



Shreveport-Bossier Attractions Association

Sustainability Grant Application - 2017

The Shreveport-Bossier Attractions Association, in conjunction with the Shreveport-Bossier Convention and Tourist Bureau is providing this sustainability grant exclusively to SBAA members. The grant can be used for such things as event enhancements, logistics, and capital improvements. Several grants will be awarded, not to exceed \$1000.

Please complete the application below and provide the requested documentation. Only applications with current marketing plans will be considered. The **deadline** for the 2017 grant is **Friday, April 14**. Award recipients will be announced in May.

Is this attraction a member of the SBAA? Yes No

Name of Attraction _____

Name: (last) _____ (first) _____

Title or Position at Attraction: _____

Mailing Address _____

City/State/Zip _____

Phone (work) _____

Email _____

List the most recent SBAA education seminars that you have attended?

List the most recent Hospitality Breakfast that you have attended?

Is this attraction and/or its events listed on SBFunGuide.com? Yes or No

***If the application is in support of an event, the event must be listed in the SBFunGuide.com in order to be eligible for the grant.

I have read and understand all guidelines for the grant.

Authorizing Official (Print Name/Title) _____

Authorizing Official Signature/Date _____

In the chart below, please specify what you will use the funds for and the exact cost.

Item Description	Cost
TOTAL REQUESTED GRANT AMOUNT	\$

Grant Checklist

- Completed Signed Application
- W-9 form
- Current Strategic Marketing Plan – Attachment A
- Budget for use of funds and/or Proof of Cost Estimate – Attachment B
- Proof of event listed on www.SBFungGuide.com

Please send grant materials back to Brandy Evans, vice president of communications, at bevans@sbctb.org or fax to 318-222-9391. All applications must be complete. The grant must be spent by December 31, 2017. For reimbursement you will need:

- Receipts
- One-page summary report with results, i.e. attendance, vendor numbers, visitor profile, hotel occupancy, etc. (A survey is included to help you gather the data)
- W-9 form
- Proof that you acknowledged the Shreveport-Bossier Attractions Association in marketing materials at an equal sponsorship level of other paid sponsors. (Request a current logo at dschlag@sbctb.org.)

Deadline to apply for the grant is **Friday, April 14, 2017**.

Strategic Marketing Plan-Attachment A

Situation Analysis

Provide a brief description of what your event is and what your event/organization's objective is. Be specific.

Strategy

Provide a description of how you plan to market and advertise your organization/event. Be specific.

Goals

Provide a description of what you plan to accomplish with this event/ festival/attraction. The goals should be specific and measureable.

Target Audience

Provide a brief description of who your attendees are including demographics and where this attendee is located so you can determine how to target them for your event/festival/attraction.

Public Relations/Social Media Tactics

Provide a brief description about how you plan to engage your target audience through local, regional, and/or national news outlets such as newspapers, magazines, tv stations, blogs, social media platforms, etc.

Advertising Placement

Provide a detailed plan about the paid and in-kind advertisements that you plan to utilize to reach your target audience. Ask sales representative and fill all columns in completely.

Print Placement (newspapers, magazines)

Outlet Name	City(s) Shown	Ad Size	Issue Date	Circulation	Cost
				TOTALS:	\$

Broadcast Placement (Radio/Television)

Station Call Letters	City(s) Shown	# of Spots	Broadcast dates	Cost
			TOTALS:	\$

Outdoor Placement (Billboards)

Location	City, State	Size	Run Dates	Cost
			TOTALS:	\$

Online Advertising

Website name and address Ex: The Advocate, www.theadvocate.com	Target Audience/ Reach	Run Dates	Cost
		TOTALS:	\$

Social Media

Paid Social Media ie. Facebook, Twitter	Target Audience/Reach	Run Dates	Cost
TOTALS:			\$

Market Research

Provide a description of analytics from previous events, general tourism numbers and other research that will help you to figure out who is attending your event/festival/attraction, the purpose for visiting and how they hear about your event. (There is a one-sheet survey instrument at end of document.)

Basic Demographics

Percent of Male Attendees	
Percent of Female Attendees	
Age Range of Attendees	
Primary Zip Codes of Attendees	
Percent of out-of-town visitors (those who live outside of a 60-mile radius)	
Percent of local attendees	
Total number of attendees	
Economic impact	

Economic impact calculator: On average the leisure visitor spends \$886.99 that includes lodging, food/meals, entertainment, shopping, transportation/fuel/airfare for an average of 1.88 nights. So if you have 10 total attendees the formula for figuring out the economic impact is $10 \times 1.88 \times \$886.99 = \$16,675.41$. These figures are from the 2009 Visitor Survey Findings and Survey conducted by Randall Travel Marketing for the Shreveport-Bossier Convention and Tourist Bureau.

Budget-Attachment B

Event/Festival/Attraction Budget

Provide a detailed budget that includes marketing expenses to create a fiscally sound event. This must be filled out completely for the current year.

Income

Grants	\$
Admissions	\$
Interest	\$
Other Income	\$
TOTAL INCOME	\$

Expenses

Salaries	\$
Rent	\$
Utilities	\$
Entertainment	\$
Promotional Items	\$
Equipment Rental	\$
Marketing/Advertising	\$
Printed collateral	\$
Bank Charges	\$
Office Supplies	\$
Insurance	\$
Other expenses	\$
TOTAL EXPENSE	\$

Survey Instrument

[INSERT YOUR FESTIVAL/EVENT/ATTRACTION NAME HERE] Survey

Hello, my name is _____ with [INSERT FESTIVAL/EVENT/ATTRACTION NAME] and today we are conducting a study. The survey takes less than 5 minutes.

1. First of all, including yourself, how many people are in your group today? _____ (Insert exact number)
2. Is this your first time to attend?
 Yes No (**ASK Q.4a**)
 - 2a. **[IF NO]** How many times in the past have attended here?
_____ times (**insert exact number**)
3. How did you hear about us?
 Facebook Twitter
 Website search Mardi Gras Brochure
 Print Advertisement Word of Mouth
 Family/Friends Other _____ (**Specify**)
4. Where is your place of residence? City _____ State ____ Zip Code _____
5. **(If place of residence is outside the Shreveport-Bossier City area in Q6 ask)** Did you stay overnight in the Shreveport-Bossier City area? Yes No
6. **(IF YES IN Q7)** On this particular trip to Shreveport-Bossier City, how many nights do you plan on staying?
 1 night 2 nights 3 nights 4 or more nights
7. During your visit, how much money has your entire group spent. If you don't remember exact amounts, estimates will be helpful.

[INTERVIEWER NOTE: THESE QUESTIONS HELP US TO DETERMINE ECONOMIC IMPACT OF THE FESTIVAL –THEY ARE THE MOST IMPORTANT OF THE SURVEY]

Round all amounts to the nearest dollar

Hotel/Motel \$ _____ (actual amount/estimated amount spent on lodging)
Meal Spending \$ _____ (actual amount/estimated amount for meals)
Transportation Spending \$ _____ (actual amount/estimated amount on gas, plane ticket, bus ticket, etc...)
Entertainment Spending \$ _____ (actual amount/estimated amount on all entertainment)
Shopping Spending \$ _____ (actual amount/estimated amount spent on shopping)

Demographics

- D1. Which of the following categories includes your age?
 18-24 25-34 35-44 45-54 55-64 65 or over
- D2. Marital status? Single Married Divorced Widow/Widower
- D3. Female Male
- D4. Race (**Do not ask – mark by observation**)
 White Hispanic
 African-American Asian Other _____ (**Specify**)