

Application Packet – The Applicant must submit one (1) copy of each of the following to be considered for LASG/Phase 3 funding:

- Completed and signed Attachment A, Applicant Information
- Attachment B, LASG/Phase 3 Proposed Scope of Work
- If the Applicant is a corporation (profit or non-profit), a signed Board Resolution of Authority indicating that the signatory is authorized to act on behalf of the Applicant (e.g., to submit an application, to execute an Agreement with the Louisiana Office of Tourism) is required. The Board Resolution of Authority must be signed on or after January 1, 2024. A Sample Board Resolution of Authority is provided in Attachment C of the Application.
- If the Applicant is a Limited Liability Company (LLC) or sole proprietorship, a Certification of Ownership signed on or after January 1, 2024, is required. A Sample Certification of Ownership is provided in Attachment D of the Application.
- If the Applicant is a public entity, the Application must be signed by a public official (e.g., Parish President, Mayor) authorized to submit an application and execute a Grant Agreement. Please submit documentation that proves the signatory is authorized to sign on behalf of the Applicant (e.g., ordinance, bylaws, charter, etc.).
- Proof that the Applicant is in Good Standing with the Louisiana Secretary of State (required for private entities)
- Completed and signed W-9 form

Application Packet (all items listed above) must be postmarked on or before **Thursday, November 14, 2024**, or received via email (LSchmitt@crt.la.gov) or fax (225.342.1051, Attn: Lindsey Schmitt) by **4:30 PM CT Thursday, November 14, 2024**.

Attachment A: Applicant/Attraction Information

**LOUISIANA OFFICE OF TOURISM
LOUISIANA ATTRACTIONS SUPPORT GRANT (LASG)/PHASE 3 FOR
ENHANCEMENT AND MARKETING**

SECTION I: APPLICANT

(Applicant must own and/or operate the Attraction or be a non-profit friends group that supports the Attraction.)

A. Legal Name of Applicant: City of West Monroe, Louisiana

(this should match the name on the W-9 submitted with Application)

B. Applicant Mailing Address: 2305 N. 7th Street, West Monroe, LA 71291

(this should match the address on W-9 submitted with Application)

C. Applicant Federal ID Number: 72-6001497

D. Applicant LaGov Vendor Number: 310009036

E. Business Type: Public entity

(e.g., corporation, non-profit corporation, public entity, limited liability company, sole proprietorship)

- F. **Grant Funding Request:** \$10,000
(not to exceed \$10,000)

SECTION II: ATTRACTION

- A. **Name of Attraction:** Kiroli Park
- B. **Physical Address:** 820 Kiroli Road West Monroe, LA 71291
- C. **Parish:** Ouachita
- D. **Population** (see Attachment G): Ouachita Parish: 157,568
- E. **Representative District:** 14 **Senate District:** 33 Mayor: Staci Albritton Mitchell
Legislative District (information is available online at <http://www.legis.la.gov/legis/FindMyLegislators.aspx>)
- F. **Web Address:** <https://www.cityofwestmonroe.com/facilities/facility/details/Kiroli-Park-5>
- G. **Date Attraction opened to the public:** 1925
(must be on or before January 1, 2023, to qualify)

Attachment A: Applicant/Attraction Information (continued)

Applicant: City of West Monroe

Attraction: Kiroli Park

- H. **Is Attraction open to visitors under 18 years of age? (if no, not eligible to apply)**
yes

- I. **Estimated visitation/attendance at Attraction January – December 2023**
97,764

- J. **Months Attraction is open to public (check all that apply):**

☒Jan ☒Feb ☒Mar ☒Apr ☒May ☒June ☒July ☒Aug ☒Sept ☒Oct ☒Nov ☒Dec

- K. **Daily hours of operation:** Days/hours listed here must match what is listed on Attraction's website. *Note: if Attraction is a brewery, distillery, or winery tour, days/times tours are offered must be listed here, and tour information must match what is listed on the Attraction's website.*

Sunday	7	AM	to	7	PM
Monday	7	AM	to	7	PM

Tuesday	7	AM	to	7	PM
Wednesday	7	AM	to	7	PM
Thursday	7	AM	to	7	PM
Friday	7	AM	to	7	PM
Saturday	7	AM	to	7	PM

Attachment A: Applicant/Attraction Information (continued)

Applicant: City of West Monroe, Louisiana

Attraction

L. Check all which best describe your Attraction:

- ☐ Museum
- ☐ Historic home/building/landmark
- ☐ Botanical or sculpture garden; arboretum
- ☐ Cultural Attraction (e.g., Mardi Gras World)
- ☐ Zoological Park/aquarium/wildlife attraction
- ☐ Guided tour (e.g., swamp, cemetery, walking, bicycle, or carriage tour)
- ☐ Brewery, distillery, or winery **tour** – NOTE: the **tour** is the eligible attraction. If brewery, distillery, or winery does not offer tours a minimum of 4 days/week, 9 months/year and is not available to visitors under the age of 18, Attraction not eligible for the LASG/Phase 3.
- ☐ Cooking School
- ☐ Privately-owned outfitter (e.g., bike, canoe/kayak rental)
- ☐ Amusement Park/Experience
- ☐ River Cruise (day tours only)
- ☒ Other tourist Attraction (describe: Park), which is a tourist attraction that does not fall within a category listed above, but the promotion of which will fulfill the goals and objectives of the LASG/Phase 3 program. Applicant must provide information and documentation to support its proposed justification for inclusion. LOT is the final arbiter of any Applicant and/or Attraction's eligibility.

Official authorized to apply for this grant and sign Grant Agreement for Applicant

Name: Staci Mitchell

Title: Mayor

Address: 2305 N. 7th Street,

City, State & Zip: West Monroe, LA 71291

Phone: 318-396-2600 Email: stacialbrittonmitchell@gmail.com

Individual administering the grant for Applicant, point of contact for questions.

Name: Chris Post

Title: Director of Event Facilities

Address: 820 Kiroli Road,

City, State & Zip: West Monroe, La. 71291

Phone: (318) 396-4016

Email: cpost@westmonroe.la.gov

I have read and understand all Guidelines for the Louisiana Office of Tourism's Louisiana Attractions Support Grant (LASG)/Phase 3. **I have answered all questions truthfully** and 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 in the Grant Agreement. I understand that failure to comply will result in disqualification or forfeiture of grant funds.

Authorized Official's Printed Name: Staci Mitchell

Title: Mayor

Authorized Official's Signature:

Date:

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Attachment B: LASG/Phase 3 Proposed Scope of Work

Applicant: City of West Monroe

Attraction: Kiroli Park

*This form may be reproduced, but all information should be provided. **Add lines to categories as needed.**

SECTION I: PROPOSED EXPENSES:

- 1. Media Placement** (Write **Y** or **N** to indicate if media is being purchased from the Louisiana Travel Association (LTA) Marketing Plan). List each purchase separately.

A. PRINT

Publication Name	Issue Date	Ad Size	LTA (Y/N)	Total Cost
				\$ N

TOTAL				
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B. TV/CABLE/OTT

**DMA – Designated Marketing Area*

Station	(DMA)	Broadcast Dates	LTA (Y/N)	Total Cost
TOTAL				\$ N

C. RADIO

**DMA – Designated Marketing Area*

Station	(DMA)	Broadcast Dates	LTA (Y/N)	Total Cost
TOTAL				\$ N

Attachment B: LASG/Phase 3 Proposed Scope of Work, continued

Applicant: City of West Monroe

Attraction:Kiroli Park

D. DIGITAL

Vendor/ Website	Market/Audience	Dates	LTA (Y/N)	Total Cost
TOTAL				\$ N

E. BILLBOARD

Vendor	Location (City, State)	Dates	Total Cost

TOTAL			\$ N

F. MILES PARTNERSHIP – LOUISIANA INSPIRATION GUIDE DIGITAL OPPORTUNITIES

Program	Dates	Total Cost
TOTAL		\$ N

A. Print Total	\$
B. TV/Cable/OTT Total	\$
C. Radio Total	\$
D. Digital Total	\$
E. Billboard Total	\$
F. Miles Partnership Total	\$
Media Total	\$ N

Attachment B: LASG/Phase 3 Proposed Scope of Work, continued

Applicant: City of West Monroe

Attraction: Kiroli Park

- 2. Media Production/Videography/Photography Services:** Eligible expenses include “hard costs” associated with production of tourism-related television spots, radio spots, and/or sales/promotional videos (e.g., videography/photography services, editing.) Ineligible expenses include itemized travel expenses (e.g., hotels, airfare, meals for photo shoots) and hourly or retainer fees charged for creative concept, graphic design, layout.

Proposed Vendor	Product/Service (e.g., videography)	Total Cost
Phillip Brooks	Custom promotional video	3,000
TOTAL		\$3,000

- 3. Licensing/Artists’ Fees:** Eligible expenses include costs to secure usage rights for talent (e.g., actors/musicians/models) or photography for use in tourism-related advertising and promotion. Note: LOT assumes no responsibility for managing usage rights.

Proposed Vendor/Artist	Product/Service (e.g., voice talent for radio ad)	Total Cost
Phillip Brooks	Voice talent for promotional video	2,000
TOTAL		\$2,000

- 4. Printing of Collateral and/or Trade/Consumer Show Materials:** Eligible expenses include actual “hard costs” associated with printing of **tourism-related** promotional materials (e.g., brochures, rack cards, profile sheets, and maps); the purchase/printing of branded materials to be used at travel trade/consumer shows/events (e.g., banners, tents, tablecloths). Ineligible expenses include printing of non-tourism related materials (e.g., membership and/or venue rental information materials), hourly or retainer fees charged for creative concept, graphic design, layout, and promotional items for giveaway or resale (e.g., pens, cups, t-shirts.)

Proposed Vendor	Product (e.g., branded tablecloths)	Quantity	Total Cost
Low + tritt	Tear off poster maps of park	1,500	2,000
P3	Promotional collateral for Kiroli Park 100 th Birthday	1,000	1,000
TOTAL			\$3,000

Attachment B: LASG/Phase 3 Proposed Scope of Work, continued

Applicant: City of West Monroe

Attraction: Kiroli Park

- 5. Exhibit Expenses:** Eligible expenses include procurement fees for materials/artifacts to be exhibited; lighting for exhibits, shipping of exhibit materials to site; hard costs associated printing/purchase of interpretive signs/panels associated with exhibit. Exhibits must run in the state of Louisiana for no fewer than eight (8) weeks. Ineligible expenses include the purchase of computers and/or iPads and hourly or retainer fees charged for creative concept, graphic design, layout.)

Exhibit Name	Exhibit Dates	Product (e.g., lighting)	Total Cost

TOTAL			\$ N
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- 6. On-Site Signage:** Eligible expenses include hard costs associated with production/printing/purchase of semi-permanent or permanent directional/informational signage (including murals) designed to improve/enhance visitor experience. Signs must be located on property. **Ineligible expenses** include hourly or retainer fees charged for creative concept, graphic design, or layout, and Tourism Oriented Destination Signage (TODS).

Proposed Vendor	Product(e.g., directional signage)	Quantity	Total Cost
Atomic Ink	Directional signage for park attractions	4	2000
TOTAL			\$2000

Expense Summary

Media Placement	\$ N
Media Production/Videography/Photography	\$ 5,000
Licensing/Artists' Fees	\$ N
Printing of Collateral and/or Trade/Consumer Show Materials	\$3,000
Exhibit Expenses	\$ N
On-Site Signage	\$2,000
Total Requested for LASG/Phase 3 (maximum of \$10,000)	\$10,000

Attachment B: LASG/Phase 3 Proposed Scope of Work, continued

Applicant: City of West Monroe

Attraction: Kiroli Park

SECTION III: GOALS, OBJECTIVES AND PERFORMANCE MEASURES

1. LASG/Phase 3 Program Goal(s) – What is the big-picture outcome(s) you hope to achieve? (e.g., *increase summer visitation at XYZ Museum*):

The City of West Monroe anticipates that with this support, Kiroli Park will draw more attention to the park and its amenities. As one of the largest parks in Northeast Louisiana, the park's 100th birthday in 2025 is the perfect time to focus efforts on promoting the park and telling the story of the many recently completed improvements that have taken place. Overall, the goal for the 100th anniversary is to increase park attendance going forward, not just during 2025. Through this

proposed funding and the implemented promotion, attendees will develop more knowledge of the park, interest in the park, and participation at the park.

2. LASG/Phase 3 Program Objective(s) – Specific actions to achieve goals (e.g., *paid advertising promoting discounted summer admission rates at XYZ Museum*):

The City of West Monroe is planning on pursuing multiple types of advertising to achieve its goals including addition of new signage to better direct visitors to various locations and amenities within the park. Additionally, the city will print new full-color tear-off maps of the park and bike trails for use at the park to hand out to visitors as well as partner organizations such as Discover Monroe-West, local Chambers of commerce, and City Hall. The tear off maps will also be added to welcome packets for new residents and the new indoor sports facility in West Monroe along Interstate 20. The City proposed to hire a professional videographer and photographer to document components of the park for use in digital ads, social media content, billboards, and commercials. By utilizing the online space, the City hopes to reach far more people and gain online followers who will stay informed about Kiroli park. Finally, the City will increase awareness of the park and its 100 years of serving the community with collateral materials to be used at special events, trade shows, expos, and other events with out-of-town visitors such as sporting tournaments. All of this advertising will help achieve the goal of increased interest and attendance at the park.

3. LASG/Phase 3 Program Measurement(s) of Performance – How will success be measured? (e.g., *year-over-year ticket sales for June – August 2025 compared to June – August 2024*):

Success will be measured with ticket sales and attendance records. Kiroli Park sells tickets, and therefore will be able to track the difference in visitors and admission from 2024 to 2025. Finally, Kiroli Park will measure success with increased social media followers and engagement on specific social media posts.

Note: Goals, Objectives, and Measurements of Performance should be tourism-related (e.g., increase visitation to Attraction.) The information stated here will be incorporated into the Grant Agreement. The Grantee will be required to summarize the outcomes of the program and provide supporting documentation in the Final Report (see *Exhibit B, Final Report Form of Attachment H, Sample Grant Agreement*). **GRANTEE SHOULD PROVIDE ATTENDANCE/VISITATION AT ATTRACTION FOR CALENDAR YEARS 2024 AND 2025 ON FINAL REPORT.**