

Plan for the Administration and Structure of the Louisiana Tourism Revival Program

1. The sum of \$17.5 million shall be transferred from the Louisiana Tourism Revival Fund (“the Fund”) to the Department of Culture, Recreation and Tourism for its marketing program pursuant to La. R.S. 39:199.54(D).
2. The sum of \$60 million shall be transferred from the Fund to establish the Tourism Revival Program (“the Program”) provided for in La. R.S. 39:100.55.
3. The Division of Administration (“DOA”) has established a portal into which applications for grants from the Program shall be submitted. Notification of the establishment of this portal has been provided to the Louisiana Travel Association and all known tourism commissions, convention and visitors bureaus and official destination marketing organizations in the state. Information also will be published on the DOA website upon approval of this plan by the Joint Legislative Committee on the Budget (JLCB).
4. In accordance with the provisions of Act 410 of the 2021 Regular Session (“the Act”), grants will be made exclusively to: (a) official tourism commissions (“commissions”), (b) convention and visitors bureaus (“bureaus”) and (c) official destination marketing organizations (“organizations”). The portal will be open to receive grant applications after review and approval of this plan by the JLCB at its August 2021 meeting, but, provided that the approval is given, no later than August 30, 2021. The portal will be open for 30 days, during which time grant applications are to be submitted through the portal.
5. The following commissions, bureaus and organizations are deemed eligible to receive grants:
 - (1) Acadia Parish Convention and Visitors Commission composed of all the territory in Acadia Parish.
 - (2) Alexandria/Pineville Area Convention and Visitors Bureau composed of all the territory in Rapides Parish.
 - (3) Allen Parish Tourist Commission composed of all the territory in Allen Parish.
 - (4) Ascension Parish Tourist Commission composed of all the territory in Ascension Parish.
 - (5) Avoyelles Parish Tourist Commission composed of all the territory in Avoyelles Parish.
 - (6) Visit Baton Rouge composed of all the territory in East Baton Rouge Parish.
 - (7) Beauregard Tourist Commission composed of all the territory in Beauregard Parish.
 - (8) Cameron Parish Tourist Commission composed of all the territory in Cameron Parish.
 - (9) DeSoto Parish Tourist Bureau composed of all the territory in DeSoto Parish.
 - (10) East Feliciana Parish Tourist Commission composed of all the territory in East Feliciana Parish.
 - (11) Grant Parish Tourist Commission composed of all the territory in Grant Parish.

- (12) Houma Area Convention and Visitors Bureau composed of all the territory in Terrebonne Parish.
- (13) Iberia Parish Tourist Commission composed of all the territory in Iberia Parish.
- (14) Iberville Tourist Commission composed of all the territory in Iberville Parish.
- (15) Jefferson Davis Parish Tourist Commission composed of all the territory in Jefferson Davis Parish.
- (16) Lafayette Parish Convention and Visitors Commission composed of all the territory in Lafayette Parish.
- (17) Lafourche Parish Tourist Commission composed of all the territory in Lafourche Parish.
- (18) Ruston-Lincoln Convention and Visitors Bureau composed of all the territory in Lincoln Parish.
- (19) Livingston Parish Tourist Commission composed of all the territory in Livingston Parish.
- (20) Monroe-West Monroe Convention and Visitor's Bureau of Ouachita Parish composed of all the territory in Ouachita Parish.
- (21) Natchitoches Parish Tourist Commission composed of all the territory in Natchitoches Parish.
- (22) Pointe Coupee Parish Tourist Commission composed of all the territory in Pointe Coupee Parish.
- (23) Sabine Parish Tourist and Recreation Commission composed of all the territory in Sabine Parish.
- (24) Shreveport-Bossier Convention and Tourist Bureau composed of all the territory in Bossier and Caddo Parishes.
- (25) Southwest Louisiana Convention and Visitors Bureau composed of all the territory in Calcasieu Parish.
- (26) St. Landry Parish Tourist Commission composed of all the territory in St. Landry Parish.
- (27) St. Martin Parish Tourist Commission composed of all the territory in St. Martin Parish.
- (28) St. Mary Parish Tourist Commission composed of all the territory in St. Mary Parish.
- (29) St. Tammany Parish Tourist and Convention Commission composed of all the territory in St. Tammany Parish.
- (30) Tangipahoa Parish Tourist Commission composed of all the territory in Tangipahoa Parish.
- (31) Union Tourist Commission composed of all the territory in Union Parish.
- (32) Vermilion Parish Tourist Commission composed of all the territory in Vermilion Parish.
- (33) Vernon Parish Tourist and Recreation Commission composed of all the territory in Vernon Parish.
- (34) Washington Parish Tourism Commission composed of all the territory in Washington Parish.
- (35) Webster Parish Convention and Visitors Commission composed of all the territory in Webster Parish.

- (36) West Baton Rouge Parish Tourist Commission composed of all the territory in West Baton Rouge Parish.
 - (37) West Feliciana Parish Tourist Commission composed of all the territory in West Feliciana Parish.
 - (38) Jefferson Parish Convention and Visitors Bureau (Visit Jefferson Parish).
 - (39) Franklin Parish Tourism Commission composed of all the territory in Franklin Parish.
 - (40) Plaquemines Parish; composed of all the territory in Plaquemines Parish.
 - (41) Morehouse Parish Tourist Commission composed of all the territory in Morehouse Parish.
 - (42) East Carroll Parish Tourist Commission composed of all the territory in East Carroll Parish.
 - (43) Red River Tourism Commission composed of all the territory in Red River Parish.
 - (44) Caldwell Parish Tourist Commission composed of all the territory in Caldwell Parish.
 - (45) New Orleans & Company
 - (46) St. Bernard Parish Tourist Commission
 - (47) Louisiana River Parishes Tourist Commission
 - (48) Evangeline Parish Tourist Commission
6. The American Rescue Plan Act (ARPA) amends Title VI of the Social Security Act to add Section 602, which creates the Coronavirus State Fiscal Recovery Fund (CSFRF). Section 602(c)(1)(a) provides that funds may be used to aid industries that faced negative economic impacts due to the COVID-19 pandemic such as Travel, Tourism, and Hospitality. Pursuant to this Federal Legislation, Section 100.55(A) of the Act creates the Louisiana Tourism Revival Program “to provide grants to local and regional tourist commissions for marketing and promoting Louisiana as a tourism destination for in-state and out-of-state travel activity.” Grants will be awarded from the Program by the DOA based upon proof of “negative economic impact” incurred by the commission, bureau or organization.
7. Grants will be awarded by the DOA pursuant to the following plan:
- (A) Based upon the receipt, review and approval of audited financial statements for calendar years 2019 and 2020, grants will be awarded based upon the difference in revenue between the two years (“the difference”). This shall be deemed the “negative economic impact” on each eligible commission, bureau or organization. Each grant will be equal to the respective difference unless the total of all differences exceeds the \$60 million allocated to the program, in which case the amounts to be awarded will be prorated among all eligible entities submitting the requisite audited financial statements.
 - (B) If there are funds remaining after the allocation set forth hereinabove, there will be a prorated distribution among all eligible entities based upon the revenue each received during calendar year 2019. The commissions, bureaus and organizations may spend grant funds and/or distribute grant funds to local and regional agencies located within their respective jurisdictional boundaries by “investing in programs focused on marketing and promoting Louisiana as a destination for in-state and out-of-state travel

activity” pursuant to Section 100.55(C) of the Act and based upon the following needs:

- (1) To reimburse the loss of statutorily enabled revenues;
 - (2) To market, sell, promote, communicate and engage in activities that generate commercial and visitor spending in Louisiana and stimulate the recovery of hospitality related enterprises and the resumption of tourism, travel and hospitality services;
 - (3) To drive leisure customers, visitors, business travel, conventions, gatherings, professional meetings and other events that create financial gain for and economic recovery on behalf of Louisiana workers and businesses, attractions, venues and other hospitality related enterprises;
 - (4) To drive economic gain that generates jobs recovery and re-creation of hospitality employment and to assist in efforts to provide job opportunities for and the connection of hospitality workers to career paths;
 - (5) To enable the restoration of festivals, major sporting events and international air travel; and
 - (6) To stimulate and incentivize the return of professional meetings, conferences, conventions, tradeshow and other gatherings.
8. The DOA shall be entitled to the sum of \$125,000 from the Fund for administrative expenses associated the program in accordance with Section 100.55(E) of the Act.