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LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
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LOUISIANA AFRICAN AMERICAN HERITAGE TRAIL **Application Guidelines**

AAHT Overview

The Louisiana African American Heritage Trail (AAHT) is a program developed by the Louisiana Office of Tourism (LOT) designed to add new experiences to a visitor's trip to Louisiana. The AAHT is a collection of sites and points of interests that includes museums, universities, historical homes, churches, and other historical structures/areas that tie the threads of African American people, history and culture to Louisiana and the United States. The trail is a reflection of the rich and complex culture found in Louisiana, including the locations and stories of inventors, musicians, authors and craftsmen who helped shape the physical and spiritual space that we live in today.

The current sites on the trail tell the story of that heritage from the earliest days of slavery in the 18th Century, for example, through reconstruction and Jim Crow, to the struggles and victories of the Civil Rights movement and beyond.

LOT Goals & Objectives

The AAHT is a marketing initiative of the LOT. The LOT is legally mandated to promote and assist the expansion of tourism and the tourism industry in Louisiana. The LOT is authorized to cooperate with all public and private entities in the promotion of the state as a tourism destination.

The goal of the AAHT is to promote African American culture, people and history that is associated with significant personalities, sites, stories and themes in Louisiana's African American experience. The objective of the AAHT is to develop an audience for the sites that have significant ties to Louisiana's African American heritage and to network those locations into a series of satellite interpretive centers and trailheads to guide visitors among these locations.

AAHT members will be selected based on their ability to provide visitors to the state of Louisiana the opportunity to discover, learn about, and celebrate places of memory and significance related to Louisiana's African American culture and history, both on the ground and online.

AAHT Site vs. AAHT Point of Interest

There are numerous locations that are connected to interesting aspects of Louisiana's African American history and culture. However, it is important to note that the AAHT is a tourism initiative. The significance of that designation is that the AAHT must distinguish between those sites that provide out-of-state visitors a high-quality opportunity to actively learn about or experience some significant aspect of that history and culture, and those that do not.

To that end and based on the information provided in the AAHT application and gathered through research and site visits, the LOT will determine whether a location should be (1) an AAHT Site, (2) an AAHT Point of Interest, or (3) not included on the AAHT.

AAHT priority will be given to locations that are still in existence and can be visited; represent geographic diversity; represent a "first," such as a first school or church that still has a physical building/existence and story; and/or represent a person, event, issue, or place of regional, statewide and/or national importance.

Applicants should be aware that a location may be determined not suitable for the AAHT if it is has limited tourism appeal, even though the location may be enormously significant for researchers, historians, or other audiences and/or is of great local significance.

The locations selected for the AAHT will be designated as either an AAHT Site or AAHT Point of Interest. Note that a location selected to be an AAHT Point of Interest (e.g., a Historically Black College or University) may have on its campus a location selected to be an AAHT Site (e.g., a museum).

1) AAHT Site

An AAHT Site must tell an authentic story ideally statewide, national, or international in significance. An AAHT Site must provide opportunities for visitors to experience Louisiana's African American culture, history and heritage.

An AAHT Site must be able to satisfy the needs and expectations of an out-of-state visitor interested in Louisiana's African American heritage. That is, there must be a physical structure that is visitor-ready, as defined by being open to the public with regular hours, parking, restrooms, handicap accessibility, signage (including directional signage), and visitor services.

AAHT Sites typically fall into one of the following categories:

- A museum
- An historical building that is not a museum (e.g., a church, a home, a commercial building)
- A publicly-owned park, historic site, or landmark
- A school, college, or university

LOT will provide AAHT Sites with a logo or marker that may be used to designate the location as an AAHT Site. Currently, it is anticipated that this will be a window marker.

2) **AAHT Point of Interest**

An AAHT Point of Interest has value related to Louisiana's African American heritage but the location is not visitor-ready; the culture, history or story is not readily experienced by a visitor, or the location carries local significance, rather than regional, statewide or national significance.

For example, an AAHT Point of Interest may be characterized by a lack of physical presence, no standard operational hours, the story is not clearly identified or marked, or buildings or locations carry an historic name but do not otherwise meet the description of an AAHT site.

AAHT Benefits and Responsibilities

Both AAHT Sites and AAHT Points of Interest enjoy benefits and agree to fulfill certain responsibilities associated with AAHT membership.

1) **Benefits of AAHT Membership**

- a. Inclusion in LOT-produced marketing materials for the AAHT, e.g., brochures, websites, guides. The LOT anticipates updating printed materials every two years, based on available funding and existing printed materials inventory.
- b. Inclusion in LOT's efforts to market Louisiana's tourism inventory at trade shows and consumer shows.
- c. Distribution of the AAHT members' brochures at the LOT's Welcome Centers.
- d. Audience/visitor development for the AAHT members' locations.
- e. Camaraderie among the AAHT members.

2) **Responsibilities of AAHT Membership**

AAHT Members must:

- a. Authorize the LOT to use the name, image, website, logo, etc. of the location in promotional materials, advertisements, websites, etc.
- b. Respond to LOT requests for information necessary for the promotion and administration of the AAHT, including directions to the location, GPS coordinates, photos, historical information and stories
- c. If the location has a website, link to LOT's AAHT website www.AStoryLikeNoOther.com.
- d. Make LOT marketing materials available to visitors.
- e. Participate in AAHT promotions, such as familiarization tours or media relations.
- f. Continue to meet the AAHT eligibility criteria.

- g. Provide updated information to the LOT when there are changes in contact information, applicant information, location information, site status and condition, and other information relevant to the administration of the AAHT.

Who May Apply

Only the owner of a location, or someone with written authority to act on behalf of the owner, may apply for inclusion on the AAHT.

The Applicant must be able to grant the LOT the use of the name, images, logos, and other information about the location. The Applicant must possess up-to-date, accurate knowledge about the location. The Applicant must be able to make and enforce management decisions at the location to maintain AAHT eligibility and fulfill all applicable requirements of AAHT membership.

Applicant Expense

There is no application fee associated with the AAHT application process.

Application Process

1. The LOT will accept AAHT applications TBD.
2. The LOT will review applications for completeness (including evidence of ownership and delegations of authority), will evaluate each submission in accordance with the criteria set forth herein, will make site visits, and will perform any necessary research to determine whether the nominated location should be included on the AAHT.
3. LOT may require additional supporting documentation from the applicant to determine the applicant's authority, verify the contents of the application, and to otherwise inform LOT regarding AAHT eligibility and designation.
4. The LOT will inform the Applicant whether or not the nominated location has been deemed suitable for inclusion on the AAHT and, if suitable, the LOT will specify whether the location will be included as an AAHT Site or an AAHT Point of Interest. This date may be adjusted at the discretion of LOT depending on the volume of applications and length of site visits.

Evaluation Process & AAHT Administration

1. The LOT is the responsible authority for final determination of appropriateness, accuracy of content, thematic significance, visitor readiness, and quality control issues associated with the AAHT member selection process, AAHT guidelines, and AAHT administration. However, LOT is not responsible for the management, administration, or operation of the individual AAHT locations.

2. LOT may revoke AAHT member designation, terminate the program based on fiscal funding, control the design and production of all marketing materials and initiatives, and launch, modify, or terminate any website or Smartphone application for the AAHT.
3. The determination designating a site as an AAHT Site or an AAHT Point of Interest is the responsibility of LOT.
4. Prospective applicants that are unsure of their ability to meet AAHT criteria and/or fulfill all of the AAHT requirements should contact the Director of Research or the Deputy Assistant Secretary of the LOT to determine or clarify eligibility before applying.

Definitions and Clarifications

Applicant – The applicant must be the owner of the nominated site, or the owner’s authorized agent. Any delegation of authority, whether to an employee, an association, or some other entity or individual to act on the owner’s behalf, must be in writing and submitted with the application. The delegation of authority must be complete, i.e., it must include the authority to apply for AAHT membership; to assign rights to use the name, images, logos, and information about the location; to take steps necessary to maintain AAHT eligibility; to participate in AAHT/LOT promotional and marketing initiatives, such as media tours; etc.

Collateral material – Collateral material refers to LOT produced promotional materials such as brochures, tour guides, fact sheets and other printed materials to reinforce marketing of the AAHT.

Museum – A museum is defined as an entity that, using a professional staff, (1) is organized on a permanent basis for essentially educational or aesthetic purposes; (2) owns or uses tangible objects, either animate or inanimate; (3) cares for these objects; and (4) exhibits these objects to the general public on a regular basis through facilities which it owns or operates.

Visitor-ready – A location is visitor-ready if it is experiential (i.e., it provides something for visitors to see and to do, such as activities, tours, interpretive center, etc.) and it is open to the public with regular hours, parking, restrooms, handicap accessibility, signage (including way-finding signage) and visitor information and services.

IMPORTANT DATES TO REMEMBER

TBD	Application postmark deadline
December – January TBD	Review Committee visits applicant sites
February TBD	Applicants notified of AAHT site selection
March –April TBD	Window markers installation at AAHT Sites
July TBD	AAHT 6 month Follow-up/Site Evaluation

Disclaimer

The Louisiana Office of Tourism recognizes that there are countless sites in Louisiana that celebrate the African American heritage, culture, people and history at the local and community level. Not all sites or points of interests will fit the marketing criteria or tie the trail together based on the Office of Tourism’s mission.



LouisianaTravel.com

Louisiana African American Heritage Trail Application

Mail or Hand Deliver one original and one copy of the completed application along with attachments to:

Louisiana Office of Tourism
Louisiana African American Heritage Trail
ATTN: LeAnne Weill
Director of Marketing and Advertising
P.O. Box 94291(1051 N. 3rd St.)
Baton Rouge, LA 70804

- ◆ No FAX submissions will be accepted.
- ◆ Keep a copy of your application for your files.

For questions, call 225-342-8144 or email lweill@crt.la.gov

APPLICATION CHECKLIST

Review carefully before submitting all documentation.

- Completed Application (Parts I, II, III)
- For entities, a list of current board members and officers
- For non-profit corporations, the Section 501(c)(3) letter from the IRS
- For owners, information supporting claim of ownership
- For non-owners, delegation of authority from the owner
- For entities, a Board Resolution granting the signatory the authority to sign documents on behalf of the entity

Louisiana African American Heritage Trail Application

I. Nominated Location

Taking into careful consideration the criteria set forth in the AAHT guidelines and recognizing that the LOT has full discretion to make the final determination, the Applicant believes the nominated location would best be designated as an (check one):

AAHT Site

AAHT Point of Interest

A. Name(s) of Nominated Location:

As it would be listed in AAHT collateral material:

The official name, if different:

Any other names or nicknames that are commonly used:

B. Physical Address of the Nominated Location, including city, state, and zip code:

Parish: _____ Legislative Districts: ____ House ____ Senate

Phone Number: _____ Website: _____

C. The Nominated Location would best fit into one or more of the following Categories:

Museum

A historical building that is not a museum (check all that apply)

Church

Home/Residential

Commercial building

Other _____(please describe)

A publicly-owned park, historic site, landmark

A school, college, or university

Other _____ please describe)

D. Visitor-Readiness (check all that apply)

Parking

Restrooms

Visitor Information

Open to public

Days: _____

Operational Hours: _____

By Appointment Only

Entry Fee

\$ _____ Adults

\$ _____ Seniors

\$ _____ Children

\$ _____ Students

\$ _____ Groups

Guided Tours

Self Tours

No Tours Offered

Tour Bus Accessible Maximum Capacity: _____

Handicapped Accessible

Kid-Friendly

Signage at site

Directional signage to site

Interpretive

Activities Offered

List or describe visitor services (not included above), programs and activities offered:

Approximate Annual Visitation: _____

II. APPLICANT

A. Name of Person or Entity submitting application:

1. If the Applicant is an entity, please provide:

Contact Name: _____

E-mail Address: _____

2. If the Applicant is a private entity, please provide*:

Executive Director/CEO: _____

Board President: _____

*Attach a list of current board members and officers with contact information.

3. If the Applicant is a private entity, please specify:

LLC Partnership Corporation Sole Proprietorship

Non Profit Corporation (attach IRS 501(c)(3) letter)

Other _____ (please specify)

4. If the Applicant is a public entity, choose one:

Federal State Local _____ (describe)

5. If the Applicant is an entity, please provide the entity's mission or mission as it relates to the Nominated Location:

B. Address of the Applicant:

City: _____ ST: _____ Zip Code: _____

Parish _____ Legislative Districts: _____ House _____ Senate _____

Phone Number: _____ Website: _____

E-mail Address: _____

C. Relationship between the Applicant and Nominated Location: (check all that apply)

Owner

Friends/Support Organization

Manager

Other _____ (specify)

D. Documentation supporting the Applicant's authority to submit this application and fulfill all responsibilities associated with AAHT participation

1. If the Applicant is the Owner of the Nominated Location, please attach information to support the claim of ownership.
2. If the Applicant does not own the Nominated Location, please attach documentation that the Owner has delegated to the Applicant the authority to handle all matters related to the AAHT on behalf of the Owner.
3. If the Applicant is a corporation or public entity, please attach a board resolution or other documentation that the person who signs the application is authorized to do so for the entity.

III. NARRATIVE

A. How will LOT benefit in achieving its goals and objectives by including the Nominated Location on the AAHT?

B. How will the Nominated Location benefit from being included on the AAHT?

C. Why should visitors travel to the Nominated Location?

IV. CERTIFICATION

By my signature, I certify that I am authorized to submit this application as the owner or on behalf of the owner of the nominated location. I have the authority to grant the LOT the use of the name, images, logos, and other information about the nominated location. I have provided up-to-date, accurate knowledge about the nominated location. I can make and enforce management decisions at the nominated location to maintain AAHT eligibility and fulfill all applicable requirements of AAHT membership.

Signature: _____

Printed Name: _____

Title / Organization _____