

Encore Awards
Program Description And Application

Office of Lieutenant Governor Mitchell J. Landrieu
Encore Louisiana Commission

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Section One:

The Encore Louisiana Commission: Building Quality of Life for Boomers & Beyond

Louisiana has so much to offer to residents and visitors ages 50 and above, but the State loses more residents in this age bracket than it attracts. This migration out-flow negatively impacts Louisiana's economy, as the 50 and above segment holds no less than 75% of the nation's assets.

Meanwhile, the *overall percentage* of persons 50+ is rising steadily in Louisiana and across the U.S., fueled largely by the aging of the Baby Boomers – the nation's largest generational cohort, consisting of persons born between 1946 and 1964. Today, over 30% of Louisiana's citizens are fifty and older, and that number will increase to 35.7% by 2029.¹ Nationwide, the 50+ population will expand 32% over the next 15 years.

In an effort to minimize Boomer-plus out-migration and to better prepare for Louisiana's aging population, the State created the Encore Louisiana Commission in 1999.

Our vision: *Louisiana will become a more desirable place of residence for persons 50 and above.*

Under the leadership of Lieutenant Governor Mitchell Landrieu, the Encore Louisiana Commission ***promotes community livability and quality of life for persons 50 and above, in order to retain and attract residents in this demographic and yield positive economic outcomes.***

Livable communities, by concept, are “ageless” in orientation, but they mindfully attend to the needs and interests of older residents. The *most livable* communities are also among the *most desirable* places of residence for persons 50 and above, and they share these characteristics:

- Safe, cohesive neighborhoods with distinctive charm and character
- Proximity to cultural and recreational outlets, quality health care, and essential retail
- Varied housing options (including age-qualified or targeted communities and pedestrian- or transit-oriented developments)
- Places and programs that support mind/body/spirit wellness and vitality
- Employment opportunities for persons 50 and above, as well as for children close to whom they might wish to reside
- Opportunities for peer interaction, volunteerism and lifelong learning
- Alternative transportation options including mass transit and walking/biking paths, plus proximity to major highways and airports
- Support for aging in place, plus quality options for long-term care
- Easy access to scenic outdoor spaces and nature

¹ U.S. Bureau of the Census and TW+A Research estimates.

Encore Awards: Program Overview

This grant program is administered by the Commission and funded by the State of Louisiana, to support specific initiatives that **contribute to community livability and quality of life for persons 50 and above**, and **build affinity for the State among residents and potential residents** in this demographic segment.

The Encore Awards will identify, support and promote best practice models for attracting and accommodating residents 50 and above, across the following categories:

- Land use and civic planning
- Cultural, recreational and tourism attractions
- Age-targeted, age-restricted or master-planned residential developments
- Volunteerism, employment and lifelong learning programs
- Programs to promote wellness and vitality
- Alternative transportation (including walking/biking)

Grant recipients will be scored and selected on the following basis:

- **Alignment with 50+ Lifestyles: 30 points**
Evidence of the initiative's appeal and attention to persons 50 and above.
- **Innovation and Impact: 40 points**
The impact of the initiative on 50 and above quality of life and community appeal, plus uniqueness and relevance of the program concept.
- **50+ Marketing Strategy: 30 points**
Strategies planned to market the initiative are expected to effectively reach and motivate 50 and above consumers, and proposed use of grant funding will deliver a solid return on investment.

The structure for this program is collaborative, with active engagement of Commission leaders, constituents, advisors, and grant applicants.

Benefits and Requirements of Participation

Funding – A significant benefit to participation is access to grant funding. Funds provided through this program **must be applied towards marketing the recognized initiative to Louisiana residents and visitors ages 50 and above**.

Promotion – The Commission will promote grant recipients in editorial references on the website, *EncoreLouisiana.com*. The site provides intriguing, frequently updated content tailored to the interests of Louisiana's 50 and above visitors, residents and potential residents.

Of note, the premier issue of the Commission's new magazine, *Encore Louisiana*, was released in October 2009. Published annually, the magazine is mailed to over 30,000 age-qualified

tourism inquirers, Commission inquirers, and select age- and asset-qualified Louisiana residents. Future issues may present additional editorial opportunities.

Finally, grant recipients will have the ability to feature the Encore Louisiana logo and award statement on websites for one year, and in marketing materials produced within the grant year.

Who Can Apply

Any **civic entity, municipality, public or private business, academic institution, or not-for-profit** that contributes significantly to 50 and above quality of life and community livability (i.e., the characteristics specified on page two of this document), and enhances appeal of the community or State to residents and potential residents in this age segment.

While Encore Louisiana hopes to recognize recipients in each of the categories, awards will be conferred based on quality and impact of the initiative, and it is possible that there may be multiple winners – or no winners – in a given category.

If an initiative seems to fit in multiple categories, the applicant should select the category that best represents the initiative, and only one application should be submitted. Further, only one application should be submitted for initiatives undertaken in partnership between multiple entities.

Funding Grants

Year-to-year availability of grant funds is variable depending on State budget allowances. For this application cycle, the top-ranking, best-practice programs will be selected for grant awards of \$5,000 each.

The grant is administered by Encore Louisiana and funded by the State of Louisiana. Funding for the grants is contingent upon the appropriation of funds by the legislature. If the legislature fails to appropriate sufficient monies or if such appropriation is reduced by the veto of the Governor and the effect of such reduction provides insufficient monies for the program, the grant program will not move forward.

Grants must be assigned to marketing the recognized initiative. An “ageless” approach is recommended with targeted and relevant efforts to reach consumers 50 and above, but ideally without emphasis on age or labels such as “seniors” or “retirement.”

Funds can be applied toward one or more of the following:

- Development of targeted print communications (i.e. direct mail, brochures, print advertising)
- Age-qualified mail lists (50 and above)
- Media targeting consumers ages 50 and above
- Targeted online marketing efforts
- Special events
- Public relations

Funding will awarded upon proof of marketing execution and a final report indicating how grant funds were allocated.

Program Timeline

Program launch announcement and event	December 15, 2009
Application deadline	January 15, 2010
Application review	January 16 – 22, 2010
Recipients announced by Lt. Governor	Early February, 2010
Implementation of approved initiatives	February – June, 2010
Final report due to Commission	June 2010

Section Two: Application Instructions

Submission Requirements

All applications must be received by the Office of Lieutenant Governor, Encore Louisiana Commission, by 4:00 p.m. on January 15, 2010. It is solely the responsibility of each applicant to ensure timely delivery of the application.

Applications should be addressed to:

Office of Lieutenant Governor
Encore Louisiana Commission
Encore Awards
P.O. Box 44243
Baton Rouge, LA 70804

Please submit one original, four (4) photocopies and one electronic copy of the application. Faxed submissions are not acceptable.

Please respond to all questions and provide information in the order requested. Pages should be numbered, with one-inch margins and 12-point font. Applications should not exceed ten (10) pages.

Application Outline

I. Basic Information (required to process application)

- Name of submitting company or organization
- Title of initiative/program, if different from above
- Contact information – name of key contact, title, address, phone, e-mail and website
- Short biographies (100 words or fewer) for key personnel, to include any notable 50 and above consumer experience
- Designation of grant application category (select one)
 - Land use and civic planning
 - Cultural, recreational and tourism attractions
 - Age-targeted, age-restricted or master-planned residential developments
 - Volunteerism, employment and lifelong learning programs
 - Programs to promote wellness and vitality
 - Alternative transportation (including walking/biking)

II. Alignment with 50+ Lifestyles (scored up to 30 points)

- Provide a brief overview of the initiative for which application is being submitted.
- Why do consumers 50 and above find this initiative appealing?

III. **Innovation and Impact** (scored up to 40 points)

- What evidence do you have, if any, that this initiative positively impacts community livability and quality of life for persons 50 and above?
- How many consumers 50 and above engaged with the initiative over the past 12 months? What percentage do they represent of your total consumer base? (Rough estimates are acceptable.)
- Looking forward, how many consumers 50 and above do you expect the initiative to serve in the next 12 months, assuming recognition in this grant program?
- What additional criteria will you use – if any – to measure success or impact?
- Where do you think this initiative will be five years from now?

IV. **50+ Marketing Strategy** (scored up to 30 points)

- Briefly summarize efforts undertaken to market the initiative over the past year, including any tactics *exclusively* targeting consumers 50 and above. Attach up to three collateral examples, if available.
- **If this initiative is selected for the grant reward, funds must be invested in marketing to the 50 and above consumer segment.** Grants must be applied toward one or more of the following:
 - Development of targeted print communications (i.e. direct mail, brochures, print advertising)
 - Age-qualified mail lists (50 and above)
 - Media targeting consumers ages 50 and above
 - Targeted online marketing efforts
 - Special events
 - Public relations
- To which of the above tactic(s) would your company or organization apply the grant funds? Briefly outline objectives and a timeline.
- How will the impact of the marketing tactic(s) supported by the grant be measured?