

# Kentucky Tourism ARPA Funds Overview Webinar

July 25, 2022

EDITED

8-23-2022

# ARPA Funding

## Pool #1

**\$15 Million**

**For marketing and promoting  
tourism in Kentucky**

## Pool #2

**\$25 Million**

**Distributed to tourism commissions  
for marketing communities**

## Pool #3

**\$25 Million**

**Distributed to tourism commissions  
for attracting meetings and  
conventions**

## Pool #4

**\$10 Million**

**Distributed to tourism commissions  
for multi-jurisdiction collaborative  
destination marketing**

# Things to Note:

- For pools two, three and four, **“tourism commissions”** will include organizations defined in 300 KAR 1:020E as tourism and convention commissions under KRS 91A.350, et. seq. and defined as a designated marketing organization or tourism region committee pursuant to 300 KAR 1:010; and must have been in existence prior to March 6, 2020 (ARPA requirement).



# Things to Note:

- Federal ARPA guidelines require that applicants show the impact of COVID to receive recovery and investment funds. Applicants will be asked to provide this information (could be loss of revenue, jobs, or other impacts)
- Organizations can apply for more than one of the pools, if eligible



# Pool #2

\$25 million for tourism commissions



# Pool #2

**\$25 million for DMO's**

- The \$25 million shall be distributed via a grant application process in a similar fashion as the recent EDA grant.
- County allocations will be based on each county's share of economic impact based on KDT's 2019 Economic Impact of Tourism in Kentucky study conducted by Tourism Economics.

# Pool #2

\$25 million for  
**tourism** commissions

- The General Assembly requires applicants to provide a 10% match for these funds. KDT will require a notarized copy of each applicant's most recent fiscal year budget approved by the applicable governing body identifying the funds being used for the 10% or more in matching funds. Other federal funds cannot be used for the 10% match.
- Eligible applicants have the option of receiving their funding in one lump sum payment or broken into two funding cycles – FY23 & FY24.

# Pool #2

**\$25 million for  
tourism commissions**

## **Eligible Expenses**

- Tourism publications and videos
- Media advertisements (50 miles from destination)
- Press kits
- Billboards and signage (20 miles from destination)
- Brochure distribution services
- Meeting and convention advertising expenses
- Group tour marketplace, meeting and conventions, and consumer travel show expenses
- Sponsorship or a bid fee of tourism trade shows, conventions, sporting events and other events
- Web site design (hosting is ineligible)
- Research studies and analysis
- Photography
- Content paid to a business for advertising purposes
- Influencers assistance with social media
- Other expenses if consistent with the purpose of the Regional Marketing and Matching Funds Program



# Pool #2

**\$25 million for  
tourism commissions**

## Timeline:

- Monday, August 1: Applications open Friday,
- September 30: Applications close
- Monday, October 3: Application review process begins  
November: Contracts signed, checks begin being issued
- \$25 million for DMO's

## Contacts:

Rhonda Nix and  
Karen Hackett

[kdtarpadmo@ky.gov](mailto:kdtarpadmo@ky.gov)



# Pool #3

\$25 million for meetings and conventions



# Pool #3

## \$25 million for meetings and conventions

**Eligibility:** Tourism Commissions (using the same definition as previously outlined) whose counties include arenas, conference centers, or other meeting venues with a minimum of 5,000 square feet.

- Funds must be used for attracting meetings and conventions.

### **Types of events that qualify:**

- Professionally organized meetings, conventions, conferences, exhibitions, expositions, trade shows and certain sporting events.
- New event to the destination/venue not held in the destination for at least three years.
- The Meeting/Convention must be contracted on or after July 1, 2022.
- Must be a competitively bid meeting, convention, or event.
- Must bring attendees from outside the area (100 miles or more).
- Meeting/Event must be multi-day.

# Pool #3

**\$25 million for meetings and conventions**

## **For Sporting Events:**

- Amateur and professional competitive sporting events or tournaments only
- New event to the destination/venue not held in the destination for at least three years
- The Event must be contracted on or after July 1, 2022
- Must be a competitively bid sports tournament or event
- Must bring athletes from outside the area (100 miles or more)
- Minimum size of the event must be 100+ athletes and coaches
- Event must be multi-day

## **Maximum grant amounts will be tiered according the following:**

- 125,000 sf and above up to a maximum \$5 million
- 75,000 to 124,999 sf up to a maximum \$3 million
- 35,000 to 74,999 sf up to a maximum \$1.5 million
- 15,000 to 34,999 sf up to a maximum \$500,000
- 10,000 to 14,999 sf up to a maximum \$200,000
- 5,000 to 9,999 sf up to a maximum of \$100,000

# Pool #3

**\$25 million for meetings and conventions**

**Eligible Expenses**

- Marketing and advertising – including video, print, digital, sponsorships, on-site events and other expenses related to promoting the destination as a meeting/conference destination
- Underwriting incentives for offsetting event expenses, including but not limited to: venue/room rental, transportation costs during events, A/V rental/services, discount on food & beverage, pipe/drape, tables, chairs, etc.
- Per room night confirmed incentives for selection
- New Research and consultants to build sales strategies
- FAM trips for meeting planners/board meetings with intent to host larger event
- Sales Missions for recruiting meetings/conventions
- New Third party lead generation fees
- Refundable bid/RFP fees tied to hosting industry events and conferences.
- Retention incentives due to increased costs (specifically 6% sales tax on meeting room rentals) for events already contracted but occurring after July 1, 2022
- Other expenses deemed eligible by the Department if consistent with the funding mandate of the State and Local Fiscal Recovery Fund of the American Rescue Plan Act of 2021

# Pool #3

**\$25 million for  
meetings and  
conventions**

**Ineligible Expenses**

Ineligible events:

- Local festivals and events
- In-state association meetings that rotate on an annual basis
- Weddings
- Fraternal Events (unless a national conference)
- Social events
- Motor Coach/Group Tours (unless a national conference)

# Pool #3

**\$25 million for meetings and conventions**

## Timeline:

- Monday, August 8: Applications open
- Friday, October 7: Applications close
- Week of October 10: Application review process begins
- November/December: Contracts signed and checks begin being issued

## Contact:

Courtney Hall

[kdtarpameet@ky.gov](mailto:kdtarpameet@ky.gov)



# Pool #4

\$10 million for multi-jurisdiction projects





# Pool #4

\$10 **million** for  
multi-jurisdiction  
projects

**Eligibility:** The competitive grant program requires a designated primary grantee and at least four tourist commissions applying for these grants. A grant application shall include a multi-jurisdiction marketing plan and budget. Priority shall be given to initiatives that have the potential for long-term transformational impacts.

# Pool #4

**\$10 million** for  
multi-jurisdiction  
projects

- The “primary grantee” must also be a tourism commission meaning a minimum of five tourism commissions (as defined earlier) must be a part of the application.
- The maximum grant amount will be up to \$500,000.
- The General Assembly requires applicants to provide a 10% match for these funds. KDT will require a notarized copy of each applicant’s most recent approved budget identifying the funds being used for the grant match. Other federal funds can not be used for the 10% match.
- KDT will establish an in-office committee to score the applications.

# Pool #4

## \$10 million for multi-jurisdiction projects

### Eligible Expenses

- Tourism publications and videos
- Media advertisements (50 miles from destination)
- Press kits
- Billboards and signage (20 miles from destination)
- Brochure distribution services
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- Photography
- Content paid to a business for advertising purposes
- Influencers assistance with social media
- Other expenses deemed eligible by the Department if consistent with the funding mandate of the State and Local Fiscal Recovery Fund of the American Rescue Plan Act of 2021

# Pool #4

**\$10 million for  
multi-jurisdiction  
projects**

## Timeline:

- Monday, September 12: Applications open
- Friday, November 4: Applications close
- Week of November 7: Review Committee convenes to begin reviewing/scoring proposals
- December: contracts signed and checks begin being issued

## Contact:

Jacob Lilly

[kdtarpamultico@ky.gov](mailto:kdtarpamultico@ky.gov)



# Staff Contacts:

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- \$25 million for Meetings and Conventions  
Courtney Hall  
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- \$10 million Multi-County  
Jacob Lilly  
[kdtarpamultico@ky.gov](mailto:kdtarpamultico@ky.gov)



# Timeline

## **Pool #2 - \$25 Million to DMOs Monday,**

- August 1: Applications open Friday,
- September 30 : Applications close
- Monday, October 3: Application review process begins
- November: Contracts signed, checks begin being issued

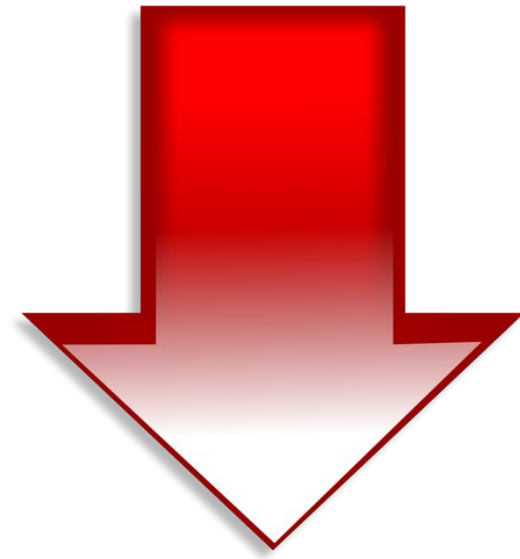
## **Pool #3 - \$25 Million for Meetings & Conventions:**

- Monday, August 8: Applications open
- Friday, October 7: Applications close
- Week of October 10: Application review process begins
- November: Contracts signed and checks begin being issued

## **Pool #4 - \$10 Million for multi-jurisdiction marketing:**

- Monday, September 12: Applications open
- Friday, November 4: Applications close
- Week of November 7: Review Committee convenes to begin reviewing/scoring proposals
- December: Contracts signed and checks begin being issued

Applications, affidavits and other resources can be found on the Industry webpage at: [kentuckytourism.com/industry](https://kentuckytourism.com/industry)



BRANDING & ASSETS

BRAND GRAPHIC STANDARDS



PROGRAMS

MATCHING FUNDS PROGRAM



TRAINING

LISTING/EVENTS TRAINING



TOURISM RESOURCES

RESEARCH

# ARPA Regional Meetings

- July 26 - Western Lakes & Green River Regions – Pennyriple State Resort Park 11:30am ET
- July 27 - Cave and Southern Lakes Regions – Glasgow 11am ET Plaza Theatre (115 East Main Street)
- July 27 - Louisville Lincoln Region – Elizabethtown 2:30pm ET Elizabethtown CVB office (1030 North Mulberry Street)
- July 28 - Eastern Highlands South & Eastern Highlands North Regions – Natural Bridge State Resort Park - 10am ET
- July 28 - Bluegrass & NKY Regions – Lexington – 2:30pm ET Central Bank Center Room 14 (430 West Vine Street)



# Thank You

