



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 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

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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

Event Date(s)	Application Due Date
January – March 2021	Jan. 11, 2021
April – May 2021	March 8, 2021
June-July 2021	May 10, 2021
August-September 2021	July 5, 2021
October-November 2021	September 6, 2021
December 2021-January 2022	November 8, 2021

For more information on grant applications, please contact Charlie Rice at crice@sbctb.org or 318-222-9391.

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www.Shreveport-Bossier.org

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Mission Statement

The Shreveport-Bossier Convention and Tourist Bureau is the official destination marketing organization attracting meeting, leisure and gaming visitors' expenditures and enhancing the quality of life in Louisiana's Caddo and Bossier Parishes. In order to be eligible to participate, the applicant must be:

Eligibility:

- Submitting an application that directly impacts leisure tourism in Caddo and Bossier parishes.

Event/Festival Criteria

- Increase visitation or the visitor experience;
- The tourism sector supports it and it does not create an unfair competitive disadvantage to other local businesses;
- Generates economic benefits through tourism related activities for local community.
- Is sustainable, and financially and conceptually viable.
- Does your Event/Festival fall into one of the following categories?
 - Performing arts
 - Visual arts
 - Film and award ceremonies
 - Food and drink
 - Other _____

Grant applications do not apply to family reunions, public expos or conventions.

Below is a list of marketing reimbursement grants offered by the Shreveport-Bossier Convention and Tourist Bureau. Events/Festivals can only qualify for one grant per event/festival. Use the criteria below to determine which grant your event/festival qualifies for.

Product Development Reimbursement Grant

- Is your event/festival listed in the www.SBFunGuide.com ?
- Will the event/festival be held at a public facility or other approved public/private area?
- Does your event have a strategic marketing plan and budget?

Start-Up Marketing Reimbursement Grant

- Is your event/festival listed in the www.SBFunGuide.com ?
- Does your event/festival run for one day (minimum of 6 hours)?
- Will the event/festival be held at a public facility or other approved public/private area?
- Does your event have a strategic marketing plan and budget?

Mid-Level Marketing Reimbursement Grant

- Is your event/festival listed in the www.SBFunGuide.com ?
- Will the event/festival be held at a public facility or other approved public/private area?
- Is your event/festival receiving funding of a minimum of fifty percent (50%) match from the requesting organization with no more than twenty-five percent (25%) of that being in-kind contributions?
- Is your event/festival utilizing up to 1,000 hotel room nights?
- Is your event/festival utilizing more than 1,000 hotel room nights?
- Will a minimum of 40% of the grant be spent on advertising and promotion that extends beyond fifty (50) miles of Caddo and Bossier parishes? **Modified due to COVID-19*
- Does your event have a strategic marketing plan and budget?

Major-Level Marketing Reimbursement Grant Requirements

- Is your event/festival listed in the www.SBFunGuide.com ?
- Will the event/festival be held at a public facility or other approved public/private area?
- Does your event have a strategic marketing plan and budget?
- Is your event/festival receiving funding of a minimum of one hundred percent (100%) match with no more than fifty percent (50%) of that match being in-kind contributions?
- Is your event/festival utilizing up to 2,000 hotel room nights?
- Is your event/festival utilizing more than 2,000 hotel room nights?
- Will a minimum of 40% of the grant be spent on advertising and promotion that extends beyond fifty (50) miles of Caddo and Bossier parishes? **Modified due to COVID-19*