



KY Dept of
Tourism/ Tourism
Recovery and
Investment ARPA
Grant Program

Deadlines and Applicants

The ARPA Grant offers funding for projects, which are in direct support of the promotion and marketing efforts of a tourism event, attraction or geographic area.

Program Deadlines:

August 1 – September 30 - Applications submitted.

September/October – Contracts will be sent for signature and grant award checks are disbursed to eligible applicants.

Projects completed October 1, 2022 – December 31, 2024, are eligible

Who can apply?

Tourism Commission, Convention & Visitors Bureau or DMO with 501c3 or 501c6 Status. Tourism Commissions will include organizations defined in KAR300.001, which includes an organization designated by a County Judge Executive, such as Chamber of Commerce or Fiscal Court when no tourism commission exists in the county.

Entities operating and established before March 2020

The Formula



Funding is Distributed Based on a Formula to Calculate County Allotments:

2019 Economic Impact numbers are used to determine county allotments.



Counties with Multiple Tourist Commissions:

After the county allotment is determined then the counties with multiple tourist commission will be calculated based on number of rooms within the city.

If a tourist commission does not have any or few hotel/motel rooms they will automatically be eligible for 25% of the allotment.

Sample List of Eligible Projects

- ▶ Tourism publications
- ▶ Advertisements in newspaper, publications, TV, radio, internet including meeting and convention advertising
- ▶ Brochure distribution
- ▶ Billboards/Signage
- ▶ Group tour marketplace, meeting & conventions and consumer travel shows expenses
- ▶ Sponsorship/Bid fees of tourism trade shows, conventions and events
- ▶ Research for destination needs, asset analysis and visitor profile, strategic planning
- ▶ Photography for use in advertising, web sites, travel shows & marketplaces
- ▶ Content – paid to a business for advertising purposes.
- ▶ Projects listed on a Regional Marketing & Matching Funds or EDA application are not eligible.
- ▶ NEW! Hospitality Training and Professional Development for online webinars or actual national level conferences.

Eligible Project Information

- ▶ **Tourism Publications and Videos**
 - ▶ Funds are available for production and printing. Three written bids are required if printing costs exceeds \$1,000
 - ▶ Must be 4 color brochure cover
 - ▶ A distribution plan is required (without printing project will be denied) Brochure distribution services are eligible as well
 - ▶ All publications & videos must be reviewed and approved by program manager PRIOR to final production
 - ▶ Front or back of brochures must include current advertising brand of Kentucky and tag line stating "Paid in part by the KY Department of Tourism" is required. Video must include state logo.
 - ▶ We reserve the right to say NO

- ▶ **Advertising**
 - ▶ Funds available for newspaper, magazine, radio, TV, digital, sports media, meeting & convention advertising
 - ▶ Media time, production costs and media placement are eligible
 - ▶ **All** ads must have the advertising brand of Kentucky (unless advertising is in conjunction with a KY Department of Tourism co-op). Digital advertising must provide screenshot of ad when running.
 - ▶ Advertising must be 50 miles away from location with the exception of major media markets listed below and 25% of the costs are eligible:
 - ▶ Cincinnati, Evansville, Huntington, Louisville, Lexington, Paducah and Bowling Green

Eligible Project Information (cont.)

Consumer Travel Shows, Group Marketplaces, Meeting/Convention Trade Shows and Expos

Funds are available to cover cost to purchase exhibits, artwork, photographs and brochure racks
Booth space and furniture rental
Registration fees to interview perspective group tour operators
Booth space at County fairs and festivals are not eligible

Web-site

Funds are available for design of web site
Link to state web sites is required
Web site that contains ad sales is not eligible

Billboards & Signage

Billboards must be located 20 miles from location and on interstates or major access highways

Billboards must include the advertising brand of Kentucky

TODS (Tourist Oriented Directional) and Fifth Legends (Attraction Logo) as well as artwork, design and production are eligible. New signs are eligible, **but not existing or maintenance of signs is eligible.**

NEW! Hospitality Training and Professional Development for online webinars or actual national level conferences.

Wayfinding signage- is eligible for this grant

Our department reserves the right to deny a project

Sponsorship & Bid Fees

SPONSORSHIP BID FEE OF TRADE SHOWS, CONVENTION AND EVENTS

Sponsorship that may create an economic impact for the state are eligible

Sponsorship of overall convention partner or event are eligible (but not limited to overall)

Tourism Industry events that are not eligible:

KY Tourism Industry Assoc,

KY Assoc of Convention & Visitor Bureaus

KY Association meetings and conference

In-state - local events, sporting events and conferences

CONVENTION SPONSORSHIP/BID FEE THAT GUARANTEES ROOM NIGHTS

NEW EVENT SPONSORSHIP

RESEARCH

- ▶ RESEARCH IS NOW ELIGIBLE FOR REIMBURSEMENT
 - ▶ Funds may be used for destination needs, asset analysis, strategic planning and visitor profile research
 - ▶ Must be clear relationship to planning and executing tourism marketing & promotion
 - ▶ Economic Impact and Future Capital projects are not eligible
 - ▶ Must be NEW research and not something you are currently doing
 - ▶ Research request must be approved in advance and outside firms, organizations or individuals must meet the following criteria:
 - ▶ In operation at least 2 years, if a firm or organization: if an individual at least 5 years of relevant experience
 - ▶ At least 3 references
 - ▶ Demonstrate expertise in the type of services to be rendered



Ineligible Projects

Ineligible Projects

1. Billboards and Signage that consist solely of language welcoming a visitor to a community or region. Cost associated with construction of any permanent signage structure is not reimbursable. Only new signs shall be eligible for reimbursement; previously existing signs or maintenance of signs shall not be eligible for reimbursement. The only exception would be for Wayfinding signage.
2. Postage and Freight
3. Consumer travel show, group tour marketplace, meeting or convention trade show, sports marketing, or exposition expenses are eligible, but not expenses to set up at county fair or festivals or for booth space costs at industrial solicitation events. Registration expenses to attend a conference or meeting are not eligible unless it is for professional development of hospitality training.
4. Web sites that contain paid advertisements
5. For sponsorship or bid Fees of Tourism Trade Shows, Conventions, and Other Events expenditures that shall not be covered include In-kind amenities, expenses for hospitality events that include alcohol, gratuities, service charges, and tips, Tourism industry events such as: Kentucky Tourism Industry Association; and Kentucky Association of Convention & Visitor Bureaus, In-state or local events and conferences and Kentucky Association meetings and conferences. Bid fees must be refundable.
6. Research related to future capital projects
7. Industrial incentive brochures
8. General community relocation and development brochures
9. City or county maps or directories that list businesses and services
10. Programs, Playbills, Posters, Table tents
11. Membership and subscription solicitation
12. Registration and entry forms
13. Event and contest category or regulation material
14. Quick print materials such as flyers, handbills, and circulars
15. Entertainment
16. Bumper stickers, banners, flags, postcards, lapel pins, or bags
17. Prizes, trophies, plaques, decorations, paint supplies, and poster board
18. Items for resale
19. Amounts paid for Kentucky sales tax
20. Stationery, letterhead, envelopes, general office supplies and materials,
21. Salaries or other compensation for the staff or personnel of a tourism region committee
22. General operating and administrative costs
23. Finance charges or late payment fees
24. In-kind contributions, which also shall not be included as part of an applicant's match .
25. Tourist Commissions are not allowed to sub-grant ARPA funds to other organizations.
26. Expenditures in violation of law

Submit the Following Documentation

- ▶ **Documentation is to be submitted only after the project is complete.**
 - > **Copy of invoices**

 - > **Cancelled checks**

 - > **Picture of billboard**

 - > **Tear sheets, copies of radio scripts or TV ads, screenshot of digital ads.**

 - > **4 copies of any printed brochure**

 - > **Sponsorship contracts**

 - > **Copy of homepage showing links to state web site**

When you forget documents, it only slows down the process

FAQ

- ▶ **Who can apply?** Tourism Commission, Convention & Visitors Bureau or DMO with 501c3 or 501c6 Status. Tourism Commissions will include organizations defined in KAR300.001, which includes an organization designated by a County Judge Executive, such as Chamber of Commerce or Fiscal Court when no tourism commission exists in the county.
- ▶ **Do I need a UEI number?** Yes, you will need to have this number. If you haven't obtained the number, you need to obtain through Sam.gov.com
- ▶ **What types of projects are eligible?** Marketing and advertising projects covered in this PowerPoint are eligible along with research projects.
- ▶ **Can I submit projects on this application that I have listed on another one?** No, you can not submit any project that you have listed on Matching Funds, EDA or other ARPA grants offered through the Department of Tourism.
- ▶ **Do I have to take the full amount my organization is eligible for in a lump sum?** No, you can determine if you want the funds in lump sum or over two-year period.
- ▶ **Is there a match to receive the funding?** Yes, a 10% match will be required.
- ▶ **Is my organization eligible if our tourist commission or other eligible entity was recently established?** No, the organization had to be established before March 6, 2020.
- ▶ **What is required to be on ads placed by my organization?** On all ads the current logo All advertising must have the current logo on them including digital ads. Radio ads must have Team KY mentioned in the script and it must be on TV ads as well.

FAQ continued

- ▶ **Can a research project I am currently doing be submitted on this application?** No, it must be a new research project to be eligible.
- ▶ **What documents are required at time of application?** You will need to submit the application (2 pages), project description pages, W9 form, affidavit and a notarized budget showing your 10% match.
- ▶ **Will I have to submit documentation once projects are completed showing invoices, cancelled checks etc.?** Yes, backup documentation will need to be submitted one projects are completed.
- ▶ **Do I have to show tear sheets or screenshots for ads placed?** Yes, you will be required to show all ads and they must include the states current logo.
- ▶ **Is there a list of ineligible projects?** Yes, they are listed within this PowerPoint. There is also a sample list of eligible projects as well.
- ▶ **Are travel expenses eligible?** No, they are not eligible.
- ▶ **Is local advertising eligible?** No, all advertising must be 50 miles from destination.
- ▶ **Are billboards eligible?** Yes, as long as the state's current logo is used, and the billboard is located 20 miles from destination on Interstate or major highways.
- ▶ **Is Wayfinding signage eligible?** Yes, for this grant the project is eligible.
- ▶ **If there are more than one tourist commission within a county how is the funding divided?** The number of rooms within each city that is applying will be used to calculate individual amounts. If a tourist commission does not have any or few rooms, they will automatically be eligible for 25% of the allotment.
- ▶ **Is Photography and video eligible?** Yes, they are both eligible.
- ▶ **How is my county's allotment determined?** The 2019 Economic Impact number are used to determine funding amounts.
- ▶ **Is apparel and promotional items eligible?** No, they are not.

Confused?

Visit our web site at kentuckytourism.com/industry then click on KY Dept of Tourism/Tourism Recovery and Investment ARPA Grant Application

or

Send an email to Rhonda Nix or Karen Hackett at TAH.KDTAPRADMO