

**LOUISIANA OFFICE OF TOURISM COOPERATIVE MARKETING
PROGRAM**

GUIDELINES/APPLICATION

FISCAL YEAR 2018 (JULY 1, 2017 – JUNE 30, 2018)

I. Purpose

Through the Cooperative Marketing Program (CMP), the Louisiana Office of Tourism (LOT) supports the promotion of tourism in Louisiana by providing grants to Louisiana-based convention and visitors bureaus (CVBs), tourist commissions, and other eligible entities for the placement of qualifying advertisements (also called “the creative”) in eligible media outlets.

II. Eligibility

A. Eligible Applicants

1. To be eligible to apply for CMP funding, the Applicant must be a Louisiana-based CVB, tourist commission, or political subdivision of the state of Louisiana, created and/or authorized to promote tourism within its jurisdiction.
2. Consortiums of eligible applicants are not eligible to apply for CMP funding.

B. Eligible Media Outlets and Advertisements

1. To be eligible for CMP funding, qualifying advertisement(s) must run in eligible media outlets between July 1, 2017 and June 30, 2018.
2. Only the cost of media placement of the advertisement (i.e., not production cost) is eligible for CMP funding.
3. To be eligible for CMP funding, advertisements must be submitted to LOT for approval prior to placement.
 - a. Grantee shall submit the creative for approval to CMP Program Manager Lindsey Schmitt, LSchmitt@crt.la.gov.
 - b. Use of the Official Louisiana Logo for Tourism (“Logo”) in the creative shall comply with the DCRT Style Guide for Logo Use.
 - c. The DCRT Style Guide for Logo Use is available here:
<http://www.crt.state.la.us/Assets/calendars/documentarchive/BrandGuidelinesGuide.pdf>
 - d. Artwork for use in print media and internet banner advertisements must be submitted to CMP Program Manager for approval in actual size.
 - e. Grantee will be notified of any changes to the Logo or the DCRT Style Guide for Logo Use.
4. Subject to the additional restrictions included herein, advertising specifications and media outlets eligible for CMP funding are limited to:
 - a. Print (e.g., newspaper, magazine)
 - i. Advertisement shall include the Logo, which shall be used in accordance with DCRT Style Guide for Logo Use. (Cooperative advertisements (“co-ops”) purchased from the [LTPA Marketing Plan](#) are exempt from this restriction as the templates for co-ops include the Logo.)

- ii. There is no minimum size ads that can be purchased; however, there are minimum logo size requirements so ads purchased must be able to accommodate minimum logo sizes listed below.
- iii. The **minimum** size of the Logo on **full page** print advertisements is 1.375”.



- iv. The **minimum** size of the logo on advertisements smaller than a full page is 1”.



- v. Media outlet’s reach must extend at least 50 miles outside of the Applicant’s jurisdiction.
- b. Broadcast (e.g., radio, television)
 - i. Radio advertisements must include the phrase, “Visit LouisianaTravel.com to plan your trip today.”
 - ii. Television advertisements shall include the Logo, which shall be used in accordance with DCRT Style Guide for Logo Use.
 - iii. The Logo shall be visible for a minimum of 4 seconds on television advertisements.
 - iv. Broadcast media outlet’s reach must extend at least 50 miles outside of the Applicant’s jurisdiction.
 - c. Out-of-State Interstate billboards
 - i. Billboard must be located adjacent to an Interstate highway.
 - ii. Billboard must be located outside of Louisiana.
 - iii. Advertisement shall include the Logo, which shall be used in accordance with DCRT Style Guide for Logo Use.
 - iv. The minimum size of the Logo on a 48’ x 14’ billboard is 6.5’ x 3.5’.
 - d. Internet
 - i. Banner advertisements on travel websites (e.g., Orbitz.com, Travelocity.com) are eligible.
 - ii. Banner advertisements connected to an eligible print or broadcast media outlet (e.g., SouthernLiving.com, 96.1TheRiver.com) are eligible.
 - iii. Approved digital programs from the 2017/2018 LTPA Marketing Plan (see *Attachment G* for eligible LTPA placements/programs).
 - iv. Advertisement shall include the Logo, which shall be used in accordance with DCRT Style Guide for Logo Use. Excluding approved LTPA digital programs listed in *Attachment G*, placement of advertisements on social media (e.g., Facebook) is NOT eligible.
 - v. Placement of advertisements on LouisianaTravel.com or its ancillary websites (e.g., AudubonGolf.com) is NOT eligible.
 - e. LTPA 2017-2018 Marketing Plan
 - i. Eligible placements/programs in the [2017/2018 LTPA Marketing Plan](#) are noted in *Attachment G*.

- ii. Advertisement shall include the Logo, which shall be used in accordance with DCRT Style Guide for Logo Use. (Cooperative advertisements (“co-ops”) purchased from the [LTPA Marketing Plan](#) are exempt from this restriction as the templates for co-ops include the Logo.)

C. Funding Amounts

1. Each Applicant may apply to receive an award up to \$20,000.00 in CMP funding in the FY 2017-2018 Grant Cycle. No award will exceed \$20,000.00. The maximum amount funded per applicant will be determined based on LOT’s FY 2018 budget allocation and the amount of the Applicant’s CMP Proposed Media Plan.
2. The funding level for FY 2018 CMP will not be determined until the LOT’s appropriation for FY 2018 is finalized during the 2017 Regular Session of the Louisiana Legislature. Should requests exceed available funding, fewer grants may be awarded or the amount of the grants awarded will be reduced to fit within the amount of funds available.
3. CMP provides matching funds for eligible expenditures up to the total amount of the grant award.
4. Match percentage is determined by the size of the Applicant’s annual operating budget.
 - a. An eligible Applicant whose total operating budget exceeds \$300,000 is eligible to receive a 50% match of the total cost of media placement, up to the maximum amount of the award.
 - b. An eligible Applicant whose total operating budget is equal to or less than \$300,000 is eligible to receive a 67% match of the total cost of media placement, up to the maximum amount of the award.
 - c. Applicants must provide a financial statement or Applicant’s most recent, approved operating budget available at the time of application.
5. Funds will be provided on a reimbursement basis, in accordance with and subject to the payment terms set forth below.

III. Documentation Requirements

A. Application Packet

1. Applicant must submit one copy of each of the following to be considered for CMP funding:
 - a. Attachment A – Applicant Information: All fields must be completed and the application must be signed by the “Authorized Official” (the person authorized to enter into grant agreement on behalf of Applicant).
 - b. Attachment B – CMP Proposed Media Plan. Applicant shall list proposed CMP media purchases and state campaign goals and measurements of success for proposed media purchases. **(Example 1:** Goal: increased attendance at Roller Skate Festival. Measurement(s): number of tickets sold to the festival; food and beverage revenue collections at festival; hotel occupancy rates during the dates of the festival. **Example 2:** Goal: increased visitation to XYZ parish. Measurement(s): hotel/motel tax collections; number of visitors to information center). Stated goals must be measureable. “Promotion of XYZ parish” is not an acceptable goal. Baseline measurements must be provided in final report so Applicant must be prepared to provide year-over-year statistics for stated measurements.
 - c. Attachment C – W-9

- d. Attachment D (if applicable) – Sample Board Resolution. This is not required if an elected official (Parish President, Mayor) is the Authorized Official for Applicant.
- e. Attachment E: Financial statement or Applicant’s most recent, approved operating budget available at time of application
- f. Attachment F: Applicant’s most current, working media plan available at time of application.

2. Timeline:

- a. One signed copy of the Application packet (which includes items a. – f. above) must be postmarked on or before Friday, April 21, 2017 or received via email (Lschmitt@crt.la.gov) or fax (225.342.1051) by 4:30 p.m. CST Friday, April 21, 2017. LOT WILL NOT CONSIDER LATE APPLICATIONS.
- b. Applications sent via USPS should be mailed to:
Louisiana Office of Tourism
Cooperative Marketing Program/Attn: Lindsey Schmitt
P.O. Box 94291
Baton Rouge, LA 70804-9291

Applications sent via courier should be delivered to:

Physical Address:

Louisiana Office of Tourism
Cooperative Marketing Program/Attn: Lindsey Schmitt
1051 N. Third St., Room 347
Baton Rouge, LA 70802

- c. LOT will confirm receipt of application by Wed., April 26, 2017.
- d. LOT will make every effort to announce awards by Wed., June 28, 2017.

3. Evaluation.

- a. Applications that are complete and received timely will be evaluated by the LOT to determine whether the Applicant and proposed media purchases meet eligibility requirements.

B. Grant Agreement

- 1. A grant award is subject to execution of a Grant Agreement. Grant Agreements will outline the terms and guidelines of the CMP. Terms will include, but will not be limited to, reporting requirements and required use of the official Louisiana Office of Tourism logo on all advertising. See *Attachment H, Sample Grant Agreement*.
- 2. Grant awards are based on media listed on Grantee’s *Attachment B, CMP Proposed Media Plan*. Changes to this approved media plan are permitted, but requested changes must meet eligibility criteria and must be submitted in writing and approved by the CMP Program Manager (Lindsey Schmitt, Lschmitt@crt.la.gov).
- 3. All accounts of Grantee that are related to CMP Grant Agreements are subject to audit by the Legislative Auditor in accordance with La. R.S. 24:513 and other auditing requirements as described in *Attachment H, Sample Grant Agreement, Section 10*.
- 4. Grantee must return the signed Agreement within 30 days of receipt from the State. If the Agreement is not received by the State within 30 days, the grant award may be rescinded and the funds reallocated to another LOT program.

C. Reimbursements, Documentation, Reporting Requirements

1. Reimbursement: Invoices may be submitted to the State as pre-approved advertising is placed. However, Grantee's final invoice will be held until Grantee's final report is received and approved by the CMP Program Manager. Grantee must submit an original, numbered invoice (see **Exhibit B, Sample Invoice** in **Attachment H, Sample Grant Agreement**) to the LOT for up to 50% or 67% (depending on the percentage awarded in Grant Agreement) of the Grantee's total eligible media placement cost incurred and include the following documentation:
 - a. **Proof of Reimbursable Charge from Vendor:** submit legible vendor invoice reflecting date of publication/run, 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 LTPA 2017/2018 Marketing Plan.
 - b. **Proof of Implementation:** submit proof that advertising was placed/ran and followed guidelines for proper use of the Logo. Documentation can include:
 - i. **Print:** ad placement tear sheets
 - ii. **Internet:** screen-shots of banner ads
 - iii. **Radio/Television:** script and log report indicating actual broadcast times/dates.
 - iv. **Billboard:** "Proof of Play" report from vendor
 - v. **Other** (CMP Program Manager will determine if proof is acceptable.)
2. Six-Month Report: Grantee is required to submit a status report by Jan. 12, 2018 that lists CMP ads placed between July 1 – December 31, 2017 for which Grantee has requested or will request reimbursement from the State.
3. Final Report: A final report which summarizes the results of the CMP using the goals and measurements stated in Grantee's CMP application (Attachment B, CMP Proposed Media Plan) must be received by the State by June 30, 2018. See Exhibit A, Sample Final Report Template in Attachment H, Sample Grant Agreement.

IV. Application Packet Checklist

- A. Attachment A (CMP Applicant Information)
- B. Attachment B (Applicant's CMP Proposed Media Plan)
- C. Attachment C (W-9)
- D. Attachment D (Board Resolution, if applicable)
- E. Attachment E, Financial statement or Applicant's most recent, approved operating budget available at time of application
- F. Attachment F, Current, Comprehensive Media Plan, which lists all media Applicant plans to run, including those listed in Applicant's CMP Proposed Media Plan

Questions regarding this application should be directed to Lindsey Schmitt at 225.342.7987; lschmitt@crt.la.gov.

ATTACHMENT A (CMP APPLICANT INFORMATION)
LOUISIANA OFFICE OF TOURISM
COOPERATIVE MARKETING PROGRAM
FY 2018 (JULY 1, 2017 – JUNE 30, 2018)

Name of Applicant (Organization):

Annual Operating Budget:

Percentage Match Requested 50% or 67%

Total Requested \$:

Applicant's Tax ID Number:

Address:

City:

State:

Zip:

Authorized Official (person authorized to sign application and grant agreement on behalf of Applicant)

Name:

Title:

Phone Number:

Email:

Project Coordinator Name:

Title:

Phone Number:

Email:

I have read and understand all guidelines for the Louisiana Office of Tourism's Cooperative Marketing Program. I 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 the 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 (person authorized to sign grant agreement)

Date

ATTACHMENT B – APPLICANT’S CMP PROPOSED MEDIA PLAN

Name of Applicant:

For each proposed purchase, state campaign goals (e.g., increased visitation to XYZ parish; increased traffic to website; increased visitation to XYZ Festival) and how success will be measured (e.g., occupancy tax, sales tax, room nights sold, festival attendance, web traffic). **NOTE: goal(s) must be measurable. “Promote XYZ Parish” is not an acceptable campaign goal.**

PRINT (MAGAZINE/NEWSPAPER)

Publication Name	Ad Size	Issue Date	Circulation No.	Market(s)	Total Cost	Match Requested (50% or 67%)	LTPA Program? (Y/N)

Campaign Goal(s):

Measurement(s) of Success:

BROADCAST (RADIO, TELEVISION)

Station Call Letters	Designated Marketing Area	Spot Length/Frequency	Broadcast Dates	Total Cost	Match Requested 50% or 67%)

Campaign Goal(s):

Measurement(s) of Success:

INTERNET

Website Address	Website Name	Target Audience	Dates	Total Cost	Match Requested 50% or 67%)	LTPA Program? (Y/N)

Campaign Goal(s):

Measurement(s) of Success:

OUT-OF-STATE INTERSTATE BILLBOARDS

Placement Location	City, State	Size	Dates	Total Cost	Match Requested (50% or 67%)

Campaign Goal(s):

Measurement(s) of Success:

*****You may reproduce this form, but you must supply all information requested.**

ATTACHMENT C – W-9 FORM

<p>Form W-9 (Rev. December 2011) Department of the Treasury Internal Revenue Service</p>	<p>Request for Taxpayer Identification Number and Certification</p>	<p>Give Form to the requester. Do not send to the IRS.</p>
<p>Print or type See Specific Instructions on page 2.</p>	Name (as shown on your income tax return)	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification:	
	<input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input type="checkbox"/> Exempt payee <input type="checkbox"/> Other (see instructions) ▶ _____	
	Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
City, state, and ZIP code		
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)																																							
<p>Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3.</p> <p>Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.</p>	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td align="center" colspan="9">Social security number</td> </tr> <tr> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> </tr> <tr> <td align="center" colspan="9">Employer identification number</td> </tr> <tr> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> <td style="width:20%; text-align: center;">[]</td> </tr> </table>	Social security number									[]	[]	[]	[]	[]	[]	[]	[]	[]	[]	Employer identification number									[]	[]	[]	[]	[]	[]	[]	[]	[]	[]
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Part II Certification	
Under penalties of perjury, I certify that:	
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and	
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and	
3. I am a U.S. citizen or other U.S. person (defined below).	
<p>Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.</p>	
Sign Here	Signature of U.S. person ▶ _____ Date ▶ _____

General Instructions
Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form
A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

ATTACHMENT D – SAMPLE BOARD RESOLUTION (IF APPLICABLE)

(Organization Letterhead)

Meeting of the Board of Directors

of

(Name of organization)

A meeting of the Board of Directors of _____ was held on _____,
(Organization name) (Date)

Whereby a resolution was passed authorizing _____
(Name of person authorized to sign contracts on behalf
of organization)

TO SIGN ON BEHALF OF THE (organization name), and by his/her signature, enter into any and all contractual obligations on behalf of the (organization name).

_____, Secretary

John Doe

_____, President

Jane Smith

**ATTACHMENT E – APPLICANT’S FINANCIAL STATEMENT OR MOST RECENT,
APPROVED OPERATING BUDGET AVAILABLE AT TIME OF APPLICATION**

ATTACHMENT F – APPLICANT’S CURRENT, COMPREHENSIVE MEDIA PLAN

**ATTACHMENT G – ELIGIBLE 2017/2018 LTPA
MARKETING PLACEMENTS/PROGRAMS**

**~~strike through~~ denotes ineligible media*

NEW LTPA PROGRAMS

Golf Louisiana Program
~~LTPA Influencer Campaign~~
~~Media Monitoring Service~~

MAGAZINE

Bridal

Bridal Guide

Culinary

Fine Cooking
Food Network Magazine
Louisiana Cookin'
Louisiana Kitchen
Taste of the South

Culture

Offbeat Magazine-Festival Insert
Oxford American

Lifestyle

AARP, The Magazine
Garden and Gun
Hoffman Media Power Buy
Midwest Living "Out and About Chicago"
Multiple Magazine Insert - Family Travel Planner
O, The Oprah Magazine
Southern Living Co-op
Southern Living Travel Directory Ads
Texas Monthly Co-op
Texas Monthly Formatted Travel Ad

Outdoors

BirdWatching Magazine
Outdoor Travel Planner: Multi Magazine Insert
Outside Magazine
South Coast Golf Guide

Travel

AAA Southern Traveler
AAA Texas Journey
American Road Magazine
National Geographic Traveler
Travel 50 & Beyond

NEWSPAPER

America's Best Vacations
Best of American Travel
Fall Travel Insert & Online Insert
Louisiana Newspaper Program

DIGITAL

AARP Digital Campaign
AAA Digital Package
Amplified Storytelling

Compass Media Digital Ad Campaign
Email Marketing Campaign
Expedia/Orbitz Worldwide
Louisiana Newspaper Websites
Madden Retargeting & Prospecting Display
~~Madden STS Digital Storytelling~~
~~Miles' Custom Content Creation~~
Multi Media Campaign and Sweepstakes
Sojern
Southern Living Online Campaign
Texas Monthly Digital Campaign
Travel Channel & Food Network Display Campaign
TripAdvisor
USA Today Digital Campaign

DIRECTORY and GUIDES

AAA TourBook
Louisiana Attractions Brochure
Good Sam RV Travel and Savings Guide

TRADE ADVERTISING

Connect Magazine
Connect Faith/Rejuvenate Magazine
Connect Sports
Convention South
Destinations Magazine
Group Tour Magazine
Group Travel Leader
Leisure Group Travel
LTPA Group Planner E-Newsletter
Meetings Today/Meetings Focus
Prevue
SportsEvents
Student Group Tour

LOUISIANA CHRISTMAS BROCHURE

LOUISIANA CULINARY TRAILS

**LOUISIANA FISHING AND OUTDOOR
ADVENTURES**

TRADE and TRAVEL SHOWS

Bank Travel
SYTA
Travel South Brochure
Travel and Vacation Shows (Recipe Book)

AAA E-NEWSLETTER

LTPA EXPLORES

ATTRACTIONS PACKAGE

FESTIVAL PACKAGE

BROCHURE DESIGN

VISITOR CENTER DISTRIBUTION

Attachment H – Sample Grant Agreement

Grantee:
Grant Amount:
Grant #:

**STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
GRANT AGREEMENT
COOPERATIVE MARKETING PROGRAM**

BE IT KNOWN, the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana (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.) Scope of Work

Through the Cooperative Marketing Program (CMP), the Louisiana Office of Tourism supports the promotion of tourism in Louisiana by providing grants to Louisiana-based convention and visitors bureaus (CVBs), tourist commissions, and other eligible entities for the placement of qualifying advertisements (also called “the creative”) in eligible media outlets. The State has provided the Grantee with the list of eligible media outlets within the 2017/2018 LTPA Marketing Plan (Attachment G of the CMP Grant Guidelines), as well as the guidelines for other media outlets that will qualify for reimbursement for the placement of pre-approved advertising.

As provided herein, the State agrees to reimburse the Grantee % of the cost incurred for purchasing media that is pre-approved by the State, up to a maximum amount of \$, subject to the following terms and conditions:

- A. Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.
- B. To be eligible for CMP funding, qualifying advertisement(s) must run in eligible media outlets between July 1, 2017 and June 30, 2018.
- C. Only the cost of media placement of the advertisement (i.e., not production cost) is eligible for CMP funding.
- D. To be eligible for CMP funding, advertisements must be submitted to the CMP Program Manager Lindsey Schmitt (LSchmitt@crt.la.gov) for approval prior to placement.
- E. Use of the Official Louisiana Logo for Tourism (“Logo”) in the creative shall comply with the terms outlined in the FY 2018 CMP Application and the DCRT Style Guide for Logo Use.
- F. The DCRT Style Guide for Logo Use is available here:
<http://www.crt.state.la.us/Assets/calendars/documentarchive/BrandGuidelinesGuide.pdf>
- G. Artwork for use in print media and internet banner advertisements must be submitted prior to placement to the CMP Program Manager in actual size.
- H. Grantee will be notified of any changes to the Logo or the DCRT Style Guide for Logo Use.

I. Subject to the additional restrictions included herein, advertising specifications and media outlets eligible for CMP funding are limited to:

a. Print (e.g., newspaper, magazine)

- i. Advertisement shall include the Logo, which shall be used in accordance with the terms outlined in the FY 2018 CMP Application and the DCRT Style Guide for Logo Use. (Cooperative advertisements (“co-ops”) purchased from the [LTPA Marketing Plan](#) are exempt from this restriction as the templates for co-ops include the Logo.)
- ii. There is no minimum size ads that can be purchased; however, there are minimum logo size requirements so ads purchased must be able to accommodate minimum logo sizes listed below.
- iii. The **minimum** size of the Logo on **full page** print advertisements is 1.375”.



iv. The **minimum** size of the Logo on advertisements smaller than a full page is 1”.



v. Media outlet’s reach must extend at least 50 miles outside of the Grantee’s jurisdiction.

b. Broadcast (e.g., radio, television)

- i. Radio advertisements must include the phrase, “Visit LouisianaTravel.com to plan your trip today.”
- ii. Television advertisements shall include the Logo, which shall appear on screen be visible for a minimum of 4 seconds.
- iii. Broadcast media outlet’s reach must extend at least 50 miles outside of the Grantee’s jurisdiction.

c. Out-of-State Interstate billboards

- i. Billboard must be located adjacent to an Interstate highway.
- ii. Billboard must be located outside of Louisiana.
- iii. Advertisement shall include the Logo. The minimum size of the Logo on a 48’ x 14’ billboard is 6.5’ x 3.5’.

d. Internet

- i. Banner advertisements on travel websites (e.g., Orbitz.com, Travelocity.com) are eligible.
- ii. Banner advertisements connected to an eligible print or broadcast media outlet (e.g., SouthernLiving.com, 96.1TheRiver.com) are eligible.
- iii. Approved digital programs from the 2017/2018 LTPA Marketing Plan (see *Attachment G* for eligible LTPA programs).

- iv. Advertisement shall include the Logo, which shall be used in accordance with DCRT Style Guide for Logo Use
 - v. Excluding approved LTPA digital programs listed in *Attachment G*, placement of advertisements on social media (e.g., Facebook) is NOT eligible.
 - vi. Placement of advertisements on LouisianaTravel.com or its ancillary websites (e.g., AudubonGolf.com) are NOT eligible.
- e. LTPA 2017-2018 Marketing Plan
- i. Placements/programs in the 2017/2018 LTPA Marketing Plan which run between July 1, 2017 and June 30, 2018 and meet other eligibility requirements noted above are eligible. See *Attachment G* for eligible LTPA media placements/programs.
 - ii. Advertisement shall include the Logo, which shall be used in accordance with the terms outlined in the FY 18 CMP Application and the DCRT Style Guide for Logo Use. (Cooperative advertisements (“co-ops”) purchased from the [LTPA Marketing Plan](#) are exempt from this restriction as the templates for co-ops include the Logo.)

2.) **Payment Terms**

The State agrees to reimburse the Grantee up to % of the cost for the placement of pre-approved advertising in eligible media outlets that is purchased in compliance with the terms of the Agreement and the CMP Grant Guidelines, up to the maximum amount of \$. The **CMP Program Manager** or her supervisor, successor, or designee will ensure that all CMP Grant Guideline requirements are met prior to authorizing the release of any payment.

To receive up to % reimbursement for the placement cost of pre-approved advertising, up to the maximum amount of \$, the Grantee shall submit to the State an original, numbered invoice(s) for up to % of the Grantee’s total pre-approved advertising placement costs incurred and include the following documentation:

- A. Proof of Reimbursable Charge from Vendor: legible vendor invoice reflecting date of publication/run, 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 LTPA 2017/2018 Marketing Plan.
- B. Proof of Implementation: proof that advertising was placed/ran and followed the DCRT Style Guide for Logo Use. Documentation can include:
 - i. Print: ad placement tear sheets
 - ii. Internet: screen-shots of banner ads
 - iii. Radio/Television: script and log report indicating actual broadcast times/dates.
 - iv. Billboard: “Proof of Play” report from vendor
 - v. Other (CMP Program Manager will determine if proof is acceptable.)
- C. Six-Month Report: Grantee is required to submit a status report by Jan. 12, 2018 that lists CMP ads placed between July 1 – Dec. 31, 2017 for which Grantee has requested or will request reimbursement from the State.
- D. Final Report: A final report which summarizes the results of the CMP using the **goals and measurements stated in Grantee’s CMP application** must be received by the State by June 30, 2018. Grantee must follow format shown in *Exhibit A, Sample Final Report*, of this Agreement.

- E. Grantee may submit invoices to LOT as advertising is placed. However, Grantee's final invoice will be held until Grantee's final report has been received and approved by the CMP Program Manager.

3.) Taxes

Grantee is responsible for payment of all applicable taxes from the funds to be received under this Agreement, identified under Federal Tax Identification number [REDACTED].

4.) Term of Grant Agreement

This Agreement shall begin on July 1, 2017 and shall terminate on June 30, 2018.

5.) Entire Agreement/Order of Precedence Clause

This Agreement and any exhibits specifically incorporated herein by reference, 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.

6.) Termination for Cause

The State may terminate this Agreement for cause based upon the failure of Grantee to comply with the terms and/or conditions of the Agreement, provided that the State shall give Grantee written notice specifying Grantee's failure. If within thirty (30) days after receipt of such notice, Grantee shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Grantee in default and the Agreement shall terminate on the date specified in such notice. From the date of the termination, no payment will be made by the State to the Grantee. In the event the Grantee has received payment above and beyond documented eligible expenses, the Grantee shall return all such funds to the State.

7.) Termination for Convenience

The State may terminate this Agreement at any time by giving thirty (30) days' written notice to Grantee. In the event that the Grantee is not in compliance with the terms of this Agreement at the time of termination, no payment will be issued to the Grantee. The Grantee shall be entitled to payment for advertisements that have already run and that are in accordance with the terms of the Agreement.

8.) Fiscal Funding Clause

The continuation of this Agreement is contingent upon the appropriation and availability of funds to fulfill the requirements of the Agreement. If insufficient monies are appropriated to provide for the continuation of the Agreement, or if such funding is reduced by government action 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. 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.

9.) Act 18 Clause

Grantee is informed that no funds appropriated under Act 18 of the 2017 Regular Legislative Session shall be transferred to a public or quasi-public agency or entity which is not a budget unit of the State unless the Grantee executes this Agreement and submits to the LOT for approval, a comprehensive Budget showing all anticipated uses of the appropriation, an estimate of the duration of the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. The LOT shall submit the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

La. R.S. 24:513(A)(1)(b)(iv) defines a quasi-public agency or body as “Any not-for-profit that receives or expends any local or state assistance in any fiscal year. Assistance shall include grants, loans, transfers of property, awards, and direct appropriations of state or local funds.”

10.) Audit

It is hereby agreed that the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration and/or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Grantee that are related to this grant.

Any quasi-public agency or body as defined in La. R.S. 24:513 A (1)(b) 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 (La. R.S. 24:513 H (2)(a)). 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 Louisiana Governmental Audit Guide. 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 Louisiana Governmental Audit Guide. 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.

11.) Liability

Grantee agrees to protect, defend, indemnify, save, and hold harmless, the State of Louisiana, all state departments, agencies, boards and commissions, its officers, agents, servants, employees, and volunteers, from and against any and all claims, damages, expenses, and liability arising out of injury or death to any person or the damage, loss or destruction of any property which may occur, or in any way grow out of, any act or omission of Grantee, its agents, servants, and employees, or any and all costs, expenses and/or attorney fees incurred by Grantee as a result of any claims, demands, suits or causes of action, except those claims, demands, suits, or causes of action arising out of the negligence of the State of Louisiana, all state departments, agencies, boards, commissions, its officers, agents, servants, employees and volunteers. Grantee agrees to investigate, handle, respond to, provide defense for and defend any such claims, demands, suits, or causes of action at its sole expense and agrees to bear all other costs and expenses related thereto, even if the claims, demands, suits, or causes of action are groundless, false or fraudulent.

12.) Assignment

Grantee shall not assign any interest in this Agreement and shall not transfer any interest in same (whether by assignment or notation), without prior written consent of the State, provided however, that claims for money due or to become due to the Grantee from the State may be assigned to a bank, trust company, or other financial institution without such prior written consent. Notice of such assignment or transfer shall be furnished promptly to the State.

13.) Discrimination Clause

The Grantee agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973 as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1972, the Fair Housing Act of 1968 as amended, and Grantee agrees to abide by the Requirements of the Americans with Disabilities Act of 1990. Grantee agrees not to discriminate in its employment practices, and will render services under this Agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation or disabilities. 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.

14.) 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; and the specifications listed in this Agreement.

15.) Ethics

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.

16.) Documentation

Upon completion of this Grant Agreement, or if terminated earlier, copies of all records, reports, worksheets, documents or any other materials related to this Grant Agreement shall become the property of the State. The Grantee must keep all materials for a minimum of three years from the termination or

expiration date of this Grant Agreement. All original documentation must be readily available for review by the State at its discretion.

17.) Remedies

Any claim or controversy arising out of this Agreement shall be resolved by the provisions of La. R.S. 39:1672.2 – 1672.4.

THUS DONE AND SIGNED AT _____, Louisiana on the _____ day of _____, 201__.

WITNESSES:

Type Name of Authorized Person
Type Authorized Person's Title
Type Name of Grantee Organization
Type Contact Information

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the _____ day of _____, 201__.

WITNESSES:

Department of Culture, Recreation, and Tourism

Kyle Edmiston, Assistant Secretary
Office of Tourism

Rennie S. Buras, II
Deputy Secretary, Dept. of Culture, Recreation, and
Tourism

Exhibit A, Sample Final Report

Grantee: XYZ Convention and Visitors Bureau
Grant Award: \$20,000.00
Reimbursement Requested: \$20,000.00
PRINT (MAGAZINE/NEWSPAPER)

<i>Publication</i>	<i>Ad Size</i>	<i>Issue Date</i>	<i>Circulation</i>	<i>Market(s)</i>	<i>Total Cost</i>	<i>Match Requested</i>	<i>LTPA? (Y/N)</i>
Southern Living	¼ page	May 2018	622,000	LA, TX, OK, AR, MO	\$6,359.00	\$3,179.50 Y	
Oprah Magazine-SE Region	1/3 page	Oct 2017	465,000	LA, AR, TN, MS, AL, GA, FL, SC, NC, VA, WV	\$9,950.00	\$4,975.00 Y	
AAA Southern Traveler	1/3 page	Sept/Oct 2017	300,000	LA, MS, AR	\$2,600.00	\$1,300.00	Y

Campaign Goals (as stated in application):

Increased visitation to XYZ parish.

Measurements of Success (as stated in application):

Occupancy tax revenue.

Results/Summary. Was (were) goal(s) met? If not, were there any outside factors that could have contributed to failure to meet stated goal(s)? (baseline measurements must be provided):

Results: Occupancy tax collected in XYZ parish July 2017 – May 2018 was \$26,000. Occupancy tax collected the same period the prior year (July 2016 – May 2017) was \$24,200.

Summary: Goal was met. Occupancy tax increased 7.44% over the same period the prior year.

BROADCAST (RADIO/TELEVISION)

<i>Station Call Letters</i>	<i>Designated Marketing Area</i>	<i>Spot Length/Frequency</i>	<i>Broadcast Dates</i>	<i>Total Cost</i>	<i>Match Requested</i>
WDFW-TV	Dallas/Ft. Worth	:30, 2x day	Oct. 1-15, 2017	\$7,000.00 \$3,5	00.00
WXYR-TV	Austin	:30, 2x day	Oct. 1-15, 2017	\$8,200.00 \$4,1	00.00

Campaign Goals (as stated in application):

Increased attendance at the Roller Skate Festival.

Exhibit A, Sample Final Report (continued)

Measurements of Success (as stated in application):

Number of tickets sold to Roller Skate Festival.

Results/Summary. Was (were) goal(s) met? If not, were there any outside factors that could have contributed to failure to meet stated goal(s)? (baseline measurements must be provided):

Results: attendance at the 2017 Roller Skate Festival was 5,000, compared to 6,100 in 2016.

Summary: Goal was not met. Ticket sales decreased 18% in 2017 over 2016. One factor that may have contributed to the decreased attendance was inclement weather on the first day of the 2-day festival.

Internet

Website Address	Website Name	Target Audience	Dates	Total Cost	Match Requested
www.orbitz.com	Orbitz Worldwide	Drive and destination targeting (384K impressions)	Jan/Feb/Mar 2018	\$6,000.00 \$2,9	45.50 (note: less than 50% - contract max \$20K)

Campaign Goals (as stated in application):

Increased visitation to XYZ parish.

Measurements of Success (as stated in application):

Number of guests signing the register at the visitors' center.

Results/Summary. Was (were) goal(s) met? If not, were there any outside factors that could have contributed to failure to meet stated goal(s)? (baseline measurements must be provided):

Results: A total of 2,550 guests signed in at the visitors' center from July 2017 – May 2018. A total of 3,125 visitors signed in during the same period the prior year.

Summary: Visitor registration at the visitors' center was down 18.4% July 2017 – May 2018 over the same period the prior year. The interstate exit to the visitors center was under construction for 6 weeks in Oct/Nov of 2017, which could account for the decrease in guests to the visitors center. Although visitor registration was down, occupancy tax collections increased 7.44% (\$26,000 collected from July 2017 – May 2018 compared to \$24,200 the same period the prior year) so we are confident that we did meet our goal of increased visitation to XYZ parish, but that visitors center registration did not accurately measure visitation to XYZ parish.

Exhibit B (Sample Invoice)

Date:
Invoice #:
Grant #:

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

From:
XYZ CVB
Address
City, State, Zip

Description	Amount
Birder's World, November 2017, ¼ page Total Cost: \$1800 50% Match requested: \$900	\$900.00
Southern Living, December 2017, ½ page Total Cost: \$2400 50% Match Requested: \$1200	\$1,200.00
KBLT-TV, January 1-30, 2018 Total Cost: \$1300 50% Match Requested: \$650	\$650.00
Total Match Requested	\$2,750.00