



**Shreveport-Bossier Sports Commission
Sports Product Development Funding Program**

January 1 – December 31, 2020

Shreveport-Bossier Sports Commission
Sports Product Development Funding Program

1. INTRODUCTION AND GUIDELINES

The Shreveport-Bossier Sports Commission (SBSC) is a division of the Shreveport-Bossier Convention and Tourist Bureau in partnership with the City of Shreveport, City of Bossier City, Caddo Parish Commission and Bossier Parish Police Jury. As such, it is our mission to market the area as a sports destination, thus enhancing the quality of life in Shreveport & Bossier through sports tourism.

Venues and organizations considered for funding include but are not limited to: sports facilities located within Caddo or Bossier Parish that are available to host tournaments and events that will attract our-of-town visitors. All applications for consideration must be for sports events that take place within Caddo/Bossier Parishes.

When awarding funding, the SBSC places emphasis on confirmed events hosted at the venue, room nights, media/TV coverage, and the venue's overall success as it relates to the Caddo and Bossier communities. However, this application is a reference tool for the Shreveport-Bossier Sports Commission Advisory Board to use in making its determination. None of the information contained in this application binds the Advisory Board to approve or disapprove an application.

Each application will be evaluated against established criteria and historic precedent. The number of and extent of funds and/or services will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the SBSC will eventually be returned through an increase in transient lodging sales and the hotel lodging tax generated from those sales. The intent of the Sports Commission Funding Program is to provide assistance for events that attract overnight visitors to Shreveport-Bossier impacting the commercial lodging industry, i.e. hotels/motels/inns/cabins, campgrounds and RV spots as well as restaurants, retail establishments and other businesses.

2. GUIDELINES

1. Applicants may request an amount between \$500 and \$5,000 to be considered. In rare circumstances, applicants with requests exceeding \$5,000 will be considered.
2. Applicants may apply once per cycle.
3. Proof of payment for improvements must be provided before the Shreveport-Bossier Sports Commission reimburses approved funding.
4. A for-profit business that received a grant may be required to treat the grant as income and is responsible for paying any necessary taxes applicable thereto.
5. Upon completion of approved projects, the applicant must notify the Shreveport-Bossier Sports Commission of the project's completion with proof of performance (to include a purchase order, photos, etc.). The SBSC will also require a site visit upon completion. All projects must be completed within one year of funding approval or grant funds awarded will be revolved to the next cycle.
6. Facility improvements made through the SBSC Sports Product Development Program must be done with the intention of attracting new events that will drive new out-of-town

tournaments or grow existing events and visitors to our region. All applications should address tourism.

7. Participant contributions must be in cash, not trade.
8. Once the grant is awarded and improvements are complete, the facility must allow the SBSC to market the facility for future events and work closely with facility operators. Further recognition will be mutually agreed-upon following acceptance of the application.
9. Any requests for equipment should directly lead to increased sports tourism for Caddo or Bossier Parish.
10. The venue must provide an invoice and a completed W-9 form.
11. In order to receive the funds: In advance of receiving any funds, the venue must sign a Cooperative Endeavor Agreement setting forth the entire agreement between the parties which will be supplied by the SBSC.
12. Any funds granted will be subject to audit by the State of Louisiana Auditor's Office.
13. Please fill out the venue survey at,, so that the SBSC may have the most up to date information that the SBSC can use when soliciting events that can be hosted at the venue.
14. Submit a proposed budget for the renovations that the venue is planning to administer to this application.
15. Funding recipients should complete and submit within 10 business days of the completion of the renovations, a written Post-Development Completion Report which will include the following:
 - An overall summary of venue development;
 - A final actual budget; and
 - Proof of placement for all advertising to include dates ran, number of spots, etc.; and
 - Additional information that may be required.
16. Copies of quotes are required with the application.

3. Suggested items that potential funds could be used for:

1. Production and/or Technical assistance
2. Development of a tourism asset
3. Development or expansion of an event
4. Thematic experiential trails/tours
5. Development of a new meeting/conference
6. Timing and Scoring Equipment
7. Sports Specific Equipment (Purchase)
8. Legal, engineering, accounting, auditing, planning, feasibility studies or other consulting services.
9. Real property or capital improvements to facilities.

4. Items potential funds could not be used for:

1. Post Event functions, private entertainment, alcohol, concession stand supplies.
2. Annual operating expenditures not directly related to the venue development.
3. Employee salaries or benefits

4. Tangible personal property including but not limited to office furnishings or equipment.
5. Interest or reduction of deficits and loans.
6. Expenses incurred or obligated prior to or after the fund awarded event period.
7. Advertising and promotional materials distributed at the event site or after the event.
8. Sales tax.
9. Website design not specific to the event.
10. Ongoing or annual facility maintenance.
11. Other expenditures not consistent with Louisiana Statutes or SBSC objectives.

5. RATING CRITERIA AND PROCESS

Each funding application will be reviewed and considered by the Shreveport-Bossier Sports Commission Advisory Board. The board may elect to use the following criteria:

- The potential of the venue to host an event to bring overnight visitors to Caddo/Bossier parishes.
- The estimated number of out-of-town visitors and their length of stay in which the venue is associated with.
- Has local support through sponsorships, community partners and/or an organizing committee.
- The history of the event, including previous funding support, and its potential growth.
- The amount of potential economic value to Caddo/Bossier parishes.
- The submitted detailed proposed and post-event budgets with realistic expectations. Applicants should show a need for funding.

The Product Development committee will review all funding applications on the fourth Monday of the month at 1:00 pm (schedule subject to change) and make their recommendations to the Advisory Board on the fourth Wednesday of the month at 8:00 am (schedule subject to change). Both meetings take place at 629 Spring Street in Shreveport. Any organization submitting a funding application and wishes to address the Product Development Committee, should contact the Operations Director, Sheila Norman, at snorman@sbsports.org to be put on the Agenda. All Major Event and Advisory Board meeting dates, times and location are subject to change.

All Organizations approved for funding will be required to enter into a Cooperative Endeavor Agreement with the Shreveport–Bossier Sports Commission prior to release of funding. Organizations receiving funds will be required to designate a funding manager who will be responsible for maintaining the official files and be responsible for following all required steps. The funding manager is responsible for following any applicable federal, state and parish laws.

6. CONCLUSION

Applicants are asked to contact the Operations Director, Sheila Norman, at snorman@sbsports.org and not the SBSC or the Shreveport-Bossier Sports Commission Advisory Board. SBSC will contact you if there are any questions concerning the application.

This program may be altered, changed or cancelled at any time without prior notice to potential Applicants. This may include but is not limited to a reduction in funding and/or services and any other action the SBSC may deem necessary. By submitting this application Applicant acknowledges his or her acceptance of these possibilities.

**SHREVEPORT-BOSSIER SPORTS COMMISSION
SPORTS PRODUCT DEVELOPMENT FUNDING REQUEST
APPLICATION 2020**

Section One: Overview

Organization Name: _____

Venue Name: _____

Development Start Date: _____ Development End Date: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email: _____

Website: _____ Tax EIN: _____

If applicable, has a feasibility study been conducted? If yes, please submit with application.

Yes No

If this is for a new/expanded business venture, do you have a business plan? If yes, please submit with your application.

Yes No

Section Two: Funding And/Or Services

Grant Request: \$ _____ *

Your Match: \$ _____

Total Project Cost: \$ _____

*If you are a for-profit business, requesting over \$25,000 you will need to submit financial information, including three years of federal tax returns (business & personal), current personal financial statement, interim balance sheet and interim P&L.

Have you received funding or services from the Sports Commission in the past? _____ Yes _____ No

Are you actively seeking other funding? _____ Yes _____ No

*If answer is no, why not? _____

List any cash contributions from public entities for this Event (include amount and source):

Section Two: Project Details

1. Provide a (1) description, including history/background of the project, (2) how your project will increase visitation and/or enhance the visitor experience and (3) how it will impact your business. Include as appropriate, projected number or percentage of increased daily and overnight visitation and estimated economic impact.
2. How many customers/visitors did your business or event receive the past two full calendar year? If your business is new, please include projected numbers for the first two years. Provide any demographic information you have about your customers/visitors, i.e. age, income, geographic location of residency, etc.
3. If your project cannot be fully funded, how would you adapt the project?

Section Three: Project Budget

Please complete the below budget as completely as possible.

PROJECT FUNDING			
Funding Sources	Amount	Are Funds Confirmed Y/N	Indicate Funding Source
SBSC Grant Funds	\$	N	
Your Organization's Cash Match	\$		
In-Kind Match	\$		_____ hours @ \$_____/hr
Other Funding Source*	\$		
Total Project Revenue	\$		

*A letter of commitment is required for all other funding sources listed above.

PROJECT EXPENSES		
Expense	Amount	Notes
1	\$	
2	\$	
3	\$	
4	\$	
5	\$	
6	\$	
Total Project Costs	\$	

Copies of quotes are required with the application.

Section Four: Project Timeline

Please provide a month-by-month timeline below outlining high-level activities.

Section Five: Application Checklist

1. Attach the following items to your completed application:

- If applicable, supporting documentation, such as estimates, proposals, feasibility/market studies, conceptual drawings, business plan, financial statements and letters of commitment for funding

2. Submit a digital copy of this application with attachments to:

Shreveport-Bossier Sports Commission (SBSC)
Attn: Nick Kopka, Logistics Manager
nkopka@sbsports.org

3. Please call Nick at 318-429-0653 to confirm receipt of your application.

CANCELLATION OF PROJECT

Should the development project be cancelled altogether, Fundee agrees to return any funds expended. If it is rescheduled, Fundee will apply those same funds to the rescheduled date (event must be rescheduled within the same year). Fundee understands that the event cannot be moved for any reason outside the Caddo and Bossier Parish areas in order to receive funding.

ACKNOWLEDGEMENT

By signing below, I understand that should the application be accepted, I and/or my organization will be bound by the terms set forth herein and understand that we are entering into a legally binding agreement. Further, I acknowledge that I have read the entire funding application including the instructions and information pages, and I understand all information contained therein represents this full and complete funding application. I understand that in order to receive any funding awarded for my event, I must provide all documents and items listed in this Application and other information that may be requested by the SBSC in order to further evaluate my Application. I understand that should funding be awarded, I will be required and responsible for collecting and tallying the SBSC survey questions from all participants and maybe spectators. I will also be responsible for completing the Post-Development Completion Report and sending all required documents to support the report. The SBSC surveys and Post-Development Completion Report will be due within 10 business days following the final day of my event.

Authorized signature of applicant

Date

Print Name and Title