

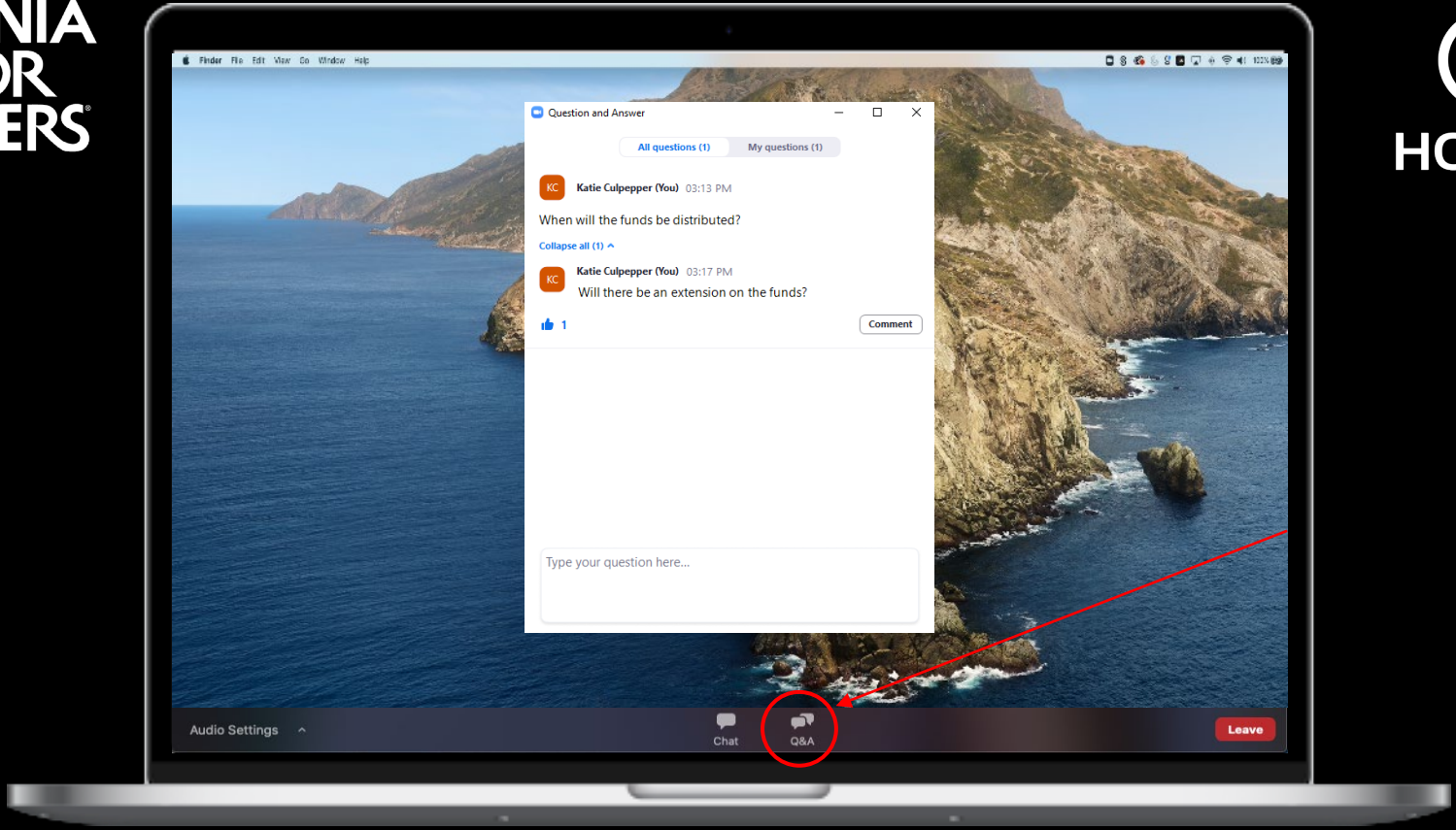


**ARPA Tourism - Sports & Meetings  
Incentive Program  
Payment Request Training**

**July 18, 2022  
10:00am EDT**

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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/groupsmeetingsports/>



**ARPA Tourism - Sports Events &  
Meetings Incentive Program**  
Timing and Deadlines



# ARPA Tourism – Sports Events & Meetings 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 announced awards by this date
December 31, 2022	Deadline for event to be contracted
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 &  
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](mailto:support@vatourismarpa.com)

# ARPA Tourism – Sports Events & Meetings Incentive Program - Landing Page and Portal:

The screenshot shows a web browser window with the URL [vatc.org/marketing/groupsmeetingsports/](http://vatc.org/marketing/groupsmeetingsports/). The page header features 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 breadcrumb trail reads: You are here: [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 & 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

VIRGINIA IS FOR LOVERS CAMSV\_Sports My Entity Applications **My Payment Requests** Chip Hutz

My Payment Request

## My Payment Requests

Search by Payment id or Application Select All

ID	Request Date	Last Update	Application	Current Incentive Amount Requested	Current Approved Amount	Status
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New Payment Request



# ARPA Tourism – Sports Events & Meetings Incentive Program – Payment Request Demonstration

File Edit View History Bookmarks Tools Help

Login

https://home2-tst.outsystemsenterprise.com/CAMSV\_Sports/Login

**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

reCAPTCHA  
Privacy - Terms

Sign In

Remember me

[Forgot your password?](#)

# ARPA Tourism – Sports Events & Meetings Incentive Program:

## Questions

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

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