

OR

- Attachment D, Certification of Ownership signed on or after January 1, 2024 (required for LLCs and sole proprietorships)

OR

- Documentation that proves the signatory is authorized to sign on behalf of the Applicant (e.g., ordinance, bylaws, charter, etc.). (required for public entities)

Confirm the following before submitting Application:

- Is the Attraction’s business listing live on ExploreLouisiana.com?
- Did the Attraction open to the public on or before January 1, 2023?
- Is the Attraction open to the public a minimum of 4 days per week, 9 months per year, and are operating hours listed on Attraction’s website?
- Is the Attraction open to visitors under 18 years of age?
- Did you provide the Applicant’s Louisiana Vendor Number?
- Did you include a signed W-9 for the Applicant?
- Did you include proof of good standing with LA Secretary of State (required for private entities)

Attachment G, United State Census Population Estimates (2023)

[U.S. Census Bureau QuickFacts: Louisiana](#)

| Parish | Population Estimates |
|------------------|----------------------|
| ACADIA | 56,489 |
| ALLEN | 22,112 |
| ASCENSION | 131,632 |
| ASSUMPTION | 20,160 |
| AVOYELLES | 38,408 |
| BEAUREGARD | 36,827 |
| BIENVILLE | 12,366 |
| BOSSIER | 129,795 |
| CADDO | 226,386 |
| CALCASIEU | 203,761 |
| CALDWELL | 9,389 |
| CAMERON | 4,768 |
| CATAHOULA | 8,414 |
| CLAIBORNE | 13,670 |
| CONCORDIA | 17,688 |
| DE SOTO | 27,114 |
| EAST BATON ROUGE | 448,467 |
| EAST CARROLL | 6,829 |
| EAST FELICIANA | 19,229 |
| EVANGELINE | 31,754 |
| FRANKLIN | 19,285 |
| GRANT | 21,911 |
| IBERIA | 67,659 |
| IBERVILLE | 29,617 |
| JACKSON | 14,746 |
| JEFFERSON | 421,777 |
| JEFFERSON DAVIS | 31,553 |
| LAFAYETTE | 249,750 |

| | |
|------------------------|------------------|
| LAFOURCHE | 95,056 |
| LASALLE | 14,800 |
| LINCOLN | 47,962 |
| LIVINGSTON | 150,145 |
| MADISON | 9,246 |
| MOREHOUSE | 23,955 |
| NATCHITOCHE | 36,291 |
| ORLEANS | 364,136 |
| OUACHITA | 157,568 |
| PLAQUEMINES | 22,386 |
| POINTE COUPEE | 20,000 |
| RAPIDES | 126,260 |
| RED RIVER | 7,356 |
| RICHLAND | 19,712 |
| SABINE | 21,906 |
| SAINT BERNARD | 44,463 |
| SAINT CHARLES | 50,620 |
| SAINT HELENA | 10,774 |
| SAINT JAMES | 19,191 |
| SAINT JOHN THE BAPTIST | 39,592 |
| SAINT LANDRY | 81,464 |
| SAINT MARTIN | 51,057 |
| SAINT MARY | 47,055 |
| SAINT TAMMANY | 275,583 |
| TANGIPAHOA | 138,064 |
| TENSAS | 3,764 |
| TERREBONNE | 103,616 |
| UNION | 20,650 |
| VERMILION | 56,992 |
| VERNON | 46,250 |
| WASHINGTON | 44,865 |
| WEBSTER | 35,238 |
| WEST BATON ROUGE | 28,266 |
| WEST CARROLL | 9,323 |
| WEST FELICIANA | 15,371 |
| WINN | 13,216 |
| STATE TOTALS | 4,573,749 |

Attachment H, Sample Grant Agreement – FOR REFERENCE ONLY. DO NOT RETURN WITH APPLICATION

Grantee:

Grant Amount:

PO #:

**STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
GRANT AGREEMENT
LOUISIANA ATTRACTION SUPPORT GRANT (LASG)
PHASE 3**

BE IT KNOWN, the State of Louisiana, Department of Culture, Recreation and Tourism, Office of Tourism (hereafter sometimes referred to as “State” or “LOT”) and (legal name of Grant recipient), (address, phone) (hereafter sometimes referred to as “Grantee”) do hereby enter into this agreement (“Agreement”) under the following terms and conditions.

1. Background

The Louisiana Office of Tourism (LOT) is the state agency statutorily vested with the responsibility to promote and assist the expansion of tourism and the tourism industry in Louisiana. Each year, the tourism industry in Louisiana has a significant economic impact in the state. In 2023, Louisiana welcomed 43 million total visitors, who generated \$18.1 billion in tourism spending. Those visitors generated a total of \$1.94 billion in state and local tax revenue through travel and tourism activities in Louisiana, which is equivalent to a \$1,098 in tax savings per Louisiana household. Tourism supported 220,500 leisure and hospitality jobs statewide.

In 2021, the Louisiana Division of Administration (DOA) developed the Tourism Revival Program with funds received from the American Rescue Plan Act (ARPA). The Appropriations Act of 2021 (Act 119 of the 2021 Regular Session of the Louisiana Legislature) included an appropriation from the Louisiana Tourism Revival Fund (La. R.S. 39:100.54(D); Act 410 of the 2021 Regular Session of the Legislature) for the LOT marketing program. The LOT allocated a portion of that appropriation to the Louisiana Attractions Support Grant (LASG) Program which provided grants to Louisiana-based attractions for enhancement and marketing.

Due to the positive impact of the state’s investment in the LASG, the LOT offered the LASG/Phase 2 Program funded with LOT’s self-generated funds, not Tourism Revival Funds. To continue supporting Louisiana-based tourism attractions, the LOT is offering a third round of grant funding via LOT’s self-generated funds for the for the LASG/Phase 3 Program.

The purposes and objectives of the LASG/Phase 3 Program are to provide assistance to existing, Louisiana-based tourism attractions to enhance the visitor experience at the attractions and/or promote and attract visitors to the tourism attractions, as defined and further provided herein.

2. Scope of Grant Funded Activities

- A. The State agrees to reimburse the Grantee one hundred percent (100%) of the cost incurred for eligible expenses, submitted by the Grantee and listed on *Exhibit A, LASG/Phase 3 Approved Scope of Work* and approved by the Grant Manager, up to a maximum amount of \$_____, subject to the following terms and conditions:

- a. The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.
- b. Changes to *Exhibit A, LASG/Phase 3 Approved Scope of Work* are permitted, but requested changes must meet eligibility criteria, and should be submitted via email to the LASG/Phase 3 Grant Manager (LSchmitt@crt.la.gov) and approved prior to purchase/placement.
- c. To be eligible for LASG/Phase 3 funding, all expenses must be incurred, media run, materials delivered between January 1, 2025, and December 31, 2025.
- d. To be eligible for reimbursement, all creative/artwork for items listed on *Exhibit A*, should be submitted to the LASG/Phase 3 Grant Manager Lindsey Schmitt (LSchmitt@crt.la.gov) for approval prior to placement/purchase.
- e. Use of the State's official tourism logo ("Logo") shall comply with the requirements contained in Section VI., Eligible Use of Funds/Qualifying Expenses, of the LASG/Phase 3 Guidelines/Application and the terms of this Agreement.
- f. The Grantee will be notified of any changes to the Logo.
- g. Subject to the additional restrictions included herein, expenses eligible for payment/reimbursement are limited to those contained in the LASG/Phase 3 Application/Guidelines.
- h. If the Grantee employs a third party (e.g., advertising agency/media buyer) to purchase media, the State will reimburse up to a maximum fifteen percent (15%) net media commission. This excludes media purchased from the LTA Marketing Plan or Louisiana Inspiration Guide Digital Opportunities through Miles Partnership.

3. Payment Terms

- A. Expense Reimbursement:** The State agrees to reimburse the Grantee up to 100% of the cost of pre-approved expenses listed in Exhibit A and purchased in compliance with the terms of the Agreement and the LASG/Phase 3 Application/Guidelines, up to the maximum amount of \$ _____. The LASG Grant Manager or her supervisor, successor, or designee will ensure that all LASG Guideline requirements are met prior to authorizing the release of any payment.

The Grantee may submit invoices as advertising is placed/services rendered/products purchased for the first eighty percent (80%) of incurred expenses. The final twenty percent (20%) of expenses should be submitted with Grantee's final report. Final invoice(s) will be paid upon approval of the final report by the LASG Grant Manager.

To receive up to 100% of the cost for eligible expenses listed Exhibit A, up to the maximum amount of \$ _____, the Grantee shall submit to the LOT an original, numbered invoice(s) for up to 100% of the Grantee's total pre-approved expenses and provide the following supporting documentation:

- a. Proof of Reimbursable Charge from Vendor: A legible vendor invoice reflecting date of publication/service provided, description of charge, and dollar amount. If placing advertising through an advertising agency/media buyer, invoices from both the agency/media buyer and the media outlet (e.g., Southern Living) must be provided. Note: The LOT will not reimburse ad agency/media buyer commissions charged on programs purchased from the LTA Marketing Plan or Louisiana Inspiration Guide Digital Opportunities through Miles Partnership.
- b. Proof of Implementation: Proof that advertising ran/service provided/product delivered and that the Guidelines for proper use of the Logo were followed. Proof of implementation may include:
 - i. Media placement:

1. Print: Ad placement tear sheets
 2. TV/Cable/OTT: Affidavits/log reports indicating actual broadcast times and name of ad that ran; ad emailed to LSchmitt@crt.la.gov.
 3. Radio: Affidavits/log reports indicating actual broadcast times and name of ad that ran; ad and/or ad script emailed to LSchmitt@crt.la.gov.
 4. Digital: Screenshots of digital ads running online. Copy of artwork/creative of digital ads that ran is **not** sufficient. Proof that ad was live online required.
 5. Billboard: "Proof of Play" report from the vendor; date-stamped, in-situ photograph of placement.
 6. Other: (Grant Program Manager will determine if proof is acceptable.)
- ii. Media Production/Videography/Photography
 1. Executed agreement/contract between the Grantee and vendor.
 2. Assets produced (e.g., video, photographs). Email link(s) to finished spot(s) (e.g., television spot, sales video) and/or or assets produced (e.g., photographs, b-roll) to LSchmitt@crt.la.gov.
 - iii. Licensing/Artists' Fees
 1. Executed agreement/contract between the Grantee and vendor, which outlines the terms of use.
 2. Product purchased (e.g., photograph for which rights were purchased) or service performed (e.g., copy of video in which talent appears emailed to LSchmitt@crt.la.gov).
 - iv. Printing of Collateral/Promotional Materials
 1. Copy of actual printed piece (brochure, rack card, profile sheet, map).
 2. Photograph of printed graphics, roll up booth, etc., and documentation showing date of receipt/delivery.
 - v. Exhibit Expenses
 1. Executed agreement/contract between the Grantee and vendor, which outlines terms of use for materials/artifacts procured for exhibit.
 2. In-situ photograph(s) of materials/artifacts being exhibited.
 3. Receipts/bills of lading/packing slips indicating what material was shipped and on what date.
 - vi. On-Site Signage
 1. In-situ photograph(s) of installed signage.

B. Final Report: A final report that summarizes the results of the LASG/Phase 3 using the **goals, objectives and measurements of performance stated in Exhibit A, Approved Scope of Work**, must be received by the State by April 1, 2026. The Grantee should follow the format shown in **Exhibit B: Sample Final Report** of this Agreement. **GRANTEE SHOULD PROVIDE ATTENDANCE/VISITATION AT ATTRACTION FOR CALENDAR YEARS 2024 AND 2025 ON FINAL REPORT.**

C. The Grantee may submit invoices to LOT as advertising is placed/services rendered/products purchased for the first eighty percent (80%) of incurred expenses. The final twenty percent (20%) of expenses should be submitted with Grantee's final report. Final invoice(s) will be paid upon approval of the final report by the LASG Grant Manager.

4. Grant Manager

The Grant Manager for this Agreement is Lindsey Schmitt, or her supervisor, designee, or successor.

5. Taxes

The Grantee agrees that the responsibility for payment of all taxes from the funds thus received under the Agreement and/or legislative appropriation shall be the Grantee's obligation and identified under Federal Tax Identification number _____.

6. Term of Grant Agreement

This Agreement shall begin on January 1, 2025, and shall terminate on April 1, 2026.

7. Entire Agreement/Order of Precedence Clause

This Agreement and the attached Exhibits A and B, which by this reference are incorporated herein, together with the Guidelines and addenda issued thereto by the LOT, and the application submitted by the Grantee, constitute the entire Agreement between the parties with respect to the subject matter.

In the event of any inconsistent or incompatible provisions, this signed Agreement (excluding the Guidelines) shall take precedence, followed by the provisions of the Guidelines, and then by the terms of the Grantee's application.

8. Accountability

The Grantee shall establish accountability measures and financial controls to ensure any and all activities and expenditures funded through this Agreement are documented, timely, and accurately reported and are consistent with the terms and conditions of the Agreement and all applicable laws, rules, and ordinances. The Grantee agrees to be responsible to the LOT for any funds that are misused and/or result in findings of fraud, waste, or abuse.

9. Termination for Cause

Should the State determine that the Grantee has failed to comply with the Agreement's terms, the State may terminate the Agreement for cause by giving the Grantee written notice specifying the Grantee's failure. If the State determines that the failure is not correctable, then the Agreement shall terminate on the date specified in such notice. If the State determines that the failure may be corrected, the State shall give a deadline for the Grantee to make the correction. If the State determines that the failure is not corrected by the deadline, then the State may give additional time for the Grantee to make the corrections, or the State may notify the Grantee of the Agreement's termination date. If the Grantee seeks to terminate the Agreement, the Grantee shall file a complaint with the State.

10. Termination for Convenience

The State may terminate this Agreement at any time without penalty by giving thirty (30) days' written notice to the Grantee. The Grantee shall be entitled to payment for deliverables in progress, to the extent the State determines that the work is acceptable.

11. Fiscal Funding Clause

The continuation of this Agreement is contingent upon the legislative appropriation of funds to fulfill the requirements of the Agreement. If the legislature fails to appropriate sufficient monies to provide for the continuation of the Agreement, or if such appropriation is reduced by the veto of the Governor or by any means provided in the appropriations act to prevent the total appropriation for the year from exceeding revenues for that year, or for any lawful purpose, and the effect of such reduction is to provide insufficient monies for the continuation of the Agreement, the Agreement shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated. The Grantee acknowledges that the funding for this Agreement is subject to legislative or administrative action, such as mid-year budget reductions, which could result in a mid-year reduction of funds available to fund this Agreement, which may require amendment or termination of this Agreement.

12. Right to Audit and Record Retention

- A. Any authorized agency of the state government (e.g. Office of the Legislative Auditor, Inspector General’s Office, etc.) and of the federal government has the right to inspect and review all books and records pertaining to services rendered and/or activities carried out under this Agreement for a period of five (5) years from the date of final payment under the Agreement and any subcontract. The Grantee and its subcontractor(s), if any, shall maintain such books and records for this five-year period and cooperate fully with the authorized auditing agency. The Grantee and subcontractor(s), if any, shall comply with federal and state laws authorizing an audit of their operations as a whole or of specific program activities.
- B. In accordance with La. R.S. 24:513(H)(2)(a), the Grantee “shall designate an individual who shall be responsible for filing annual financial reports with the legislative auditor and shall notify the legislative auditor of the name and address of the person so designated.”
- C. Pursuant to La. R.S. 24:513(J)(1)(c), the financial statements of the Grantee shall be audited as follows:

| Amount received in revenues and other sources in any one fiscal year | Audit requirements |
|--|--|
| \$75,000 or less | Not required to have an audit but must file a certification with the legislative auditor indicating it received \$75,000 or less in funds for the fiscal year. |
| More than \$75,000 but less than \$200,000 | The Grantee shall obtain an annual compilation of its financial statements, with or without footnotes, in accordance with the <i>Louisiana Governmental Audit Guide</i> . At its discretion, the legislative auditor may require an audit of the Grantee’s books and accounts. |
| \$200,000 or more but less than \$500,000 | The Grantee shall obtain an annual review of its financial statements to be accompanied by an attestation report in accordance with the <i>Louisiana Governmental Audit Guide</i> . At its discretion, the legislative auditor may require an audit of the Grantee’s books and accounts. |
| \$500,000 or more | The Grantee shall obtain an annual audit. |

- D. The Grantee must submit the required documentation to the Legislative Auditor and must notify the State, in writing, once the documentation has been sent. The transmittal to the State should include the type of audit requirement (i.e. certification, financial statement compilation, review, or audit), the date it was submitted to the Legislative Auditor’s office, the due date, and must disclose any adverse conditions discovered as part of the review/audit. If an audit was conducted (\$500,000 or more received), then the auditor’s opinion and audit findings must be listed in the transmittal.

13. Indemnity and Insurance

The Grantee shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from, or by reason of any intentional, reckless, or negligent act or omission, operation or work of the Grantee, its agents, servants, or employees while engaged upon or in connection with the services or activities performed by the Grantee hereunder.

14. Assignment of Interest

- A. The Grantee may assign its interest in the proceeds of this Agreement to a bank, trust company, or other financial institution. Within ten (10) calendar days of the assignment, the Grantee shall provide notice of the assignment to the State. The State will continue to pay the Grantee and will not be obligated to direct payments to the assignee until the State has processed the assignment.
- B. Except as stated in the preceding paragraph, the Grantee shall transfer any interest in the Agreement by assignment, novation, or otherwise, only with prior written consent of the State. The State's written consent of the transfer shall not diminish the State's rights nor the Grantee's responsibilities and obligations.

15. Discrimination Clause

The Grantee agrees to abide by the requirements of the following as applicable and amended: Title VI of the Civil Rights Act of 1964 and Title VII of the Civil Rights Act of 1964; the Equal Employment Opportunity Act of 1972; Federal Executive Order 11246; the Rehabilitation Act of 1973; the Vietnam Era Veteran's Readjustment Assistance Act of 1974; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975; the Fair Housing Act of 1968; and the Americans with Disabilities Act of 1990. The Grantee agrees not to discriminate in its employment practices, and shall render services under this Agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, disability, or age in any matter relating to employment. Any act of discrimination committed by the Grantee, or failure to comply with these statutory obligations when applicable, shall be grounds for termination of this Agreement.

16. Penalties

If the LOT determines that the Grantee fails or has failed to comply with the terms and/or conditions set forth herein, the Grantee shall become ineligible to receive any remaining payments under the Agreement and may be disqualified or barred from participation in future LOT-administered grant programs. The Grantee shall submit to the LOT a full accounting of the grant funds expended. The LOT will issue a written determination specifying the amount of grant funds, if any, that must be returned to the LOT by the Grantee. Subsequent failure of the Grantee to meet the State's requirements for the timely and appropriate resolution of non-compliance findings may also result in legal action, including but not limited to, reporting all monies not returned to the State by the Grantee to the appropriate state agencies, e.g., the Attorney General, the Legislative Auditor, and state and local law enforcement agencies. If the Grantee defaults on the Agreement, breaches the terms of the Agreement, or ceases to do business, it shall be required to repay funds to the LOT, in accordance with the terms set by the LOT.

17. Force Majeure

Neither party hereto shall be liable to the other party for any failure, inability, or delay in performing its obligations under this Agreement if caused by an act of God, war, strike, lock-out, fire, terrorism or threat of terrorism (or any security measure connected thereto), riot or civil commotion, pandemic (or any government restrictions connected thereto) or any other events or circumstances not within the reasonable control of the party affected, whether similar or dissimilar to any of the foregoing, but due diligence shall be used in mitigating any losses.

18. Public Purpose

The public purpose of this Agreement is to support the promotion of tourism in Louisiana by providing funding to the Grantee for the purchase of qualifying advertisements/media and tourism promotional materials.

19. Governing Law

This Agreement shall be governed by and interpreted in accordance with the laws of the state of Louisiana, including but not limited to La. R. S. 39:1551-1755; rules and regulations; executive orders; standard terms and conditions; special terms and conditions; and the specifications listed in this Agreement. Venue of any action brought, after exhaustion of administrative remedies, with regard to the Agreement shall be in the Nineteenth Judicial District Court, parish of East Baton Rouge, state of Louisiana.

20. Ownership

All records, reports, documents, and other material delivered or transmitted to the Grantee by the State shall remain the property of the State and shall be returned by the Grantee to the State, at the Grantee's expense, at termination or expiration of this Agreement. Copies of all material related to this Agreement and/or obtained or prepared by the Grantee in connection with the fulfillment of the terms of this Agreement shall become the property of the State, and shall be delivered by the Grantee to the State upon the State's request and at the Grantee's expense, at termination or expiration of this Agreement. All documentation must be readily available for review by the State at its discretion.

21. E-Verify

The Grantee acknowledges and agrees to comply with the provisions of La. R.S. 38:2212.10 and federal law pertaining to E-Verify in the performance of services under the Agreement.

22. Grantee's Cooperation

The Grantee has the duty to fully cooperate with the LOT and provide any and all requested information, documentation, etc. to the LOT when requested. This applies even if the Agreement is terminated and/or a lawsuit is filed. Specifically, the Grantee shall not limit or impede the LOT's right to audit nor shall the Grantee withhold LOT-owned documents.

23. Amendments

Except as otherwise provided herein, any modification to the provisions of this Agreement shall be in writing, signed by all parties, and approved by the LASG Grant Manager.

24. Ethics

The Grantee must be knowledgeable of and abide by all applicable provisions of federal, state, and local law, including the Louisiana Code of Governmental Ethics La. R.S. 42:1101 et seq. The Grantee agrees to immediately notify the State if potential violations of the Code of Governmental Ethics arise at any time during the term of this Agreement.

25. Continuing Obligation

The Grantee has a continuing obligation to disclose any suspensions or debarment by any government entity, including but not limited to General Services Administration (GSA). Failure to disclose may constitute grounds for suspension and/or termination of the Agreement and debarment from future agreements.

26. Eligibility Status

The Grantee and each tier of subgrantee shall certify that it is not on the List of Parties Excluded from Federal Procurement or Non-procurement Programs promulgated in accordance with Executive Orders 12549 and 12689, "Debarment and Suspension," as set forth at 24 CFR Part 24.

27. Remedies

Any claim or controversy arising out of this Agreement shall be resolved by the provisions of La. R.S. 39:1673.

28. Other Remedies

If the Grantee fails to perform in accordance with the terms and conditions of this Agreement, or if any lien or claim for damages, penalties, costs and the like is asserted by or against the State, then, upon notice to the Grantee, the State may pursue all remedies available to it at law or equity, including retaining monies from amounts due the Grantee and proceeding against any surety of the Grantee.

SAMPLE

The parties agree and consent to the use of electronic signature solely for the purposes of executing the Agreement and any related document. Such electronic signature shall be deemed to have the same full and binding effect as a handwritten signature.

THUS DONE AND SIGNED AT _____ (city), Louisiana, on
_____ (date).

Name of Grantee Organization

[Type Name of Authorized Official]
[Type Authorized Officer's Title]
[Type Contact Information, e.g., email, phone number]
[Type Tax I.D. No.]

THUS DONE AND SIGNED AT Baton Rouge, Louisiana, on _____ (date).

Department of Culture, Recreation, and Tourism

Doug Bourgeois, Assistant Secretary
Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana, on _____ (date)

Department of Culture, Recreation, and Tourism

Nancy Watkins, Undersecretary

Exhibit A
(LOT to Insert) - Approved Scope of Work

- A. LASG Phase 3 Goal(s):
- B. LASG Phase 3 Objective(s):
- C. LASG Phase 3 Measurement(s) of Performance:

SAMPLE

Exhibit B

**Louisiana Office of Tourism Louisiana Attraction Support Grant – Phase 3 (LASG/Phase 3) Program
Final Report – Due April 1, 2026**

SECTION I: GENERAL GRANT INFORMATION

Grantee: _____

Start Date of Grant: January 1, 2025

End Date of Grant: April 1, 2026

Grant PO (Purchase Order) Number: _____

Grant Amount: \$ _____

Total Amount Invoiced by the Grantee: \$ _____

Primary Contact Name: \$ _____

Phone Number: \$ _____ Email: _____

January – December 2024 attendance/visitation: _____

January – December 2025 attendance/visitation: _____

SECTION II: QUALIFYING MARKETING EXPENSES

A. Media Placement (Write Yes or No to indicate if media is being purchased from the Louisiana Travel Association (LTA) Marketing Plan). List each purchase separately.

PRINT

| Publication Name | Issue Date | Ad Size | LTA (Y/N) | Total Cost |
|------------------|------------|---------|-----------|------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | | | \$ |

TV/CABLE/OTT

**DMA – Designated Marketing Area*

| Station | (DMA) | Broadcast Dates | LTA (Y/N) | Total Cost |
|--------------|-------|-----------------|-----------|------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | | | \$ |

RADIO

**DMA – Designated Marketing Area*

| Station | (DMA) | Broadcast Dates | LTA (Y/N) | Total Cost |
|--------------|-------|-----------------|-----------|------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | | | \$ |

| | | | | |
|--|--|--|--|--|
| | | | | |
|--|--|--|--|--|

DIGITAL

| Vendor/Website | Market/Audience | Dates | LTA (Y/N) | Total Cost |
|----------------|-----------------|-------|-----------|------------|
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | | | \$ |

BILLBOARD

| Vendor | Location (City, State) | Dates | Total Cost |
|--------------|------------------------|-------|------------|
| | | | |
| | | | |
| | | | |
| TOTAL | | | \$ |

MILES PARTNERSHIP – LOUISIANA INSPIRATION GUIDE DIGITAL OPPORTUNITIES

| Program | Dates | Total Cost |
|--------------|-------|------------|
| | | |
| | | |
| | | |
| TOTAL | | \$ |

| | |
|-------------------------|----|
| Print Total | \$ |
| TV/Cable/OTT Total | \$ |
| Radio Total | \$ |
| Digital Total | \$ |
| Billboard Total | \$ |
| Miles Partnership Total | \$ |
| Media Total | \$ |

B. Media Production/Videography/Photography Services

| Proposed Vendor | Product/Service (e.g., still photography) | Total Cost |
|-----------------|---|------------|
| | | |
| | | |
| | | |
| TOTAL | | \$ |

| | | |
|--|--|--|
| | | |
|--|--|--|

C. Licensing/Artists' Fees

| Proposed Vendor/Artist | Product/Service (e.g., voice talent for radio ad) | Total Cost |
|------------------------|---|------------|
| | | |
| | | |
| | | |
| TOTAL | | \$ |

D. Printing of Collateral and/or Trade/Consumer Show Materials: Printing of Collateral and/or Trade/Consumer Show Materials

| Proposed Vendor | Product (e.g., branded tablecloths) | Quantity | Total Cost |
|-----------------|-------------------------------------|----------|------------|
| | | | |
| | | | |
| | | | |
| TOTAL | | | \$ |

E. Exhibit Expenses:

| Exhibit Name | Exhibit Dates | Product (e.g., lighting) | Total Cost |
|--------------|---------------|--------------------------|------------|
| | | | |
| | | | |
| | | | |
| TOTAL | | | \$ |

F. On-Site Signage

| Proposed Vendor | Product (e.g., directional signage) | Quantity | Total Cost |
|-----------------|-------------------------------------|----------|------------|
| | | | |
| | | | |
| | | | |
| TOTAL | | | \$ |

Expense Summary

| | |
|---|----|
| Media Placement | \$ |
| Media Production/Videography/Photography | \$ |
| Licensing/Artists' Fees | \$ |
| Printing of Collateral and/or Trade/Consumer Show Materials | \$ |
| Exhibit Expenses | \$ |
| On-Site Signage | \$ |

| | |
|--|----|
| Total Requested for LASG/Phase 3 (maximum of \$10,000) | \$ |
|--|----|

SECTION III: RESULTS/SUMMARY

- A. LASG Goal(s): *(as listed on Exhibit A, Approved Scope of Work):*
- B. LASG Objective(s): *(as listed on Exhibit A, Approved Scope of Work):*
- C. LASG Measurement(s) of Performance: *(as listed on Exhibit A, Approved Scope of Work):*
- D. Results/Summary – Summarize of the outcomes of the LASG Program. State if goals were met and provide supporting documentation. If goals were not met, what factors may have contributed to failure to meet stated goal(s)?

Results/Summary Example:

LASG Goal: *Increase summer visitation at XYZ Museum.*

LASG Objective: *Paid advertising promoting reduced summer admission rates at XYZ Museum*

LASG Measurement(s) of Performance: *Comparison of year-over-year ticket sales June – August.*

Results/Summary: *Paid media promoted reduced summer admission rates at XYZ Museum. A total of 6,000 tickets were sold June – August, 2025, as compared to 5,500 sold June – August, 2024. See attached spreadsheet with monthly ticket sales.*

Goal was met. Ticket sales increased 9.09% June – August 2025 over the same period the prior year.

Exhibit C (Sample Invoice)

Date: November 1, 2025

Invoice #: 789499

PO #:

**To:
Louisiana Office of Tourism
Attn: Lindsey Schmitt
1051 N. Third St.
Baton Rouge, LA 70802**

**From:
XYZ Museum
Address
City, State, Zip**

| Description | Amount |
|---|--|
| Media: Southern Living ¼ page, May 2025 Printing: Vivid Ink – 5,000 rack cards | \$7,000.00 \$1,000.00 |
| Total: | \$8,000.00 |

SAMPLE