VIRGINIA IS FOR LOVERS®

ARPA Tourism Recovery Program
Expense Submission Training Session

February 23, 2022

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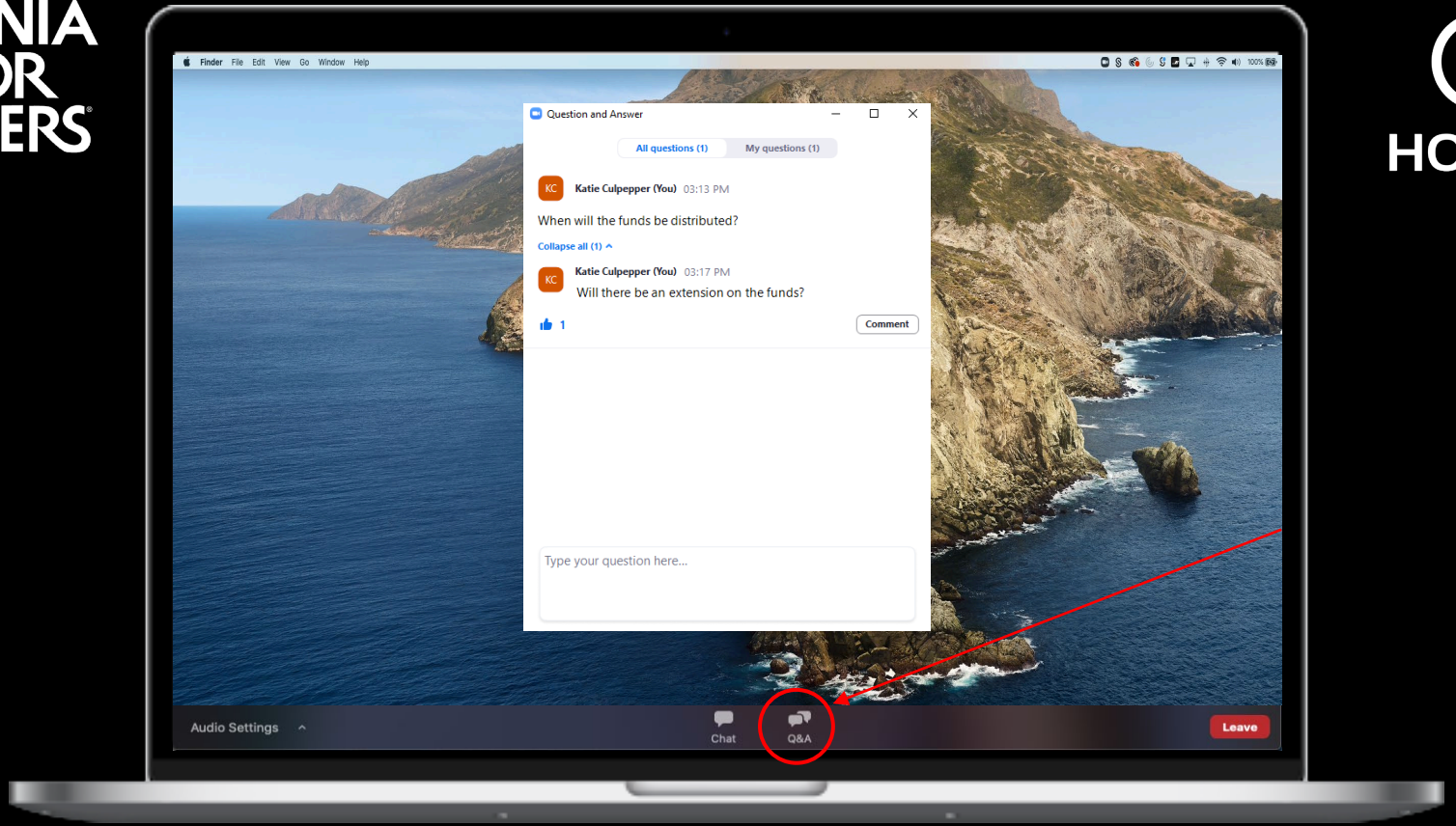

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Agenda for Today

- Introductions
- Review General Program Information
- Timeline and Deadlines
- Expense Submission Information
- Expense Submission Demonstration
- Q&A

ARPA Tourism Recovery Program

Review General Program Information

Tourism
Goal of the Program

- **Program Goals:**
  - Once in a lifetime funding opportunity to make real change/impact on the tourism/travel/hospitality industry in the State of Virginia
  - To support efforts to create NEW Products and/or Activities that TOUCH THE VISITOR
  - To have a Direct IMPACT on the tourism/travel/hospitality bottom line by generating visitor spending and revenue derived from visitors.

ARPA Tourism Recovery Program

Overview:

Key aspects of program:

- Virginia legislature allocated funding to VTC to provide to all 133 counties and independent cities in Virginia
- Purpose is to increase visitor engagement and thereby assist with the recovery of Virginia's tourism industry
- Funds will require submission and approval of a spending plan by each locality. Localities are encouraged to work with associated DMOs to use the funds.
- Funds will be disbursed 50% upon approval of a spending plan (starting in January 2022), and 50% on a reimbursement basis, once advanced funds are exhausted and documented.

ARPA Tourism Recovery Program

Overview:

Key aspects of program (continued):

- Funds must be obligated by December 31, 2023, and the period of performance extends to June 30, 2024.
- What can the funds be used for:
  - ARPA Eligibility test turns on showing that the expense addresses or responds to the economic harm caused by the COVID-19 pandemic.
  - Ultimately will be a facts and circumstances test for certain types of expenses
  - A non-exhaustive list of ***eligible*** and ***ineligible*** items was discussed in the announcement webinar held on October 14, 2021 (link to recording of that webinar and slides are available on the VTC ARPA landing page)

ARPA Tourism Recovery Program

Overview:

Key aspects of program (continued):

- Localities will receive the funds – counties and cities
  - DMOs are not getting funds directly
  - Localities must work with the DMOs in their area to develop their spending plans and achieve the program objectives of increasing visitor engagement in their local areas.
  - This require some collaboration among localities and associated DMOs up front to ensure everyone is in alignment when submitting spending plans
- Allocation methodology based on relative share of each locality to total state tax revenue attributable to tourism in 2019

ARPA Tourism Recovery Program

Timing and Deadlines

ARPA Tourism Recovery Program

Key Deadlines:

Date	Milestone/Deadline
October 29, 2021	Portal Open (training webinar required for access)
December 31, 2021	Deadline for Plan Submission in order to receive Advanced Funds in January 2022 (subject to plan approval)
January 2022	First funds advanced to localities (subject to approval of plans submitted on or before Dec 31, 2021)
December 31, 2022	Final deadline for Spending Plan submission
December 31, 2023	Final deadline to obligate funds
June 30, 2024	Final deadline for period of performance – must complete expenditures and receive all goods and services
July 31, 2024	Final deadline to submit expense documentation
December 31, 2024	Federal Deadline for Virginia to complete funding

ARPA Tourism Recovery Program

Expense Submission Information and Demonstration

ARPA Tourism Recovery Program
Landing Page and Portal:

Landing page location: https://vatc.org/arpa/

Key Information found on Landing Page:

- Program Guidelines, FAQ's, and related documentation
  - Check regularly for updates to FAQ's – NOTE new FAQ's expected by March 1, 2022
- Marketing Resources and Guides
- Link to a recordings and slides for all webinars (including this one)
- Allocation information
- Link to Portal for plan submission and expense documentation
  - Expense functionality now available to submit expenses
- Link to support email address (support@vatourismarpa.com)

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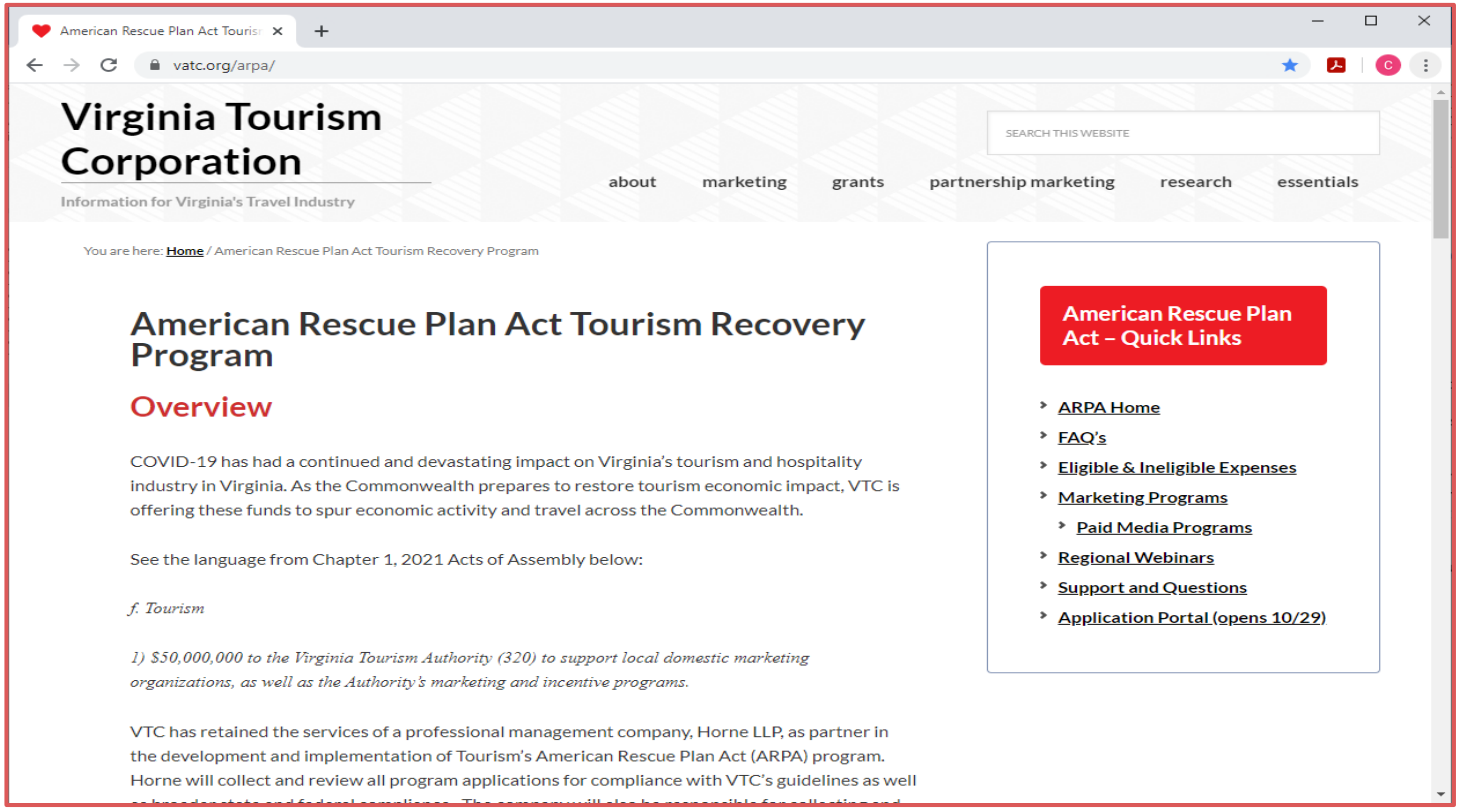
Landing Page and Portal:



ARPA Tourism Recovery Program

Expense Submission information:

Key Information regarding the Expense Submission:

- Expense submission is required for all expenses – including advanced funds.
  - Federal requirement for specific expense documentation – subject to audits
- Expenses documents for advanced funds required to receive 2nd half of funds
- Expense requests will generally be filed in the portal either quarterly, or when the minimum amount of expenses is reached, whichever is later.
  - Expense request minimum amount - $5,000
- Expense requests require several items to be approved for payment:
  - Expenses must mirror approved spending plan - material changes required prior approval
  - Documentation that items and services were received or delivered (within the program time period) – shipping receipts, logs, etc.
  - Proof that items and services were paid for (within the program time period)

ARPA Tourism Recovery Program: *Documentation Requirements*

Required Expenditure Documentation:

Description of expense:

- What was purchased
- Vendor Name
- Whether the expenses involved a contract, sub-award, or grant over $50,000
- Date of purchase
- Date of delivery
- Rationale for the purchase and how it was related to a negative impact of the pandemic
- Whether the expense was intended for use by a disproportionately impacted population with a description of the population
- Whether the expense was intended to promote an equitable service with a description as to how this would be accomplished.

Proof of purchase/delivery/performance:

- Invoice or other documentation showing the item was in fact purchased
- Copy of contract if over $50,000
- Shipping confirmation/Delivery Receipt—anything demonstrating the good was delivered or the service was rendered.

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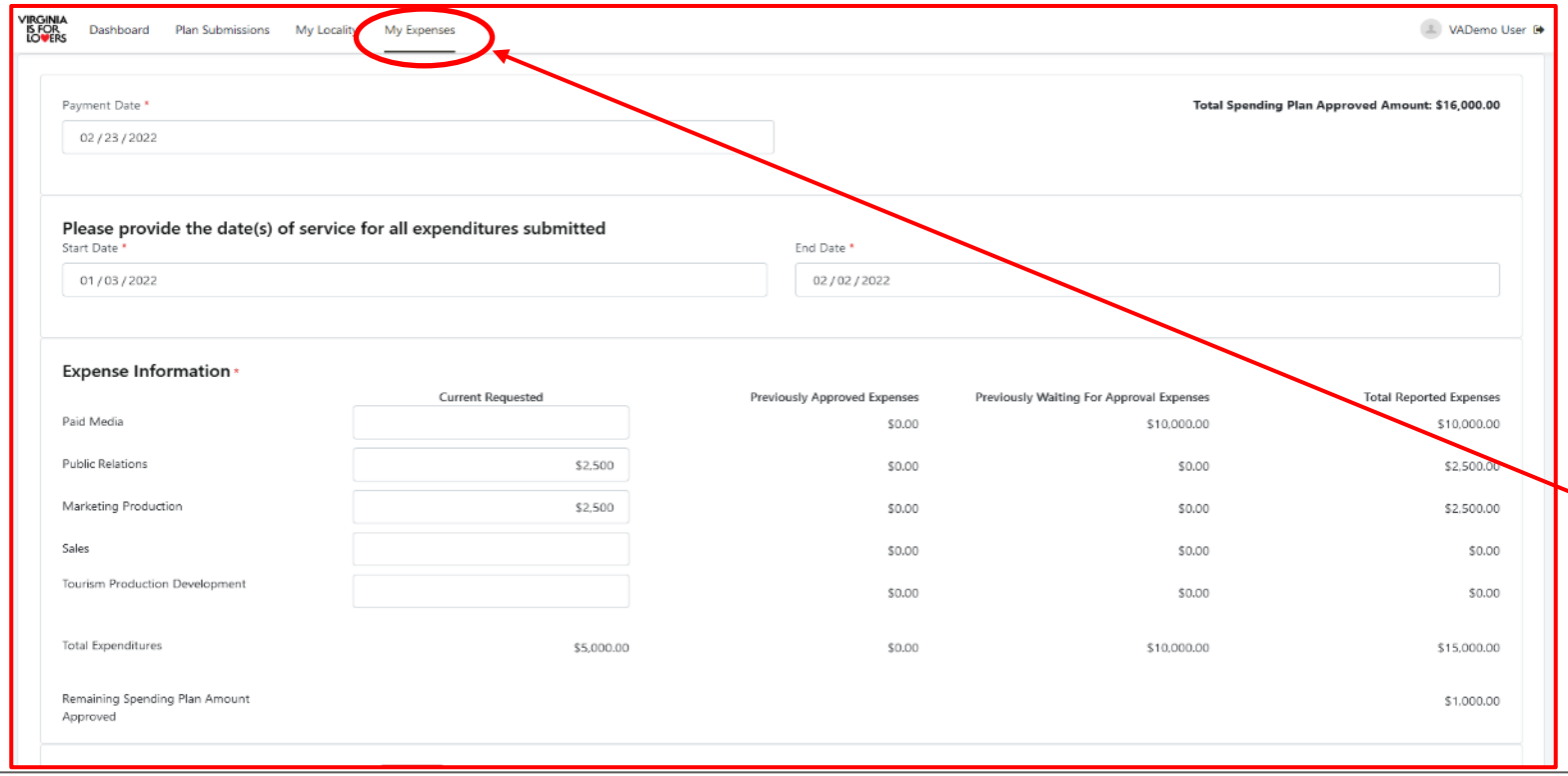
Expense Submission



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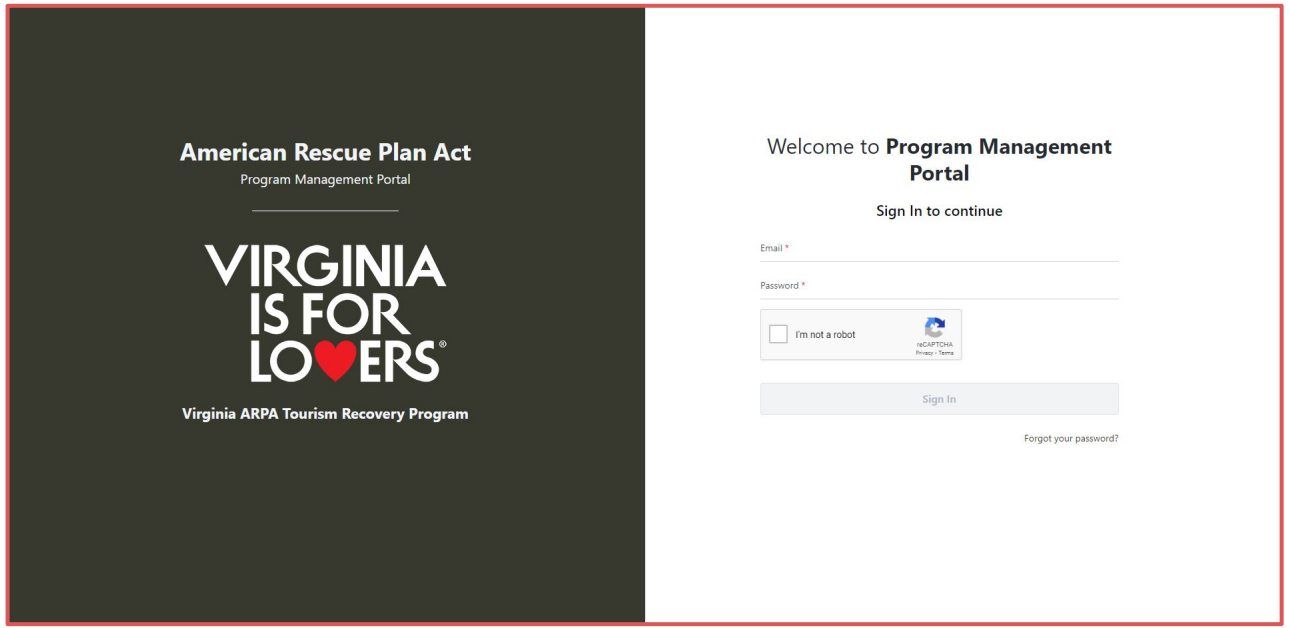
Expense Submission Demonstration



ARPA Tourism Recovery Program:

Questions

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