

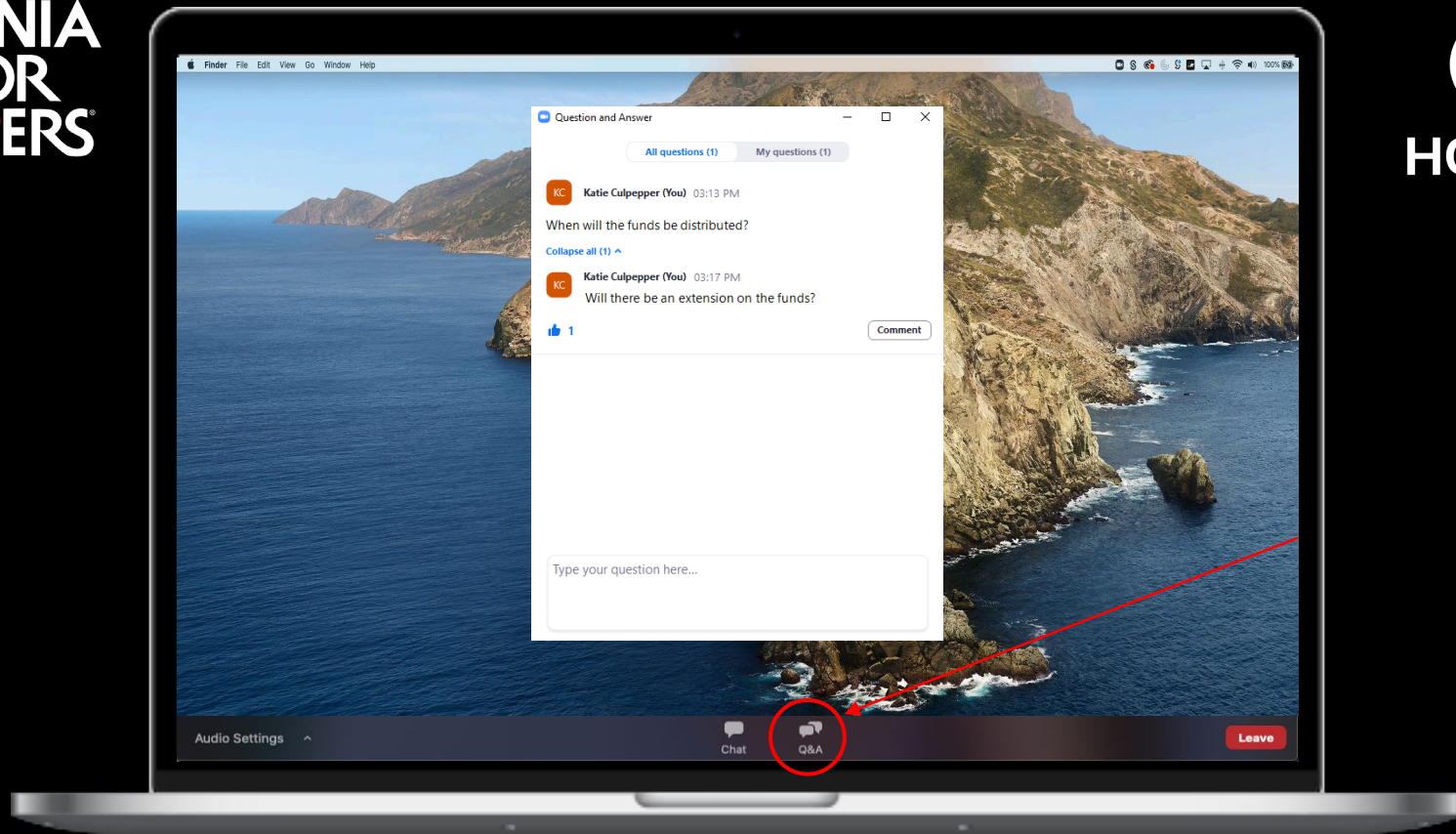


**ARPA Tourism - Sports Events
Incentive Program
Portal and Application Training**

**March 23, 2022
2:00pm EDT**

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Agenda for Today



- **Introductions**
- **Review General Program Information, Timeline and Deadlines**
- **Portal Layout and Demonstration**
- **Application Submission**

ARPA Tourism - Sports Events
Incentive Program
Review General Program Information



ARPA Tourism – Sports Events Incentive Program

Goal of the Program

- **Program Goals:**
 - Incentivize sports event organizers to hold their sporting events in Virginia
 - Incentive funds will be allocated to venues, localities, or other stakeholders, to help persuade events organizers to hold their events in Virginia during the ARPA eligible time period.
 - To have a Direct IMPACT on the tourism/travel/hospitality bottom line by generating visitor spending and revenue derived from visitors associated with incentivized sports events.

ARPA Tourism – Sports Events Incentive Program

Overview:

Key aspects of program:

- Virginia legislature allocated funding to VTC, who in turn is making a portion of funds available for sports events and meetings incentives.
- Purpose is to increase visitor engagement and thereby assist with the recovery of Virginia's tourism industry
- Funds will require submission of an application plan by each venue, locality or other eligible stakeholder. VTC hopes to have all applications reviewed and awards announced without about 45 days after application period.
- Funds will be disbursed to the receiving entity on a reimbursement basis, once the subject event has been held and the event organizer has been paid the incentive.

ARPA Tourism – Sports Events Incentive Program

Overview:

Key aspects of program (continued):

- Applications between April 1, 2022 and May 31, 2022
- Awards hopefully announced on or about July 15, 2022.
- Period of performance extends to June 30, 2024. (i.e., the event must take place in VA on or before June 30, 2024)
- What can the funds be used for:
 - Sports events must include live competition in Virginia.
 - Events must occur on or before June 30, 2024
- Awards are subject to recipient guidelines, terms and conditions
- Information found at this web address:

<https://www.vatc.org/marketing/groupsmeetingssports/>

ARPA Tourism - Sports Events Incentive Program Timing and Deadlines



ARPA Tourism – Sports Events Incentive Program

Key Deadlines:

Date	Milestone/Deadline
April 1, 2022	Portal Open (application period begins)
May 31, 2022	Deadline to submit Applications
July 15, 2022	VTC hoping to announce awards by this date
June 30, 2024	Final deadline for period of performance – must hold events in Virginia by this date and pay the incentive funds to the organizer
July 31, 2024	Final deadline to submit documentation for reimbursement of incentive payments.
December 31, 2024*	Federal Deadline for Virginia to complete funding (for reference)

ARPA Tourism - Sports Events Incentive Program

Portal Layout and Demonstration



ARPA Tourism – Sports Events Incentive Program

Landing Page and Portal:

Landing page location: <https://www.vatc.org/marketing/groupsmeetingssports/>

Key Information found on Landing Page:

- Program Guidelines, FAQ's, and related documentation
 - Check regularly for updates to FAQ's
- Example of Application Form
- Link to a recording of this webinar and slides
- Link to Portal for Application submission and expense documentation
 - Portal opens April 1, 2022
 - Website is for both program, be sure to click the correct portal link
- Link to support email address – support@vatourismarpa.com

ARPA Tourism – Sports Events Incentive Program Landing Page and Portal:

The screenshot shows a web browser window with the URL vatc.org/marketing/groupsmeetingsports/. The page header for the Virginia Tourism Corporation includes a search bar and navigation links: about, marketing, grants, partnership marketing, research, and essentials. The breadcrumb trail indicates the current location: Home / Marketing / Group Tours, Meetings and Sports Marketing.

Group Tours, Meetings and Sports Marketing

American Rescue Plan Act (ARPA) Sports Marketing and Meeting & Convention Incentive Programs

OPENING APRIL 1 – VTC is offering these funds to be used for event incentives and marketing promotions targeted specifically at attracting new sports tournaments and competitions and new meetings and conventions to spur economic activity and travel across the Commonwealth. \$1 million will be committed to a Sports Marketing incentive program and \$1 million will be committed to a Meeting & Convention incentive program.

Eligible applicants are Destination Marketing Organizations (DMO/CVBs), meeting or sports venues, city or county local government agencies (i.e. parks & recreation department) and sports commissions. For more information of both of these programs, visit the links below:

[Sports Marketing Incentive Program](#)

[Meeting & Convention Incentive Program](#)

Groups, Meetings And Sports

- › [Groups, Tour and Travel](#)
- › [Group Sales Leads](#)
- › [Meetings, Conventions & Reunions](#)
- › [Sports Marketing](#)
- › [Marketing Calendar](#)
- › [Immediate Needs for Blog.Virginia.org](#)
- › [Submit What's New for Groups, Meetings and Sports](#)

Contact

ARPA Tourism – Sports Events Incentive Program

Portal information:

Key Information regarding the Portal:

- Access requires creating an account first.
- Email address verification process to gain access to application form
- Once account is created and verified, user will be able to submit an application in the portal
- Portal will also be used by applicants who are awarded funds to submit expense documentation – separate webinar forthcoming on how to do that.

ARPA Tourism – Sports Events Incentive Program Portal Demonstration

File Edit View History Bookmarks Tools Help

Login

https://horne2-tst.outsystemsenterprise.com/CAMSV_Sports/Login

American Rescue Plan Act
Program Management Portal

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Virginia ARPA Sports Marketing Incentive Program

Create a new account

Welcome to Program Management Portal

Sign In to continue

Email *

Password *

☐ I'm not a robot

reCAPTCHA
Privacy • Terms

Sign In

☐ Remember me

[Forgot your password?](#)

ARPA Tourism - Sports Events Incentive Program Application Submission



ARPA Tourism – Sports Events Incentive Program

Applications – ONLINE ONLY

Successful applications will do the following:

- **Event Description – Describe value to the community**
 - Describe event and make a brief case for the value the event will bring to the community.
- **Estimate Direct Economic Impact (in dollars) and indicate how calculated**
 - Describe how the estimated impact was determined (formulas, metrics, etc.)
- **How will funds be used?**
 - Nature of incentives and list of all eligible expenses and amounts
- **Other funding for this event?**
 - Indicated if the same event is receiving other federal funds.

Contacts for Questions support@vatourismarpa.com

ARPA Tourism - Sports Events Incentive 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 awards being announced (likely in July 2022)

ARPA Tourism – Sports Events Incentive Program: Documentation Requirements

Required Expenditure Documentation:

- Proof event was held in Virginia during the eligible time period**
 - Hotel stays, etc.**
- Proof the incentive payments were made to the incentivized meeting organizers**
 - Cancelled check or other bank indication of payment**

ARPA Tourism – Sports Events Incentive Program:

Questions

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