



## LOUISIANA ATTRACTIONS SUPPORT GRANT

The Louisiana Attractions Support Grant (LASG) Program awards grants to Louisiana-based tourism attractions to enhance the visitor experience and/or promote and attract visitors to the tourism attractions. Applicants meeting the eligibility criteria below can apply for a \$20,000 maximum award, allocating \$4,000 of that funding to the mandatory placement of the official *Louisiana: Feed Your Soul* logo on the homepage of the attraction's website.

Applications must be postmarked by **Tuesday, March 1, 2022**.

A link to the Louisiana Attractions Support Grant Program guidelines and application can be found on the [Louisiana Office of Tourism Industry Partners webpage](#).

### ELIGIBILITY CRITERIA

An eligible applicant is a private entity (for profit or non-profit) or individual owning and/or operating a Louisiana tourist attraction meeting all minimum criteria ("Attraction").

Entities and Attractions that are **ELIGIBLE** to apply:

1. Fall within at least one of the following classification categories:
  - Museum
  - Historic home/building/landmark
  - Botanical or sculpture garden; arboretum
  - Cultural Attraction (e.g., Mardi Gras World)
  - Zoological park/aquarium/wildlife attraction
  - Guided tour service (e.g., swamp, cemetery, walking, bicycle, or carriage tour)
  - Brewery, distillery or winery tour
  - Cooking School
  - Outfitter (e.g., canoe/kayak rental)
  - Amusement Park/Experience
  - River Cruises (day tours only)
2. Have an approved business listing on [LouisianaTravel.com](#) as of application submittal date; Submit a business listing through the [Louisiana Data Engine webpage](#)
3. Have an official website (not just a Facebook or other social media page)
4. Have been open to the public a minimum of 2 years
5. Be open to visitors under 18
6. Be open to the public a minimum of 4 days per week, 9 months per year (not only open for special events)

Entities and Attractions that are **NOT ELIGIBLE** to apply:

1. Convention and Visitors Bureaus (CVBs); Tourist Commissions; Destination Management Organizations (DMOs)
2. Public entities – federal, state or a political subdivision of the state, parish, municipal, etc.
3. Bars, restaurants, and retail establishments (per the business’s occupancy license)
4. Spas/Salons
5. Golf courses
6. Accommodations (e.g., hotels, inns; B&Bs, short-term rentals, RV parks)
7. Trails/Byways
8. Festivals
9. Events
10. Artists, farmers, and makers markets
11. Event and performance venues
12. Camps/training facilities
13. Any attraction owned or operated by a public entity, whether federal, state (including political subdivisions of the state), parish, municipal, etc.

## HOW TO APPLY

Application packet must be postmarked on or before **Tuesday, March 1, 2022**; sent via email to Lindsey Schmitt at [LSchmitt@crt.la.gov](mailto:LSchmitt@crt.la.gov); or faxed to 225-342-1051, Attn: Lindsey Schmitt by **4:30 p.m., Tuesday, March 1, 2022**.

### **Applications sent via USPS should be mailed to:**

Louisiana Office of Tourism  
LASG Program/Attn: Lindsey Schmitt  
P.O. Box 94291  
Baton Rouge, LA 70804-9291

### **Applications sent via courier should be delivered to:**

Louisiana Office of Tourism  
LASG Program/Attn: Lindsey Schmitt  
1051 N. Third St., Room 251  
Baton Rouge, LA 70802

## EVALUATION CRITERIA

Submitting an application does not guarantee funding. The Louisiana Office of Tourism will evaluate only those applications that are complete and timely received to determine whether the applicant’s proposed expenses meet eligibility requirements.

The projects/initiatives listed under the applicant’s “Proposed Scope of Work” should be designed to produce specific, quantifiable results including, but not limited to, increased visitation.

The Louisiana Office of Tourism may award grants for less than the amount requested depending on the number of applications received, appropriateness of “Scope of Work,” and total amount of funds available.

A link to the Louisiana Attractions Support Grant Program guidelines and application can be found on the [Louisiana Office of Tourism Industry Partners webpage](#).