

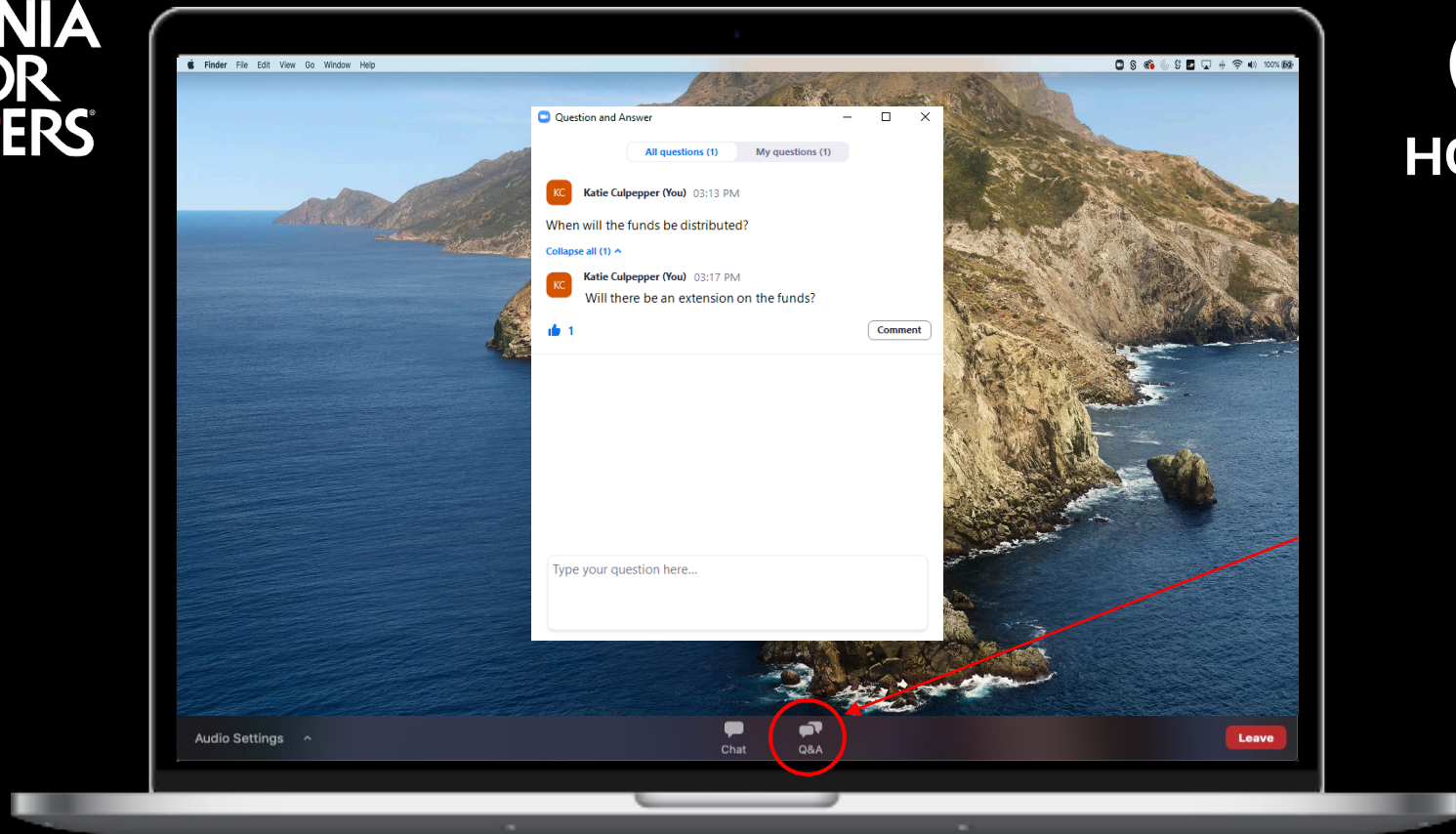


ARPA Tourism Recovery Program
Eligibility, Funding, and Plan
Submission Overview

October 14, 2021

VIRGINIA
IS FOR
LOVERS®


HORNE



ARPA Tourism Recovery Program



Rita McClenny

Virginia Tourism Corporation
President and CEO



Chip Hutzler, JD, MBA, CVA

HORNE LLP
Director, Government Services



Ashley Swain, JD

HORNE LLP
Director, Government Services

Agenda for Today



- **Introductions**
- **General Program Information**
- **Eligibility Rules**
- **Allocations**
- **Timeline and Deadlines**
- **Landing Page and Info**
- **Plan Submission**
- **Spending Plan Help**

American Rescue Plan Act ("ARPA")



ARPA: Overview

- President Biden signed into law on March 11, 2021.
- **Largest economic rescue plan in U.S. history.**
- **\$1.9 trillion** in federal recovery funds for “COVID-related” relief.
- Strong focus on the negative **economic**, not just **public health**, impacts of the pandemic.
- Emphasis on **equality** for socially disadvantaged populations.

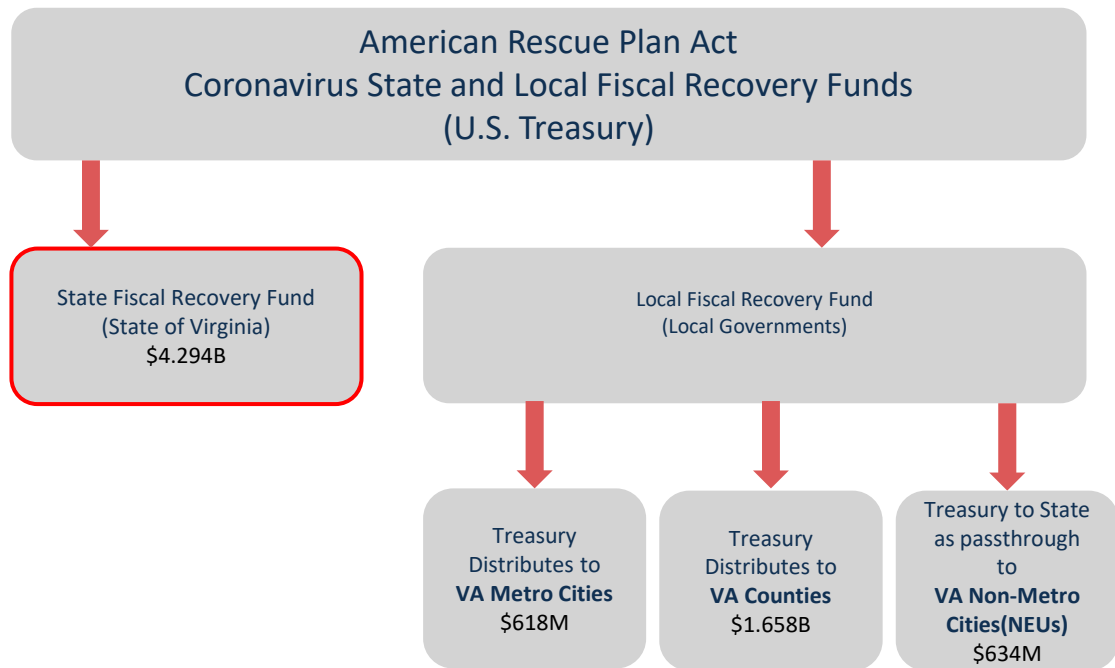
ARPA: Overview

- ARPA Eligibility Period: **MUCH LONGER RUNWAY**
 - **March 3, 2021-December 31, 2024**
- VA - ARPA Tourism Recovery Program:
 - MUST obligate funds by: December 31, 2023
 - Period of performance extends to: June 30, 2024

ARPA:
***State and Local
Fiscal Recovery Fund***



State & Local Fiscal Recovery Fund Overview



State & Local Fiscal Recovery Fund *Overview*

- **Far less restrictive** than CARES Act and CRF
 - No longer required to show expenses were “necessary due to COVID-19.”
 - General nexus test: **“related to COVID-19”**
- Strong focus on **economic impact**—no longer just about public health response
- Emphasis on providing **equity-based services** for socially disadvantaged populations
- Allowed for coverage of expenses under **six broad categories**

State & Local Fiscal Recovery Fund *Allocations*

- Overall funding: **\$350 billion**
- States: **\$195.3 billion**
- Local Governments: **\$130.2 billion**
 - Counties: \$65.1 billion
 - Metropolitan Cities: \$45.6 billion
 - Non-Entitlement Units of Government: \$19.5 billion
- Tribal Governments: **\$20 billion**
- U.S. Territories: **\$4.5 billion**

State & Local Fiscal Recovery Fund

Eligible Expenses



Support the **Public Health** Response



Address Negative **Economic** Impacts



Infrastructure (Water, Sewer, Broadband)



Premium Pay for Essential Workers



Replace Public Sector **Revenue Loss**



Provide **Equity**-Based Services

Eligible Expenses

Economic Response

- “to respond to the public health emergency with respect to the Coronavirus Disease 2019 (COVID–19) or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality.”
- Eligibility Test:
 1. A **negative impact or harmful consequences of the economic disruption resulting from or exacerbated by the COVID-19** public health emergency; and
 2. The intended program, service, or other intervention would **address and specifically responds to the harmful consequences**.

Eligible Expenses

Economic Response

Eligible Expenditures Identified by Treasury:

- **Workers & Families:**
 - Assistance to unemployed workers and job training
 - Food, housing, cash, directed assistance to households
 - Survivor's benefits for family of COVID-19 victims
- **Small Businesses:**
 - Loans/grants to mitigate financial hardship
 - Loans/grants/direct assistance to implement COVID-19 prevention or mitigation tactics
 - Technical assistance
- **Public Sector:**
 - Rehire staff
 - Replenish state UI funds
 - Administer economic relief programs
- **Impacted Industries:**
 - Tourism
 - Other similarly affected sectors

Eligible Expenses

Economic Response

- Treasury recognized in its Interim Rule the dramatic negative impact to certain industries including:
 - **Tourism**
 - **Hospitality**
 - **Travel**
- Recognize that these industries were **disproportionately impacted by the pandemic.**
- General examples of allowable tourism expenditures:
 - Assistance to enable safe attendance at events
 - Aid is considered responsive to the negative economic impacts of the pandemic if it supports this impacted industry
 - Aid planned for the expansion or upgrade of tourism, travel, hospitality facilities

ARPA Tourism Recovery Program

Specific items:

- **Advances vs. Reimbursement**
 - Program will be part advance, part reimbursement based
 - Both allowable BUT must keep all required documentation for U.S. Treasury
- **Marketing Expenses:**
 - What is okay?
 - Marketing to get visitors back
 - Marketing new types of activities – due to the pandemic
 - Marketing NEW PRODUCTS
 - What is not okay?
 - Using for ongoing normal expenses – annual sponsorships
 - Needs to be for activities geared at responding to the negative economic impact of the pandemic on this industry

Tourism

Example Expenditures

SFRFs to **fund additional marketing programs to expand the reach of tourism messaging** in order to increase visitation. Funds would be used to:

- Increase frequency of message and duration of tourism brand campaign in existing target markets.
- Expand tourism brand campaigns into new markets
- Conduct one-time new market activations in new markets
- Produce or support major events in destinations that drive travel and generate earned media and engagement for future travelers.
- Work strategically with destination cities and major brand partners to conduct brand activations in major markets such as New York, Houston or Los Angeles and leverage VA-based celebrity star power for events and earned media opportunities.

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 *Reporting Requirements*



State & Local Fiscal Recovery Fund:

Reporting Requirements

| Interim Report | Project and Expenditure Report | Recovery Plan |
|--|--|---|
| <p><u>Contents:</u></p> <ul style="list-style-type: none">Initial overview of status of uses of funding | <p><u>Contents:</u></p> <ul style="list-style-type: none">Types of projects fundedFinancial dataInformation on contracts, grants, and subawards over \$50K | <p><u>Contents:</u></p> <ul style="list-style-type: none">Approach and objectivesDescriptions of funded projectsPerformance and evidence informationPromoting equity |
| <p><u>Deadline:</u></p> <ul style="list-style-type: none">One time submissionAugust 31, 2021Covers date of award through July 31, 2021 | <p><u>Deadline:</u></p> <ul style="list-style-type: none">QuarterlyBy January 31, 2022 (for expenses from award date through 12/31/21) and 30 days after the end of each quarter thereafter | <p><u>Deadline:</u></p> <ul style="list-style-type: none">AnnuallyBy August 31, 2021 (Covering award date through July 31, 2021) and annually thereafter |

State & Local Fiscal Recovery Fund:

Reporting Requirements

Required Expenditure Documentation:

Narrative 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.

ARPA Tourism Recovery Program

Virginia Eligibility Requirements



ELIGIBLE EXPENSES

- Please determine the best use of the ARPA Tourism Recovery Program funding for your tourism efforts.
- The needs will be different, so it is imperative to quickly begin planning discussions so you can maximize the use of these funds for your destination.
- All expenses should be used to support economic recovery from the COVID-19 pandemic or the resulting negative economic effects.
- The following lists of eligible items are extensive and represent the most common types of expenses, but they are not all-inclusive.
- If there is a question about eligible items, please contact us at support@vatourismarpa.com.

ELIGIBLE EXPENSES

Marketing Tactics

Fees or expenses related to strategic marketing actions or methods that promote your destination.

- Advertising
 - Paid social media
 - Television (broadcast and streaming)
 - Radio, podcast and streaming audio platforms
 - Out-of-Home (billboards, transit, digital, etc.)
 - Brand partnerships/sponsored content
 - Digital videos and banners
 - Includes [Virginia.org Display Advertising](#)
 - Includes [Virginia Tourism Email Marketing Program](#)
- Print Advertising
 - Includes [Virginia Travel Guide Advertising](#)

ELIGIBLE EXPENSES

Marketing Tactics

Fees or expenses related to strategic marketing actions or methods that promote your destination.

- Search Engine Marketing and/or Google AdWords
- Familiarization Tours and Events
 - Media/Press
 - Including expenses for hosting, transportation, lodging, meals, activities
 - Welcome Center Study Tours
 - Tour Buyers/Meeting Planners/Sports Rights Holders/AAA Counselors
- Influencer Marketing
 - Includes influencer events, content creation, FAMs
- Fees related to hosting the Visitor Center Seminar
- Consumer Events
 - Must be organized for the purpose of attracting visitors to the destination
 - Booth rental and participation fees associated with registration for trade shows for Domestic Sales & Marketing shows

ELIGIBLE EXPENSES

Marketing Services

Must be conducted through third-party vendors. Internal staff time and employee payroll are not eligible expenses.

- Paid Media Management
- Media Outreach
 - Press release services
 - PR agency services for media inquiries related to tourism promotion
- Content Creation
- Creative Design/Campaign Production
 - Includes photography, videography, graphic design and printing services.
 - Includes production expenses for photo and video shoots, like talent or staging
 - Includes design and production expenses for local visitors guides, attractions guides and brochures.
 - Includes design and production of tradeshow display units that will be used in conjunction with travel promotions at travel and trade shows.

ELIGIBLE EXPENSES

Marketing Services

Must be conducted through third-party vendors. Internal staff time and employee payroll are not eligible expenses.

- Website Development/Updates that were not previously planned or necessary prior to COVID
 - Hosting and maintenance fees are not eligible
- Marketing research or economic impact analyses
 - Focusing on efforts to support increased visitation
 - Directly supporting campaign development to attract visitors and drive tourism expenditures to support economic recovery
 - Measuring the use of ARPA recovery funds to support tourism recovery

ELIGIBLE EXPENSES

Tourism Product Development

Fees or expenses must be related to bringing new and innovative products, experiences, or services related to tourism. Making more products available to visitors will encourage new and repeat visitors. Eligible projects must be completed and fully available for use to the consumer by the ARPA deadline. Project must be able to prove support of economic recovery by attracting new travelers.

- Tourism Development Projects that will increase visitation to a locality
- Tourism development projects identified by communities participating in [DRIVE 2.0 program that support economic recovery](#)
- State Certified Tourism Information Centers enhancements or updates that increase visitor's awareness and/or promote visitation of the locality or region

ARPA Tourism Recovery Program

Ineligible Expenses:

ARPA funds must be used for new projects geared at increasing visitation. ARPA funding cannot be used to supplant or replace a locality's existing tourism funding commitment for existing DMO budgets, marketing and/or staffing.

- **Administrative costs, payroll costs**
- **VTC LOVEwork creation**
 - Please use the [LOVEwork Reimbursement Program](#) with your existing general budget funds instead.
- **Enrollment fees for [Virginia Welcome Centers and Safety Rest Area Partnership Marketing Advertising Program](#)**
 - Partners are encouraged to participate with their existing general budget funds, but ARPA funds may not be used for VTC's PMAP program.
- **[VTC Industry Advertising Co-op Program](#)**
 - Partners are encouraged to participate with their existing general budget funds, but ARPA funds may not be used for VTC's annual co-op. VTC has developed additional [Paid Media Programs](#) specifically for ARPA funds.

ARPA Tourism Recovery Program

Ineligible Expenses:

- **Net reduction in tax revenue**
- **Deposits into pension funds.**
- **Participation fees for VTC Domestic Sales client events and programs**
 - **Partners are encouraged to participate with their existing general budget funds, but ARPA funds may not be used for VTC's Domestic Sales co-op opportunities.**
- **Tourism education registrations**
- **Hosting and maintenance fees in association with website development**
- **Industry event registrations such as VA-1 Tourism Summit**
- **Registrations or expenses related to award ceremonies, fundraisers or political events**
- **Maintenance fees**
- **Tourism master plan development or strategic planning**
- **General infrastructure costs such as water or sewer**

ARPA Tourism Recovery Program

Ineligible Expenses:

- **Rainy day funds or financial reserves**
- **Promotional products**
- **Prize money**
- **Purchase or production of items for resale**
- **Acquisition of land or buildings**
- **Payments of debt, legal settlements, or judgments**
- **Ads or content that appear on a political or unsavory website or publication, determined at the discretion of VTC**
- **Personal Protective Equipment products**
- **Purchase of alcohol for meetings, events, sponsorships, etc.**
- **Tourism Development Financing Program**
- **Certified Tourism Information Centers infrastructure updates**

ARPA Tourism Recovery Program *Allocations*



ARPA Tourism Recovery Program

Allocations:

- August 2021 - General Assembly allocates \$50 million in ARPA funds to revitalize the tourism industry.
- ARPA Tourism Recovery Program drawn from those funds - to be allocated across all 133 Virginia counties and independent cities
- Allocation methodology based on relative share of 2019 state tax revenue attributable to tourism
 - Based on VTC's annual Economic Impact of Visitors in Virginia report – completed by US Travel Association
 - Locality results of this study are only provided at the county and county-equivalent independent city levels in Virginia - not at sub-county geographies such as towns.
- Funds intended to be utilized in conjunction with each locality's affiliated Destination Marketing Organization (DMO)
 - DMO Letter of Support MUST be included with your application. If there are multiple DMOs within your locality, each DMO MUST submit a Letter of Support.
- Funds will be disbursed in two phases:
 - First 50% - advanced upon approval of submitted spending plan
 - Last 50% - paid on a reimbursement basis, upon substantiation of full use of the advanced funds.

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 |
| December 31, 2024 | Federal Deadline for Virginia to complete funding |

ARPA Tourism Recovery Program

Landing Page and Portal



ARPA Tourism Recovery Program

Landing Page and Portal:

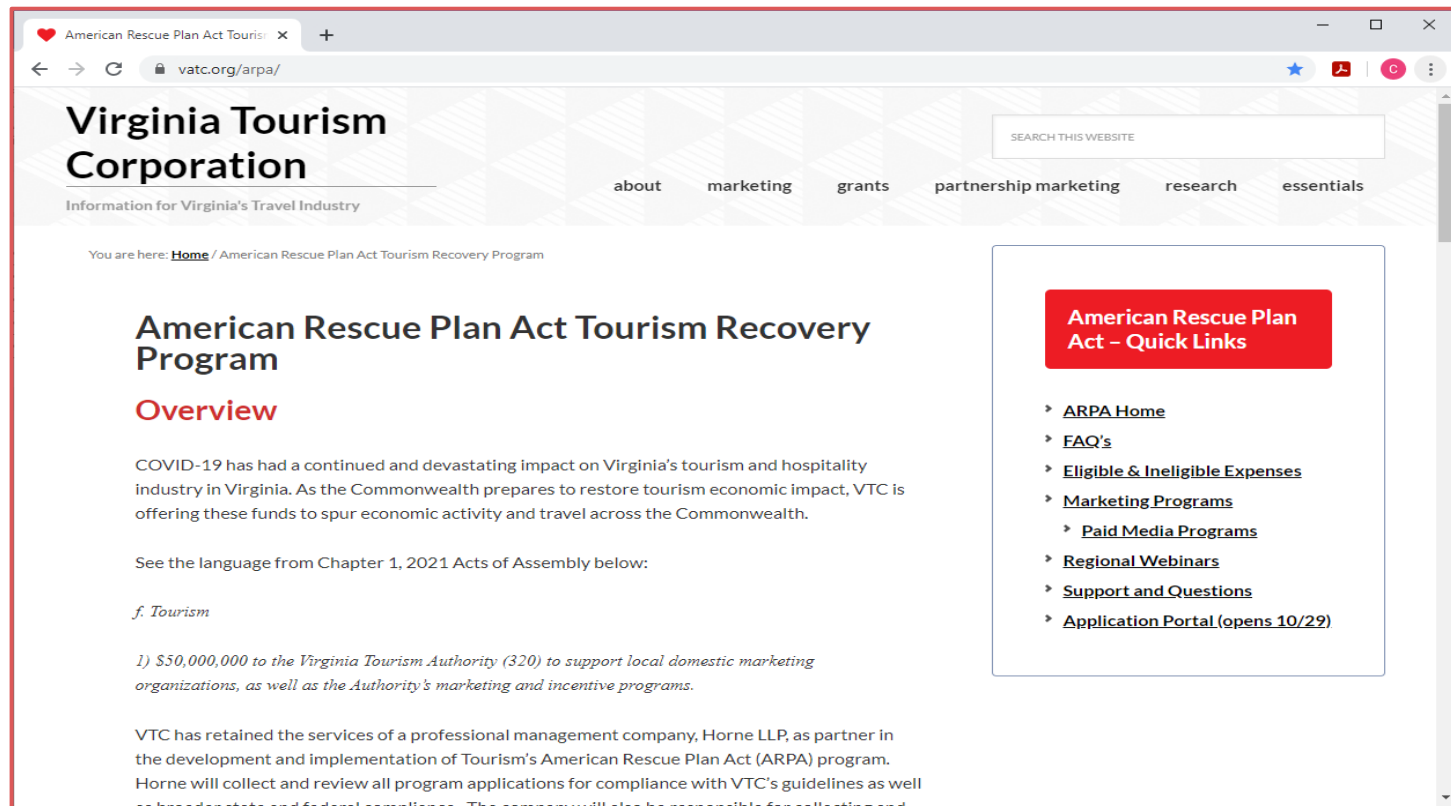
Landing page location: <https://vatc.org/arpa/>

Key Information found on Landing Page:

- Program Guidelines, FAQ's, and related documentation
 - Check regularly for updates to FAQ's
- Spending Plan Help and Guides
- Link to a recording of this webinar and these slides
- Allocation information (available Oct 29)
- Link to Portal for plan submission and expense documentation
 - Portal opens October 29, 2021
 - Required to attend training webinar to access portal
- Link to support email address

ARPA Tourism Recovery Program

Landing Page and Portal:



ARPA Tourism Recovery Program

Plan Submission



ARPA Tourism Recovery Program

Submission Plans – ONLINE ONLY

- Plans will be submitted via the online portal. Portal Opens Oct 29, 2021
- Attendance at training event required to access the portal
- Training events will be held, by region

| Date | Time | Region(s) |
|------------|------------|---|
| October 19 | 10:00am ET | Coastal (incl. Eastern Shore, Hampton Roads, and Chesapeake Bay) |
| October 19 | 2:00pm ET | Northern Virginia |
| October 20 | 10:00am ET | Virginia Mountains & Shenandoah Valley |
| October 20 | 2:00pm ET | Southwest Virginia (incl. Blue Ridge Highlands and Heart of Appalachia) |
| October 26 | 10:00am ET | Central Virginia |
| October 26 | 2:00pm ET | Southern Virginia |

- To ensure your attendance is noted and access granted, each locality representative should register separately (do not share links) – Registration links are found on the landing page.

ARPA Tourism Recovery Program

Submission Plans – ONLINE ONLY

In order to secure your allocation, counties will be required to submit a narrative describing the following:

- **What do you want to accomplish?**
 - Make a brief case that outlines basic strategies with focus on speaking to Treasury Guidelines.
- **How will you allocate your award dollars?**
 - Basic plan components; media plan
- **When will your plan be spent?**
 - Ensure the dates of performance are within the eligible covered period: Date of account set up through December 30, 2023. Provide a list of dates with spend periods.

Contacts for Questions support@vatourismarpa.com

ARPA Tourism Recovery Program

Submission Plans – ONLINE ONLY

Submitting your plan:

The following information is critical to the fast and efficient processing of funds.
Virginia ARPA Tourism Recovery Program:

- Entity Name* (Doing Business As, if Different)
- Tax ID*
- Other W-9 Info*
- Entity Type (city/county)
- County*
- Region
- Street Address*
- City*
- Zip Code*
- Attach PDF of current W-9 form*
- Primary Contact's First Name*
- Primary Contact's Last Name*
- Work Phone*
- Mobile Phone
- Email Address*
- Secondary Contact's First Name
- Secondary Contact's Last Name
- Secondary Contact Phone Number
- Secondary Email Address

ARPA Tourism Recovery Program

Submission Plans – ONLINE ONLY

Submitting your plan:

You will be required to indicate the amounts you are requesting for each funding category and submit an Itemized Budget for each category.

- Paid Media
- Public Relations
- Marketing Production
- Sales Category Amount
- Tourism Product Development

Supplemental Funding Relief :

The entity must disclose any other federal funding received for the specific projects identified in the submission plan.

ARPA Tourism Recovery Program

Submission Plans – ONLINE ONLY

American Rescue Plan Act
Program Management Portal

**VIRGINIA
IS FOR
LOVERS®**

Virginia ARPA Tourism Recovery Program

**VIRGINIA
IS FOR
LOVERS**

Dashboard Plan Submissions My Entity


Virginia FO

Bland County
Last Update 26 Aug 2021


Information [See All](#)

Entity Type: Local Government
County: Bland
Mailing Address: Address 1 9381 Bland VIRGINIA 24567

Programs


Total programs
1

Plan Submissions [See All](#)


Total
2
● Pending Confirmation

Programs

All Types

| ID | Program Name | Program Type | Allocated Amount | Confirmed Requests | Last Update |
|----|----------------|--------------|------------------|--------------------|------------------|
| 36 | ARPA program A | ARPA 1 | \$3,000,000.00 | \$0.00 | 8 Oct 2021 06:00 |

1 to 1 of 1 items

ARPA Tourism Recovery Program

Spending Plan Help



ARPA Tourism Recovery Program

Spending Plan Help:

Optional Resources available:

- Purpose – to assist localities in planning and implementing their ARPA-funded marketing plans
- Resources include:
 - ARPA Paid Media Programs
 - Paid Media Guidelines
 - WanderLove Creative Guidelines

Optional Spending Plan Help Webinar

- November 4, 2021 - 2:00pm ET
- Link to register on Marketing page

ARPA Tourism Recovery Program

Spending Plan Help:

Key Information
found on
Marketing page

American Rescue Plan Act Tourism Recovery Program

Virginia Tourism Corporation

Information for Virginia's Travel Industry

about marketing grants partnership marketing research essentials

SEARCH THIS WEBSITE

You are here: [Home](#) / American Rescue Plan Act Tourism Recovery Program

American Rescue Plan Act Tourism Recovery Program

Overview

COVID-19 has had a continued and devastating impact on Virginia's tourism and hospitality industry in Virginia. As the Commonwealth prepares to restore tourism economic impact, VTC is offering these funds to spur economic activity and travel across the Commonwealth.

See the language from Chapter 1, 2021 Acts of Assembly below:

f. Tourism

1) \$50,000,000 to the Virginia Tourism Authority (320) to support local domestic marketing organizations, as well as the Authority's marketing and incentive programs.

American Rescue Plan Act – Quick Links

- › [ARPA Home](#)
- › [FAQ's](#)
- › [Eligible & Ineligible Expenses](#)
- › [Marketing Programs](#)
- › [Paid Media Programs](#)
- › [Regional Webinars](#)
- › [Support and Questions](#)
- › [Application Portal \(opens 10/29\)](#)

ARPA Tourism Recovery Program: *Questions*

**VIRGINIA
IS FOR
LO♥ERS®**



Rita McClenny
*Virginia Tourism Corporation
President and CEO*



Chip Hutzler, JD, MBA, CVA
*HORNE LLP
Director, Government Services*



Ashley Swain, JD
*HORNE LLP
Director, Government Services*

