



## Shreveport-Bossier Convention and Tourist Bureau Marketing Reimbursement Grant Guidelines

### Eligible Organizations:

Eligible organizations include Not-For-Profit organizations under section 501 of the Internal Revenue Code and For-Profit organizations where revenue is consistent with the mission of the Shreveport-Bossier Convention and Tourist Bureau. The event/festival, attraction, museum, and other tourism-related partners must be located in Caddo or Bossier parishes.

The tourism-related entities promoting activities, attractions and special events should have a history of or the potential for attracting out-of-parish visitors, as either participants or spectators that result in hotel/motel/campground occupancies. Consideration will also be given to activities, attractions and special events that have the potential to generate national, state or regional media exposure for Caddo and/or Bossier parishes. **Grant applications do not apply to family reunions, public expos or conventions.**

### **Rural Product Development Grant has been modified to Product Development Reimbursement Grant\***

The Shreveport-Bossier Convention and Tourist Bureau is providing Product Development Reimbursement Grants to Caddo or Bossier parish attractions, events/festivals, museums, or other tourism-related partners. The Product Development Reimbursement Grant can be used for such things as entertainment, event logistics, graphic design and production, infrastructure, and marketing. It cannot be used for salaries. The Tourist Bureau's board of directors will score the applications and determine the funding levels.

The purpose of the Product Development Reimbursement Grant is to support the development and enhancement of events that support tourism in Caddo and Bossier parishes. **Those entities that are awarded grant funds must include the logo of the Shreveport-Bossier Convention and Tourist Bureau in advertising and promotions in order to receive the reimbursement. Grants up to \$3,000 will be awarded based on the strength of the application and grant funds available.**

### **Start Up & Mid-Level Marketing Reimbursement Grants**

***Modified Guidelines\*:*** For the remainder of 2020, the Tourist Bureau has modified the guidelines for start-up and mid-level grants. A minimum of 40% of the grant funds must be spent on advertising and promotion that extends **beyond fifty (50) miles** of Caddo and Bossier parishes and up to 60% of the grant funds can be used for product development as outlined in the grant for Start-Up and Mid-Level Marketing Reimbursement Grants. Product development includes entertainment, event logistics, infrastructure, graphic design and production. The grant funds cannot be used for salaries. The Tourist Bureau's board of directors will score the application and determine funding levels for the product development and advertising and promotions portions of the grant application.

### **Start-Up Marketing Reimbursement Grant**

Provided the grant meets the guidelines and supports the mission of the Tourist Bureau, the Tourist Bureau will consider

*\*Due to COVID-19, grant applications have been modified for 2020 to assist festivals and events as they manage this challenging situation.*

supporting up to **\$3,500** the first year to apply; **\$2,000** the second year or **\$1,000** the third year of the total project, per calendar year, per organization. **Festival or event must run for at least one day (minimum of 6 event hours) and must be held at a public/private facility or other approved public/private area.**

### **Mid-Level Marketing Reimbursement Grant**

Events require a minimum of fifty percent (50%) match from the requesting organization with no more than twenty-five percent (25%) of that match being in-kind contributions. Recipients may use allocated funds only for such purposes stated in the approved application. The amount granted could be up to a 3:1 ratio of estimated tourist tax dollars generated by the event. For events utilizing up to 1,000 hotel room nights the **maximum** is set at \$5,000, for events utilizing more than 1,000 hotel room nights the **maximum** is set at \$7,000. A minimum of 40% of the grant must be spent on advertising and promotion that extends **beyond fifty (50) miles\*** of Caddo and Bossier parishes. *\*Media placement has been modified due to COVID-19.*

#### ***Guidelines prior to modification:***

- Advertising and promotion must have a reach that extends beyond one hundred (**100**) miles outside of Caddo and Bossier parishes.

### **Major-Level Marketing Reimbursement Grant\***

***Modified Guidelines\*:*** *For the remainder of 2020, the Tourist Bureau is modifying the guidelines to allow a portion of the grant (up to \$3,000) to be utilized for product development to include entertainment, event logistics, infrastructure, graphic design and production. The grant funds cannot be used for salaries. The Tourist Bureau's board of directors will score the application and determine funding levels for each segment of the grant.*

Funding requires a minimum of one hundred percent (100%) match with no more than fifty percent (50%) of that match being in-kind contributions.

For events utilizing up to 2,000 hotel room nights, the maximum is up to \$7,500 for events utilizing more than 2,000 hotel room nights the maximum is up to \$12,500. *(Utilizing 2019 attendance information.)*

To figure the maximum grant amount, take the total number of hotel rooms utilized by the event, multiply by the actual hotel room rate (or for estimating purposes, the average daily hotel room rate), multiply by 3% (tourist tax rate) and finally by 5. The average daily hotel room rate is approximately \$70. Use this average if you have not booked your lodging facilities. Advertising and promotion must have a reach that extends **beyond fifty (50) miles\*** outside of Caddo and Bossier parishes. **A minimum of 40% of the amount granted** must be used for advertising and promotions. *\*Media placement has been modified due to COVID-19.*

#### ***Guidelines prior to modification:***

- Advertising and promotion must have a reach that extends beyond one hundred (**100**) miles outside of Caddo and Bossier parishes.

### **GRANT APPLICATIONS DEADLINES\***

*\*Application deadlines have been modified due to COVID-19.*

**Applications are due the first Monday of each month until further notice.**

For more information on grant applications, please contact Charlie Rice at [crice@sbctb.org](mailto:crice@sbctb.org) or 318-222-9391.

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[www.Shreveport-Bossier.org](http://www.Shreveport-Bossier.org)