



Shreveport-Bossier Attractions Association

Sustainability Grant Application – 2024 – 1st & 2nd Quarter 2024

The Shreveport-Bossier Attractions Association, in conjunction with the Shreveport-Bossier Convention and Tourist Bureau, is providing a Sustainability Grant exclusively to SBAA members. The grant may be used for attractions or events for things such as event enhancements, logistics, and capital improvements. Qualifying events must take place between January 1, 2024, and June 30, 2024. **One \$2,000 grant will be awarded.**

Please complete the application below and provide the requested documentation. Only applicants with current marketing plans will be considered. The **deadline** for the 1st and 2nd Quarter 2024 grants is **June 10, 2024**. The award recipient will be announced on **June 14, 2024**. The event must have taken place between January 1, 2024, and June 30, 2024.

Is this attraction a member of the SBAA? Yes ___ No ___

Name of Attraction: _____

Applicant: _____

Title or Position at Attraction: _____

Mailing Address: _____

City/State/Zip: _____

Phone (Work): _____

Email: _____

List the most recent SBAA education seminars you have attended:

List the most recent Hospitality Breakfast you have attended:

Are you an active member of the Shreveport-Bossier Attractions Association? Yes or No

Is the attraction and/or events listed on www.SBFunGuide.com? Yes or No

*****All events must be listed in the Shreveport-Bossier Fun Guide in order to be eligible for the grant.

I have read and understand all guidelines for the Sustainability Grant.

Authorizing Official (Print name and title) _____

Authorizing Official Signature and Date _____

In the chart below, please specify what you will use the funds for and the exact cost:

Item Description	Cost
TOTAL REQUESTED AMOUNT	

Grant Checklist

- Complete the signed application
- W-9 form
- Current strategic marketing plan – Appendix 1
- Budget for attraction
- Proof of cost estimate – Appendix 2
- Proof of event or attraction listed on www.SBFunGuide.com

Please send grant materials to Charlie Rice, director of administration, at crice@visitshreveportbossier.org. All applications must be complete. The grant must be spent, and reimbursement requested by December 31, 2024. For reimbursement, the following must be submitted to the Tourist Bureau:

- Receipts dated 2024
- Final narrative report
- W-9 form
- Proof that you have acknowledged the Shreveport-Bossier Attractions Association in marketing materials for a comparable sponsorship package (Request a current logo from Alex Einerson, senior director of marketing, at aeinerson@visitshreveportbossier.org). All marketing materials with the logo are required to be approved before placement. For approval, email Alex Einerson, senior director of marketing, at aeinerson@visitshreveportbossier.org

Cooperative Endeavor Agreement and Funding Manager

All organizations approved for funding will be required to enter into a cooperative endeavor agreement with the Tourist Bureau prior to the release of funding.

Organizations receiving funds will be required to designate a funding manager who will be responsible for maintaining the official files and be responsible for following all required steps. The funding manager is responsible for following any applicable federal, state, or parish laws.

The deadline to apply for the Sustainability Grant is June 10, 2024, for the 1st and 2nd Quarters of 2024.

Strategic Marketing Plan

INSERT YOUR LOGO

Date Prepared

Strategic Marketing Plan

Attraction Name _____

Provide the URLs for the following pages where the attraction has a presence:

Website _____

Facebook _____ Twitter _____

Instagram _____ YouTube _____

Blog _____ Flickr _____

Pinterest _____ TripAdvisor _____

Mission Statement

Provide a written declaration of the attraction's core purpose and focus.

Market Demographics

Attendees – Provide a brief description of the number of persons who attend the event. (If open year-round, break down the number of persons by month).

Marketing Region – Provide a brief description of where the target audience lives and be specific. What percentage of attendees are local residents? What percentage of attendees travel from a 60-mile or more radius?

Demographics – Provide a brief description of the age range, gender, and/or lifestyle targets of the attendees. (Ex. 60 percent of attendees are female between the age of 25-45 and have young children.)

Strategy

Goals - Provide specific and measurable goals. (Goals can focus on attendance, exposure to the audience, number of vendors, sponsorships, etc.)

Strategy - Describe how the attraction plans to accomplish the goals.

Internal Assets – Provide a list of current internal assets, partners, materials, etc. that will be utilized to meet the goals. (Ex. My in-house graphic designer creates all of our advertisements, and my PR manager will write and distribute news releases and hold a press conference.)

External Assets – Provide a list of current external assets that will be utilized to meet the goals. (Ex. Billboard, Television, Radio, Magazine, Newspaper, Google, Yahoo, Promotional Products, Flyers/Rack cards/Postcards, Social Media, SBFunGuide.com, Community Calendars, Emails, Websites, Press Release/News Story.)

Budget

Provide a detailed budget for this current year that includes marketing expenses. This must be filled out completely.

Income

Income Type	Amount
Grant	
Admissions	
Sponsorship	
Souvenir Sales	
Membership	
Other	
Total Income	

Expenses

Expense Type	Amount
Salaries	
Rent	
Utilities	
Entertainment	
Equipment Rental	
Marketing/Advertising	
Printed Collateral	
Office Supplies	
Insurance	
Miscellaneous Expenses	
Total Income	