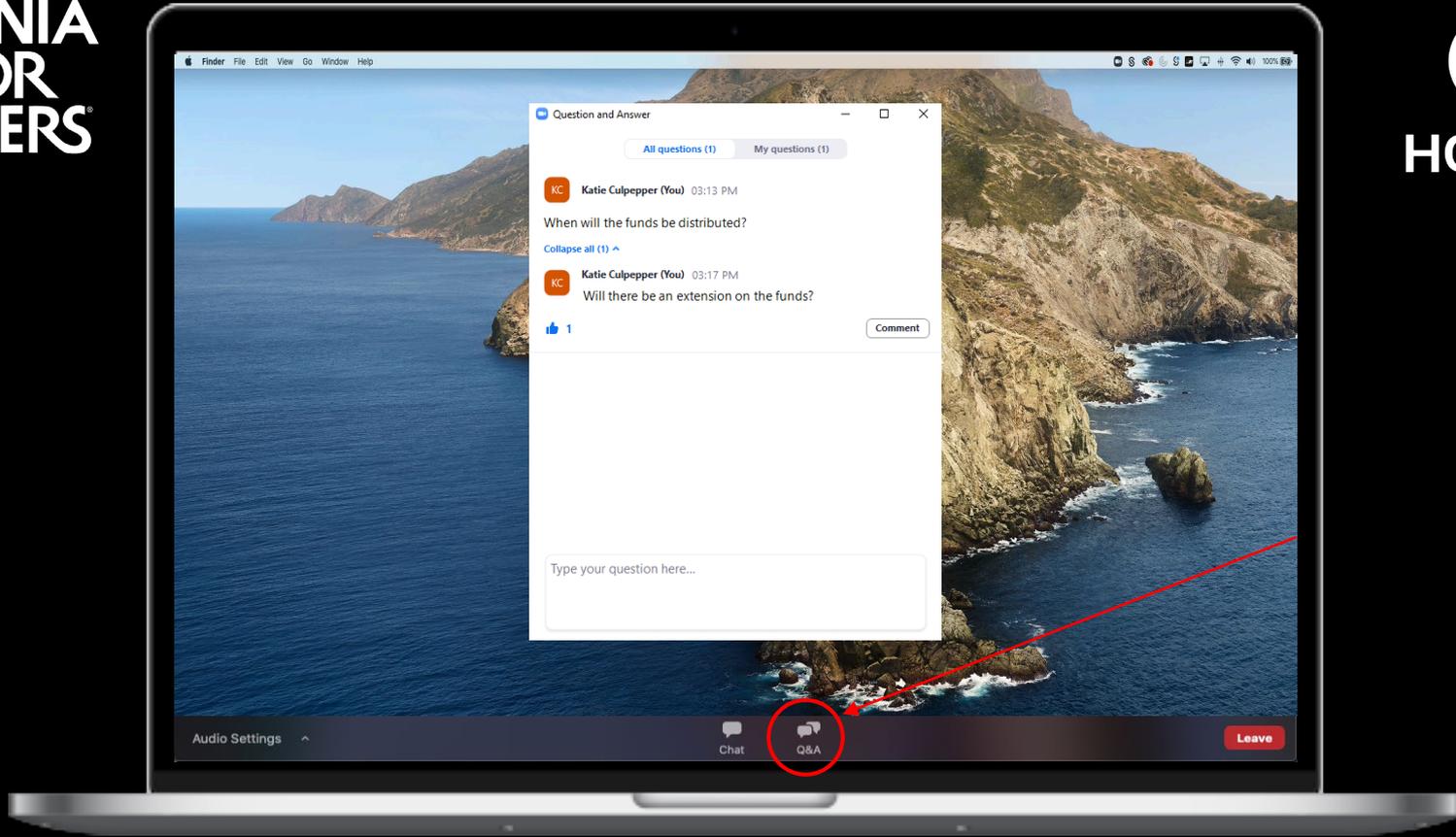




**ARPA Tourism Recovery Program**  
**Portal and Plan Submission**  
**Training Session**

October 19, 2021  
through  
October 26, 2021



# ARPA Tourism Recovery Program

## Training Event Schedule:

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
November 4	2:00pm ET	<b><u>Optional</u></b> ARPA Marketing Programs Webinar



**Rita McClenny**

*Virginia Tourism Corporation  
President and CEO*



**Michael McMahon**

*Virginia Tourism Corporation  
VP of Operations & Finance*



**Chip Hutzler, JD, MBA, CVA**

*HORNE LLP  
Director, Government Services*

# Agenda for Today



- **Introductions**
- **Review General Program Information**
- **Timeline and Deadlines**
- **Portal Layout and Demonstration**
- **Spending Plan Submission**

# **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
December 31, 2024	Federal Deadline for Virginia to complete funding

# ARPA Tourism Recovery Program *Portal Layout 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
- Spending Plan Help – Marketing Resources and Guides
- Link to a recording of the announcement webinar and 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:

The screenshot shows a web browser window with the URL [vatc.org/arpa/](http://vatc.org/arpa/). The page header includes the Virginia Tourism Corporation logo and navigation links: [about](#), [marketing](#), [grants](#), [partnership marketing](#), [research](#), and [essentials](#). A search bar is located in the top right corner.

The main content area features the heading "American Rescue Plan Act Tourism Recovery Program" and a sub-heading "Overview". The text describes the impact of COVID-19 on Virginia's tourism industry and the role of VTC in providing ARPA funds. It includes a reference to Chapter 1, 2021 Acts of Assembly and a list of funding allocations, such as \$50,000,000 to the Virginia Tourism Authority for marketing and incentive programs.

On the right side, there is a red box titled "American Rescue Plan Act - Quick Links" containing a list of 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

## Portal information:

Key Information regarding the Portal:

- Access requires attending a training session – attendance based on registration and logging into this session.
- Email will be sent on October 29 with access instructions – to person VTC has listed as the primary contact
- Dashboard will show allocation and plan submission status
- Ability to
  - Review account information
  - Submit Spending Plan and review status
  - Submit substantiating documentation – documenting plan expenditures and review status of expenditure review and associated payments

# ARPA Tourism Recovery Program

## Password Reset Email

**From:** NoReply-OutSystems <[NoReply-OutSystems@hornellp.com](mailto:NoReply-OutSystems@hornellp.com)>  
**Sent:** martes, 19 de octubre de 2021 7:23 a. m.  
**To:** [demouser@va1.gov](mailto:demouser@va1.gov)  
**Subject:** [Program Management Portal] - Email Validation



Hi, [demouser@va1.gov](mailto:demouser@va1.gov)

We have created an account for you. Please use the link below to set your password.

[Define password](#)

CONFIDENTIALITY NOTICE: This e-mail transmission may contain confidential information that is legally privileged. Do not read this e-mail if you are not the intended recipient. This e-mail transmission, and any documents, files or previous e-mail messages attached to it may contain confidential information that is legally privileged. If you are not the intended recipient, or a person responsible for delivering it to the intended recipient, you are hereby notified that any use, disclosure, copying, or distribution of any of the information contained in or attached to this transmission is STRICTLY PROHIBITED, and could result in civil and/or criminal penalties if misappropriated. If you have received this transmission in error, please notify sender immediately by reply e-mail. Kindly destroy the original transmission and its attachments without reading or saving any of them.

# ARPA Tourism Recovery Program

## Portal Demonstration

The screenshot shows a two-column layout. The left column has a dark background with white text and a logo. The right column has a white background with a sign-in form.

**American Rescue Plan Act**  
Program Management Portal

**VIRGINIA IS FOR LOVERS®**

Virginia ARPA Tourism Recovery Program

Welcome to **Program Management Portal**

Sign In to continue

Email \*

Password \*

I'm not a robot

 reCAPTCHA  
Privacy - Terms

Sign In

[Forgot your password?](#)

# ARPA Tourism Recovery Program *Plan Submission*



# 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](mailto: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: Documentation Requirements

- Portal will also be used to document expenditures
- Separate Training for that will be held (and recordings posted) closer to the time of funding (likely in January 2022)

# ARPA Tourism Recovery Program: Documentation 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:

## Questions

[support@vatourismarpa.com](mailto:support@vatourismarpa.com)

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