ARPA Tourism - Sports & Meetings Incentive Program
Payment Request Training

July 18, 2022
10:00am EDT
When will the funds be distributed?

Will there be an extension on the funds?
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Agenda for Today

- Introductions
- Review General Program Information, Timeline and Deadlines
- Payment Request Information
- Payment Request Submission Demonstration
- Q&A
ARPA Tourism - Sports & Meetings Incentive Program

Review General Program Information
ARPA Tourism - Sports Events & Meetings Incentive Program - Goal of the Program

**Program Goals:**

- Incentivize event organizers to hold their sporting events or meeting 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 and meeting events.
ARPA Tourism - Sports Events & Meetings 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 required submission of an application plan by each venue, locality or other eligible stakeholder. Awards were announced July 15, 2022.
- 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 & Meetings Incentive Program - **Overview:**

Key aspects of program (continued):

- Events must be new events to the destination/venue, not held in the destination in the last 3 years
- Events must be competitively bid events
- Events must bring attendees from outside the area (100 miles or more)
- Minimum size of the event must be 50+ attendees
- Sports events only – must include a live competition in Virginia
- 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 & Meetings Incentive Program
Timing and Deadlines
# ARPA Tourism - Sports Events & Meetings Incentive Program - Key Deadlines:

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone/ Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1, 2022</td>
<td>Portal Open (application period begins)</td>
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<tr>
<td>May 31, 2022</td>
<td>Deadline to submit Applications</td>
</tr>
<tr>
<td>July 15, 2022</td>
<td>VTC announced awards by this date</td>
</tr>
<tr>
<td>December 31, 2022</td>
<td>Deadline for event to be contracted</td>
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<tr>
<td>June 30, 2024</td>
<td>Final deadline for period of performance – must hold events in Virginia by this date and pay the incentive funds to the organizer</td>
</tr>
<tr>
<td>July 31, 2024</td>
<td>Final deadline to submit documentation for reimbursement of incentive payments.</td>
</tr>
<tr>
<td>December 31, 2024*</td>
<td>Federal Deadline for Virginia to complete funding (for reference)</td>
</tr>
</tbody>
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ARPA Tourism - Sports Events & Meetings Incentive Program
Payment Request Information & Demonstration

❤️
ARPA Tourism - Sports Events & Meetings 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
• Link to a recording of this webinar and slides
• Link to Portal for Payment Request submission and expense documentation
  • Payment Request capability available to applicants that received awards
  • Website is for both program, be sure to click the correct portal link
• Link to support email address – support@vatourismarpa.com
Virginia Tourism Corporation
Information for Virginia's Travel Industry

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

Contact
ARPA Tourism - Sports Events & Meetings Incentive Program - Payment Request information:

Key Information regarding the Portal and Payment Requests:

- Access using same portal account used to submit application.
- Payment Request form will require submission of various documentation to receive reimbursement, including evidence of the following:
  - The event was contracted by the deadline
  - The event was held in person in Virginia before the applicable deadline
  - The incentive was paid or otherwise provided to the event organizer
ARPA Tourism - Sports Events & Meetings Incentive Program - Documentation Requirements

Required Expenditure Documentation:

- Proof event was held in Virginia during the eligible time period
  - e.g., Hotel stays, Tournament results, etc. (these are examples only – there are many possible ways to show this)

- Proof the incentive payment was made or benefit was otherwise conferred to the incentivized meeting organizers
  - Cancelled check or other bank indication of payment
ARPA Tourism - Sports Events & Meetings Incentive Program - Payment Request Screen

### My Payment Requests

<table>
<thead>
<tr>
<th>ID</th>
<th>Request Date</th>
<th>Last Update</th>
<th>Application</th>
<th>Current Incentive Amount Requested</th>
<th>Current Approved Amount</th>
<th>Status</th>
</tr>
</thead>
</table>

- **Search by Payment id or Application**
- **New Payment Request**
American Rescue Plan Act
Program Management Portal

VIRGINIA IS FOR LOVERS®
Virginia ARPA Sports Marketing Incentive Program

Welcome to Program Management Portal
Sign In to continue

Email *
Password *

I'm not a robot

Sign In

Remember me

Forgot your password?
ARPA Tourism – Sports Events & Meetings Incentive Program:

Questions

support@vatourismarpa.com

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