

DeSoto Parish Tourist Bureau Tourism Development Sponsorship Program (TDSP) 2021 Product Development Matching Funds Guidelines

PURPOSE

The DeSoto Parish Tourist Bureau's (DPTB) mission is to promote and establish DeSoto Parish as a premier leisure and business destination by engaging in programs which generate overnight stays, thereby enhancing and developing the economic fabric of the community. In an effort to obtain this mission, the DPTB has established a Tourism Development Sponsorship Program (TDSP) to encourage the development of new and diverse tourism attractions in the DeSoto Parish area.

INTENT

The intent of the DPTB Tourism Development Sponsorship Program is to provide funds to assist in the development or improvement of projects that increase the economic impact of tourism throughout DeSoto Parish.

FUNDING

TDSP funds shall not exceed \$5,000.00 per application and shall not exceed 50% of the total amount of the project expenditures. Special projects with an extraordinary benefit to the community will be considered for additional amounts. An Applicant may submit one application in a year for different TDSP projects. Matching funds are required from the Applicant to match 100% of the requested amount. All applications are subject to evaluation and approval by the DPTB Board of Directors. Sponsorships are approved "up to a maximum amount" and are based on actual costs. **Approval will not necessarily be given for the entire request.**

ELIGIBLE APPLICANTS

To qualify for the TDSP funds, an Applicant must be one of the following entities domiciled within the United States with a DeSoto Parish tourism project:

- a. A non-profit corporation or chartered organization registered with the corresponding Secretary of State
- b. A federal, state, or local governmental entity
- c. A state-recognized Native American's nation
- d. An accredited university, college or school

Applicant must provide proof of eligibility. 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 all fiscal responsibility for the TDSP funds including appropriate use and reporting as required by the DPTB.

INELIGIBLE APPLICANTS

- a. Individuals, unless endorsed by an eligible organization as described above
- b. Community organizations or affinity groups not officially chartered or incorporated with the Secretary of State, unless endorsed by an eligible organization as described above
- c. Applicants with completed projects

APPLICATION PROCEDURES AND DEADLINES

The DPTB shall supply interested entities with the Application Guidelines and appropriate Application Forms upon request. Any applications requesting funds under \$ 1,000 should use the Application Short Form to request funds. The DPTB Board of Directors shall evaluate applications after the due date of August 2, 2021. Applications must be typed using the most current TDSP form provided by the Bureau.

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

DeSoto Parish Tourist Bureau
115 N. Washington Ave.
Mansfield, LA 71052

Project expenses incurred before notification of a decision by the DPTB will not be considered for funding.

APPLICANT REVIEW

Only complete applications containing all requested information and, if necessary, attachments, submitted by the deadline shall be considered for review. If the Application Form and attachments are incomplete, the Application Form shall be considered null and void and returned to the Applicant. The Applicant may correct the deficiencies and resubmit at a later deadline. Re-applications do not guarantee funding in the next round.

The DPTB Board of Directors will meet and evaluate each Application against the program criteria at a special called Grant meeting. Within 45 days from the application deadline, the DPTB shall notify the Applicant of the funding decision. If the application is not approved, the DPTB will state the reasons for that determination.

GRANT FUNDS DISBURSEMENT

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

TERMS AND CONDITIONS

- Applicants are required to complete the project within 12 months of the approval date. Extensions will be considered only in exceptional circumstances. Projects not started within one year of approval are considered to have expired. **If a project is not completed within the allotted time frame, Applicants must return funds advanced by the program** to the DPTB within 60 days of the project expiration date as a debt due and owing to the DPTB.
- Any funds awarded are to be **used solely** for the purpose specified on the Application Form unless written permission has been obtained from the DPTB to vary these purposes. Any funds not so used must be returned by the Applicant to the DPTB within 60 days of the agreed completion date of the project as a debt due and owing to the DPTB.
- The assistance of the DeSoto Parish Tourist Bureau (DPTB) **MUST** be acknowledged in some way appropriate to the final product of the project. A credit line such as “This project was partially funded with a sponsorship from the DeSoto Parish Tourist Bureau” should be included at project sites and in all media and promotional materials published concerning the project. Failure to comply with this may affect any future funding requests. The final completion report will include copies of all project publicity.
- As a condition of accepting financial assistance from the DPTB, successful applicants agree to cooperate and permit an evaluation and audit of the organization if deemed necessary by the DPTB. Complete financial records must be retained by the organization and made available to the bureau on request.

MATCHING FUNDS

The Applicant must provide matching funds to match 100% of TDSP funds. Matching funds must equal at least 50% of the total project costs. Matching funds are necessary and irrevocably obligated to the Project.

Allowable match includes:

1. Applicant cash. (Cash-on-hand dedicated to project).
2. Term loan proceeds, bond sale proceeds, or other forms of financial institution participation.
3. Other public grant or loan program funds.
4. Cash contributions. (Sponsorships, donations, fundraising, admissions, etc.)
5. In-kind contributions necessary to complete the Project, for which the cash value is easily documented (i.e., donated labor, equipment, supplies and materials), and which correspond to expenses specifically identified in the project budget.

Unallowable match includes:

1. Costs incurred, or funds expended prior to funding approval from the DPTB.
2. Post-project costs such as normal operational expenses
3. Debt refinancing
4. Lines of credit

REPORTS

The successful Applicant must submit a final project report within **30 days of completion** giving a total breakdown of project costs, copies of project publicity, and the corresponding economic impact to DeSoto Parish tourism.

ELIGIBLE PROJECTS AND ACTIVITIES

Projects and activities must impact tourism in DeSoto Parish and any results or products must be accessible to the general public. DeSoto Parish projects and activities eligible for funding include, but are not limited to, the following:

1. **Capital Projects** – land acquisition, construction, renovation or acquisition of buildings.
2. **Studies and Planning**– feasibility, research, development and marketing studies dedicated to improving and developing tourism specific attractions.
3. **Interpretive Programs** – creation and implementation of interpretive programs and panels located within DeSoto Parish.
4. **Circulation Projects** – must provide specs and costs of a traveling exhibit to be brought to a facility.
5. **Leaflets and Brochures** – printed materials intended for free distribution.
6. **Public Programs** – development of interpretive tours, historic walking tours, lectures or hands-on demonstrations
7. **Plaques and Markers** – Includes interpretive panels, statues, monuments, plaques, signs, and murals presenting significant historical, cultural, or educational information.
8. **Oral History Projects** – research, documentation, or presentation of significant historical and cultural traditions through oral histories

INELIGIBLE PROJECTS AND ACTIVITIES

Projects and activities ineligible for funding include, but are not limited to, the following:

1. Debt refinancing
2. Contingency funding
3. Normal operating expenses
4. Routine staffing
5. Administrative expenses
6. Projects that do not fit the project categories or meet eligibility requirements.
7. Projects that do not have a primary impact on DeSoto Parish.

8. Sites that are not open to the public.
9. Completed projects.

WHAT IS A PROJECT?

A project is an activity of a non-recurring nature. Multi-year product development projects are acceptable, but each component must have an identifiable product, and the result of each component must be capable of standing on its own as there is no guarantee that the DPTB will recommend support for successive components of a project.

Applicants must submit a detailed description of the project indicating what the project will contribute to increasing the economic impact of tourism in DeSoto Parish, the times when the project is expected to start and finish, and the total funds from all sources necessary to complete the project or the component of the project under consideration.

PROJECT APPLICATIONS MUST

- Demonstrate a need for assistance.
- Consist of an element that will increase the economic impact of tourism in DeSoto Parish.
- Propose a feasible and effective strategy for marketing the proposed program and assign a single point of contact responsible for delivering the final project.
- Demonstrate support from other entities/organizations in the area.
- Include documentation of matching funds or in-kind services.
- For new and repeat projects, provide plans for evaluating the project and using at least one method of tracking or measuring Return on Investment (ROI).

Submit Grant Application to:

DeSoto Parish Tourist Bureau

Mail 115 N. Washington Ave., Mansfield, LA 71052

Physical 115 N. Washington Ave., Mansfield, LA 71052

Grant # PDG-2021-_____

(DPTB use only)

DeSoto Parish Tourist Bureau 2021 Product Development Matching Funds Grant Application

Due: August 2, 2021

Application Form must be filled out completely and returned to the DeSoto Parish Tourist Bureau's office prior to the deadline date. Applications should be typed, computer generated or printed, and additional pages can be included if space is insufficient on form. If you have any questions or need assistance in preparing the application, please contact the DeSoto Parish Tourist Bureau.

Organization Name:**Mailing Address:****City:****State:**

LOUISIANA

Zip:**Parish:**

DESOTO

Phone:**Fax:****Website:****Email:****Primary Contact & Title:****Phone:****Email:****Federal Employer Tax ID# (REQUIRED):****Project Title:**

Project Description (a sentence that summarizes the project that will utilize marketing funds, including the artistic discipline and audience):

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Amount Requested

(Minimum of \$500 and maximum \$5,000)

\$

Anticipated Cost

\$

**Amount of funds provided by your organization.
or other matching fund sources**

\$

**Projected number of out-of-town or non-resident
visitors per event or year**

What are the short-term and long-term goals and objectives of the project? What do you want the project to accomplish? _____

Describe how your project will impact the tourism industry in DeSoto Parish. Describe how this project relates to the mission of the DPTB. (Refer to Item 1, Purpose in the Sponsorship Guidelines for the DPTB's mission.) _____

How many visitors are estimated to be involved and how did you determine your estimates? _____

Who is the target audience the project is trying to attract? _____

Explain any opportunities for community involvement and partnerships in this project. How will the project enhance quality of life in our area? _____

Who is the governing board of the project and who is the Program Director who will implement the program? Give a brief summary of experience or qualifications. _____

How will outside services or consultants for the project be selected? What criteria will be used in the selection process? _____

How will the project be marketed to attract out-of-town or non-resident visitors? _____

Include a copy of an overall budget for the project in the application package. Describe what portions of your budget are eligible costs for DPTB funds and describe how the funds will be used, if awarded.

If the requested amount is not fully funded by the DPTB, will the project still happen? How might it be modified? _____

List the source of matching funds. Written proof of funding intent must be included specifying the dollar amount committed to the project by each source.

Source	Amount

Have you applied to, or plan to apply to, any other funding sources for this project? If yes, specify sources and requested amounts. _____

How will the project be evaluated and what methods will be used to determine Return on Investment?

How will the project be maintained or continued in the future? _____

ACKNOWLEDGEMENT AND CERTIFICATION

I agree to complete the proposed project within 12 months of the award. I understand all grant provisions, including the timely submission of project reports must be met.

I understand that the following items must be submitted for the application to be eligible for review:

- Completed Application Form
- Marketing Plan illustrating specific media buys
- Comprehensive Budget (budget must reflect current event, not a past event)
- Completed and signed W-9 tax form.
- Signed letters of commitment from funding sources specifying the dollar amount committed to the project.
- I understand I must include the DeSoto Parish Tourist Bureau logo or verbal sponsorship acknowledgement in all media, material, and websites associated with this event. The logo, message, and requirements for its use and display will be provided by the DeSoto Parish Tourist Bureau.
- Signed Resolution of Authority Letter, indicating that the signatory is authorized to enter into an agreement with the DPTB.

I acknowledge that I have read and understand the application guidelines. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements listed above.

Signature

Date