

**Cameron Parish Tourist Commission
Cameron Parish Tourism Recovery Event Sponsorship Program**

Application Guidelines 2011-2013

Purpose:

The mission of the Cameron Parish Tourist Commission (CPTC) is to provide leadership in initiating and coordinating the marketing of Cameron Parish as desirable leisure destination and to engage in visitor promotions which generate overnight stays in Cameron Parish, thereby enhancing and developing the economic fabric of the community.

Intent:

The intent of the Cameron Parish Tourism Recovery Event Sponsorship Program is to provide funds to assist in the marketing and promotion of projects, festivals or events that increase the economic impact of tourism in Cameron Parish by attracting visitors. Visitors are hereby defined as persons from beyond a 50-mile radius of the event.

Program Criteria:

- a) Demonstrate a need for assistance.
- b) Increase the economic impact of tourism in Cameron Parish.
- c) Propose a feasible and effective strategy for marketing the proposed program/event, and assign a single, authorized point of contact responsible for delivering the final project.

Established, recurring events will be given priority but will also be evaluated according to their ability to self-generate funds for subsequent years. All projects/events must provide at least one method of tracking the economic impact of the event to Cameron Parish.

Eligible Applicants:

To qualify for the Cameron Parish Tourism Recovery Event Sponsorship Program, an Applicant must be domiciled within Cameron Parish, and must be a non-profit corporation or chartered organization registered with the Louisiana Secretary of State. Furthermore, the event or project must take place in Cameron Parish.

Individuals or groups other than described above may apply only through the endorsement of an eligible entity. The entity endorsing the Applicant must provide a letter of support for the project and agree to assume all fiscal responsibility for the funds, including appropriate use and reporting.

Application Procedures and Deadlines:

The CPTC shall supply interested entities the Application Guidelines and Forms upon request. The CPTC shall evaluate applications monthly in 2011-2013 or until all Cameron Parish Tourism Recovery Sponsorship funds have been awarded. All applications must be received at the Cameron Parish Police Jury office at least ten days prior to the monthly board meeting held on the third Thursday of each month to be considered for evaluation in the same month. Applications must be typed, computer generated or printed using the Cameron Parish Tourism Recovery Event Sponsorship Program Application Form.

An Application Form will be considered delivered on the date it is received at:

Cameron Parish Police Jury
Attn: Cornelia Dunaway
P.O. Box 1280
Cameron, LA 70631

Or hand delivered to:

Cameron Parish Police Jury
Attn: Cornelia Dunaway
South Cameron Memorial Hospital (East Wing)
5360 West Creole Hwy.
Cameron, LA 70631

NOTE: Project expenses incurred before notification of a decision and execution of the Sponsorship Agreement Form will NOT be eligible for funding.

Review of Applicants:

Only complete applications shall be considered for review.

The CPTC will evaluate each application against the program criteria at the next scheduled board meeting. Within 10 days following the meeting date in which the application was reviewed, the CPTC shall notify the Applicant of the funding decision. If the application is not approved, the CPTC shall state the reasons for that determination.

Disbursement of Grant Funds:

Approved Applicants must submit a signed Sponsorship Agreement Form, provided by the CPTC, before funds will be disbursed. The Sponsorship Agreement Form must include the signature of an officer duly authorized by the organization and must include a board resolution, if applicable, authorizing such signature. The grant award will be disbursed to the Applicant within 30 days after the CPTC receives the completed Sponsorship Agreement.

Terms and Conditions:

- a) Applicants are required to complete the project for which they applied and were approved within twelve (12) months of the approval date, unless otherwise noted on the project award letter. Extensions will be considered only in exceptional circumstances and only if such circumstances are documented in written form and delivered to the CPTC for review and approval. If a project is not completed within the twelve month timeframe, Applicants must return funds advanced to the CPTC within 60 days of the project expiration date. The project expiration date is to be considered twelve calendar months from the date the project award letter was mailed to the Applicant, unless otherwise noted on the project award letter.
- b) Funds awarded are to be used solely for the purpose specified in the application form unless written permission has been obtain from the CPTC to vary these purposes. Any funds not so used must be returned by the Applicant to the CPTC within 60 days of the agreed completion date of the project as a debt due and owing to the CPTC.

- c) The assistance of the Louisiana Office of Tourism MUST be acknowledged in all ways appropriate to the final product of the project. The Louisiana Office of Tourism branding elements (the logo, message and requirements for their use and display are available at www.crt.la.gov/recovery) must be prominently display in all materials, banners/signs/billboards, websites and all other appropriate aspects of the tourism expenditures funded through this Tourism Recovery Program.

Reporting:

Successful applicants must submit a final project report to CPTC within 30 days of the completion of their project/event giving a total breakdown of project costs. Report must also provide estimated economic impact to Cameron Parish as a result of the project (As a point of reference, economic impact could take into account measurements such as – estimated number of non-resident attendees, the public relations equivalency of non-paid media coverage obtained, amount of food/beverage sales to Cameron Parish entities, etcetera.) The final project report must also include copies of all project publicity and printed materials, including copies of print, online and outdoor advertising (photo are acceptable if hard copies are not available.)

NOTE: ALL sponsorship funding must be utilized, regardless of when it was awarded, by November 15, 2013 as this is the end date of the Cameron Parish Tourism Recovery grant funding!!!

**Cameron Parish Tourist Commission
Cameron Parish Tourism Recovery Event Sponsorship Program**

2011-2013 Application Form

Name of Applicant/Sponsoring Organization: _____

Project Name: _____

Applicant's Address: _____

Primary Contact for this Project: _____

Contact Numbers: _____ work/home _____ cell _____

E-mail: _____

Federal ID# of Organization: _____

Summary of Project (please include specific dates and locations of activities):

Is this an event, activity or festival that has been held before? If yes, list the dates, location and most recent attendance figures, including a breakdown between resident and non-resident attendees:

Please provide details on how the project for which you are requesting funding in this application will contribute to the growth and development of tourism in Cameron Parish:

Anticipated TOTAL cost of project: \$ _____

Amount of funds requested: \$ _____

Amount of funds to be provided by your organization or other sources (note that these fund sources must be substantiated in the form of signed letter of commitment, including the specific dollar amount committed to this project):

Include a copy of an overall budget for the applicant project with your completed application. Describe what portions of your budget CPTC funds would be utilized for, if awarded.

Who is the target audience this project is trying to attract:

What measurement(s) will be utilized to track the economic impact of this project/event?

- 1) _____
- 2) _____
- 3) _____

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2011-2013 Applicant Acknowledgement and Certification

I understand that all grant provisions, including the timely submission of project reports, must be met.

I understand that application materials must be submitted for review by the CPTC, and must include:

- _____ Completed application form
- _____ Copy of overall project budget
- _____ Signed letters of commitment from funding sources specifying the dollar amount committed to this project.

I further understand that the project **MUST** include the Louisiana Office of Tourism's branding elements in all media, materials, events and websites associated with this project. (The logo, message and requirements for their use and display are available at www.crt.la.gov/recovery.)

I acknowledge that I have read and understand the application materials and instructions. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements as outlined in this application.

Signature

Date

Printed Name of Signee

Sponsor Organization
(application packet must include executed board resolution of authority, if applicable)

**Cameron Parish Tourist Commission
Cameron Parish Tourism Recovery Event Sponsorship Program**

SPONSOR AGREEMENT FORM

At a meeting of the Cameron Parish Tourist Commission (CPTC) on [DATE], the sponsorship application for the [ORGANIZATION] was reviewed. The CPTC hereby agreements to provide funding for [NAME OF PROJECT] in the amount of [\$AMOUNT.] As per the application submitted, these funds may be used for [INSERT Describe what portions of your budget CPTC funds would be utilized for, FROM APPLICATION FORM].

This executed agreement must be received at the CPTC in order for the award to be validated and funds to be disbursed. FUNDS EXPENDED BEFORE THE EXECUTED AGREEMENT IS RECEIVED AT THE CPTC ARE NOT ELIGIBLE FOR FUNDING.

The executed Sponsorship Agreement Form must include the signature of an officer duly authorized by the organization and must include a board resolution, if applicable, authorizing such signature. The grant award will be disbursed to the Applicant within 30 days after the CPTC receives the completed Sponsorship Agreement.

Terms and Conditions:

- a) Applicants are required to complete the project for which they applied and were approved within twelve (12) months of the approval date, unless otherwise noted on the project award letter. Extensions will be considered only in exceptional circumstances and only if such circumstances are documented in written form and delivered to the CPTC for review and approval.

[NAME OF PROJECT] is hereby required to be completed by [MONTH/DATE/YEAR.]

If this project is not completed within the twelve month timeframe, Applicant must return funds advanced to the CPTC within 60 days of the project expiration date. The project expiration date is to be considered twelve calendar months from the date the project award letter was mailed to the Applicant, unless otherwise noted on the project award letter.

- b) Funds awarded are to be used solely for the purpose specified in the application form unless written permission has been obtain from the CPTC to vary these purposes. Any funds not so used must be returned by the Applicant to the CPTC within 60 days of the agreed completion date of the project as a debt due and owing to the CPTC.
- c) The assistance of the Louisiana Office of Tourism MUST be acknowledged in all ways appropriate to the final product of the project. The Louisiana Office of Tourism branding elements (the logo, message and requirements for their use and display are available at www.crt.la.gov/recovery) must be prominently display in all materials, banners/signs/billboards, websites and all other appropriate aspects of the tourism expenditures funded through this Tourism Recovery Program.

Reporting:

Successful applicants must submit a final project report to CPTC within 30 days of the completion of their project/event (or within 30 days of sponsorship agreement expiration, whichever shall come first) giving a total breakdown of project costs. Report must also provide estimated economic impact to Cameron Parish as a result of the project (As a point of reference, economic impact could take into account measurements such as – estimated number of non-resident attendees, the public relations equivalency of non-paid media coverage obtained, amount of food/beverage sales to Cameron Parish entities, etcetera.) The final project report must also include copies of all project publicity and printed materials, including copies of print, online and outdoor advertising (photo are acceptable if hard copies are not available.)

Cameron Parish Tourism Recovery Event Sponsorship Program funding is hereby duly accepted and contracted for by [NAME OF ORGANIZATION] for the amount and purposes noted above. I have read and agree to comply with all the terms and conditions of this program.

[typed name, title – must MATCH name/title/signature as noted on Board Resolution]

SAMPLE

BOARD RESOLUTION OF AUTHORITY

The following resolution was adopted at a meeting of the Board of the [Name of Organization] on [month date, year]

RESOLUTION

BE IT RESOLVED, the following named person, who actual signature is shown below:

<u>NAME</u>	<u>POSITION</u>	<u>ACTUAL SIGNATURE</u>
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[name of authorized person]	[position of this person]	<u>[signature of this person]</u>
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Is hereby specifically authorized, empowered and directed to do the following on behalf of the [name of organization]:

Cameron Parish Tourism Recovery Event Sponsorship Program

Authority to execute the agreement for the organization's project application for [name of project as noted on application] and enter into any contractual obligations for same.

NOW, THEREFORE BE IT RESOLVED, that the [name of organization] unanimously authorizes [name of authorized person] to represent the organization in this contract and its fulfillment according to the application guidelines.

ADOPTED AND APPROVED this [date] day of [month], [year.]

APPROVED:

Below should be typed name and title of all organization board members, with their signatures above such info, as is required to make this resolution legal and binding.

[Name, Title}

**Cameron Parish Tourist Commission
Cameron Parish Tourism Recovery Event Sponsorship
Report Form**

Typed report due to the address below within 30 days of the completion of the project/event.

Name of Applicant/Sponsoring Organization: _____

Project Name: _____

Breakdown of project/event costs:

Advertising/Media \$ _____

Printed Collateral Materials \$ _____

Hard Costs (please explain below) \$ _____

Hard card explanation: _____

Other Costs (please explain below) \$ _____

Other costs explanation: _____

Total Project/Event Costs: \$ _____

Sponsorship funding of \$ _____ paid for _____

(please explain what sponsorship funding paid for out of breakdown of costs above)

Estimated economic impact to Cameron Parish as a result of the project (examples of this could include, but should not be limited to, estimated number of non-resident attendees, the public relations equivalency of non-paid media coverage obtained, amount of food/beverage sales to Cameron Parish entities, etcetera.):

Please attach copies of all project publicity and printed materials, including copies of print, online and outdoor advertising (photo are acceptable if hard copies are not available) showing how sponsorship funding was utilized and that the assistance of the Louisiana Office of Tourism WAS acknowledged in all ways appropriate to this event/project.

Submitted by: _____ Date: _____
(Printed name)

Signature: _____

Mail to:
Cameron Parish Police Jury
Attn: Cornellia Dunaway, Sponsorship Reporting
P.O. Box 1280
Cameron, LA 70631