



## Shreveport-Bossier Attractions Association

### Sustainability Grant Application - 2016

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 2016 grant is **May 31**. Award recipients will be announced in June.

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?

\_\_\_\_\_

Are you an active member of the Shreveport-Bossier Attractions Association? Yes or No

Is this attraction and/or its events listed on the Shreveport-Bossier Fun Guide? Yes or No

\*\*\*\*All events must be listed in the Shreveport-Bossier Fun Guide 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 \_\_\_\_\_

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

| Item Description                    | Cost |
|-------------------------------------|------|
|                                     |      |
|                                     |      |
|                                     |      |
|                                     |      |
|                                     |      |
|                                     |      |
| <b>TOTAL REQUESTED GRANT AMOUNT</b> | \$   |

#### Grant Checklist

- Completed Signed Application
- W-9
- Current Strategic Marketing Plan – Appendix 1
- Budget for use of funds and/or Proof of Cost Estimate – Appendix 2
- Event listed on [www.sbfunguide.com](http://www.sbfunguide.com)

Please send grant materials back to Brandy Evans, vice president of communications at [bevans@sbctb.org](mailto:bevans@sbctb.org) or fax to 318-222-9391. All applications must be complete. The grant must be spent by December 31, 2016. For reimbursement you will need:

- Receipts
- final narrative report
- W-9 form
- Proof that you acknowledged the Shreveport-Bossier Attractions Association in marketing materials for a comparable sponsorship package. (Request a current logo at [dschlag@sbctb.org](mailto:dschlag@sbctb.org).)

Deadline to apply for the grant is **May 1, 2016**.

# Strategic Marketing Plan-Appendix 1

## Situation Analysis

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

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## Strategy

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

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## Goals

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

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## 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.

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## 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.

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## 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:<br>The Advocate,<br>www.theadvocate.com | Target Audience/<br>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-Appendix 2

## 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        | \$ |
| <b>TOTAL INCOME</b> | \$ |

### Expenses

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

## 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?  

|   |  |
|---|--|
| <input type="radio"/> Facebook            | <input type="radio"/> Twitter                        |
| <input type="radio"/> Website search      | <input type="radio"/> Mardi Gras Brochure            |
| <input type="radio"/> Print Advertisement | <input type="radio"/> Word of Mouth                  |
| <input type="radio"/> Family/Friends      | <input type="radio"/> Other _____ ( <b>Specify</b> ) |
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**)  

|  |                                |
|--|--------------------------------|
| <input type="radio"/> White                          | <input type="radio"/> Hispanic |
| <input type="radio"/> African-American               | <input type="radio"/> Asian    |
| <input type="radio"/> Other _____ ( <b>Specify</b> ) |                                |