

Kentucky Department of Tourism (KDT) ARPA/SLFRF Funding Frequently Asked Questions (FAQs)

	DMO – Tranche #2	Meetings & Conventions – Tranche #3	Multi-Jurisdiction – Tranche #4
Who can apply?	Tourism Commission, Convention & Visitors Bureaus (CVBs), or Destination Marketing Organizations (DMOs) with 501c3 or 501c6 Status. “Tourism commissions” include organizations defined 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.	Tourism commissions whose counties include arenas, conference centers, or other meeting venues with a minimum of 5,000 square feet and provides a plan for recruiting and attracting meetings and conventions are eligible to apply. “Tourism commissions” include organizations defined 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.	A minimum of five (5) tourism commissions as defined by 300 KAR 1:010. “Tourism commissions” include organizations defined 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. <i>The combined five (5) or more tourism commissions do not have to be in the same tourism region to apply for funding together.</i>
Do I need an UEI number?	Yes. If you haven’t obtained the number, you need to secure one through https://sam.gov/content/duns-uei .	Yes. If you haven’t obtained the number, you need to secure one through https://sam.gov/content/duns-uei .	Yes. If you haven’t obtained the number, you need to secure one through https://sam.gov/content/duns-uei .
When are applications available?	Wednesday, March 1, 2023	Wednesday, March 15, 2023	Saturday, April 1, 2023
When are applications due?	Monday, April 3, 2023	Monday, April 17, 2023	Sunday, April 30, 2023
Where can I find Kentucky regulation 300 KAR 1:020E?	300 KAR 1:021E	300 KAR 1:021E	300 KAR 1:021E
Where can I find the application(s) and requirements?	https://www.kentuckytourism.com/industry & https://www.kentuckytourism.com/arpa	https://www.kentuckytourism.com/industry & https://www.kentuckytourism.com/arpa	https://www.kentuckytourism.com/industry & https://www.kentuckytourism.com/arpa
How do I turn in my application & materials?	<p>There are two ways to turn in your application & materials:</p> <ol style="list-style-type: none"> 1. Email completed applications and paperwork to Rhonda Nix & Karen Hackett at kdtarpadmo@ky.gov. 2. Mail to: Kentucky Department of Tourism Attn: Rhonda Nix & Karen Hackett 500 Mero St., 5th Floor 	<p>There are two ways to turn in your application & materials:</p> <ol style="list-style-type: none"> 1. Email completed applications and paperwork to Courtney Hall at kdtarpameet@ky.gov. 2. Mail to: Kentucky Department of Tourism Attn: Courtney Hall 500 Mero St., 5th Floor 	<p>There are two ways to turn in your application & materials:</p> <ol style="list-style-type: none"> 1. Email completed applications and paperwork to Jacob Lilly at kdtarpamultico@ky.gov. 2. Mail to: Kentucky Department of Tourism Attn: Jacob Lilly 500 Mero St., 5th Floor

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	Frankfort, KY 40601 <i>Please email kdtarpadmo@ky.gov to indicate if you are mailing materials.</i>	Frankfort, KY 40601 <i>Please email kdtarpameet@ky.gov to indicate if you are mailing materials.</i>	Frankfort, KY 40601 <i>Please email kdtarpamultico@ky.gov to indicate if you are mailing materials.</i>
Who do I contact with questions?	Email Rhonda Nix & Karen Hackett at kdtarpadmo@ky.gov	Email Courtney Hall at kdtarpameet@ky.gov	Email Jacob Lilly at kdtarpamultico@ky.gov
Can I submit projects on this application that I have listed on another Kentucky Department of Tourism application?	No, you cannot submit any project that you have listed on Matching Funds, EDA or other ARPA grants offered through the Kentucky Department of Tourism.	No, you cannot submit any project that you have listed on Matching Funds, EDA or other ARPA grants offered through the Kentucky Department of Tourism.	No, you cannot submit any project that you have listed on Matching Funds, EDA or other ARPA grants offered through the Kentucky Department of Tourism.
Is there a match to receive the funding?	Yes, a 10% match will be required. This amount should be included in your final project cost. For example, the grant amount is \$5,000. Your 10% match is \$500. The total project costs should be \$5,500.	No.	Yes, a 10% match will be required. This amount should be included in your final project cost. For example, the grant amount is \$5,000. Your 10% match is \$500. The total project costs should be \$5,500.
Is my organization eligible if our tourism commission or other eligible entity was recently established?	No, the organization had to be established before March 2020 to be eligible for this funding.	No, the organization had to be established before March 2020 to be eligible for this funding.	No, the organization had to be established before March 2020 to be eligible for this funding.
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 a two-year period. If you would like the funds over a two-year period, you will receive 50% each year.	No, you can determine if you want the funds in lump sum or over a two-year period.	No, you can determine if you want the funds in lump sum or over a two-year period. If you would like the funds over a two-year period, you will receive 50% each year.
What is the maximum amount of funding I can apply for?	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.	Eligible tourism commissions will be awarded grants up to a maximum amount tiered according to the following: <ul style="list-style-type: none"> • 125,000 square feet and above up to a maximum \$5 million • 75,000 to 124,999 square feet up to a maximum \$3 million • 35,000 to 74,999 square feet up to a maximum \$1.5 million 	The maximum grant amount is up to \$500,000. KDT will establish an in-office review committee to evaluate the applications and grant awards.

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		<ul style="list-style-type: none"> • 15,000 to 34,999 square feet up to a maximum \$500,000 • 10,000 to 14,999 square feet up to a maximum \$200,000 • 5,000 to 9,999 square feet up to a maximum \$100,000 <p>The square feet measurement should include actual meeting space only.</p>	
How will I be notified of an awarded grant or denied funding?	Notifications of all grant awards will be provided to each grantee or applicant by letter and then memorialized by a “Memorandum of Agreement” stating the amount and terms of the funding grant, which the grantee or applicant shall sign and return to the Kentucky Department of Tourism; or by letter stating why an applicant’s projects have been denied funding.	Notifications of all grant awards will be provided to each grantee or applicant by letter and then memorialized by a “Memorandum of Agreement” stating the amount and terms of the funding grant, which the grantee or applicant shall sign and return to the Kentucky Department of Tourism; or by letter stating why an applicant’s projects have been denied funding.	Notifications of all grant awards will be provided to each grantee or applicant by letter and then memorialized by a “Memorandum of Agreement” stating the amount and terms of the funding grant, which the grantee or applicant shall sign and return to the Kentucky Department of Tourism; or by letter stating why an applicant’s projects have been denied funding.
What reporting will be required after receiving grant funds?	Recipients shall provide a report to the Kentucky Department of Tourism and the Legislative Research Commission detailing expenditures and outcomes including return on investment for affected areas by September 1 of each year. Such reports shall be in a format compliant with the requirements of 300 KAR 1:020E.	Recipients shall provide a report to the Kentucky Department of Tourism and the Legislative Research Commission detailing expenditures and outcomes including return on investment for affected areas by September 1 of each year. Such reports shall be in a format compliant with the requirements of 300 KAR 1:020E.	Recipients shall provide a report to the Kentucky Department of Tourism and the Legislative Research Commission detailing expenditures and outcomes including return on investment for affected areas by September 1 of each year. Such reports shall be in a format compliant with the requirements of 300 KAR 1:020E.
What documents MUST be included with the application?	<ul style="list-style-type: none"> • Completed Application • Documentation to establish the entity qualifies as a “tourism commission” (i.e., proof of non-profit status, letter from fiscal court that organization is part of city or county government, ordinance establishing commission) • A W-9 (showing Federal ID number and entity name) • Documentation demonstrating that the tourism commission was in business before the COVID-19 pandemic on March 6, 2020, and show the economic impact of the COVID-19 	<ul style="list-style-type: none"> • Completed Application • Documentation to establish the entity qualifies as a “tourism commission” (i.e., proof of non-profit status, letter from fiscal court that organization is part of city or county government, ordinance establishing commission) • A W-9 (showing Federal ID number and entity name) • Documentation demonstrating that the tourism commission was in business before the COVID-19 pandemic on March 6, 2020, and show the economic impact of the COVID-19 	<ul style="list-style-type: none"> • Completed Application • Documentation to establish the entity qualifies as a “tourism commission” (i.e., proof of non-profit status, letter from fiscal court that organization is part of city or county government, ordinance establishing commission) • A W-9 (showing Federal ID number and entity name) • Documentation demonstrating that the tourism commission was in business before the COVID-19 pandemic on March 6, 2020, and show the economic impact of the COVID-19

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	<p>pandemic to be eligible to receive recovery and investment funds</p> <ul style="list-style-type: none"> Evidence that the applicant is a Kentucky based organization, such as proof of registration with the Kentucky Secretary of State or as a Special Purpose Governmental Entity through the Department of Local Government Complete Affidavit for Bidders, Offerors, and Contractors Notarized copy of each applicant's most recent fiscal year budget approved by the applicable governing body identifying the funds being used for the ten percent (10%) match. 	<p>pandemic to be eligible to receive recovery and investment funds</p> <ul style="list-style-type: none"> Evidence that the applicant is a Kentucky based organization, such as proof of registration with the Kentucky Secretary of State or as a Special Purpose Governmental Entity through the Department of Local Government Complete Affidavit for Bidders, Offerors, and Contractors Documentation verifying the square feet of the venues available for use within the tourism commission jurisdiction. 	<p>pandemic to be eligible to receive recovery and investment funds</p> <ul style="list-style-type: none"> Evidence that the applicant is a Kentucky based organization, such as proof of registration with the Kentucky Secretary of State or as a Special Purpose Governmental Entity through the Department of Local Government Complete Affidavit for Bidders, Offerors, and Contractors Notarized copy of each applicant's most recent fiscal year budget approved by the applicable governing body identifying the funds being used for the ten percent (10%) match.
Do I need a separate bank account for ARPA funds?	ARPA guidelines do not require a separate bank account; however, it is recommended by the U.S. Department of Commerce.	ARPA guidelines do not require a separate bank account; however, it is recommended by the U.S. Department of Commerce.	ARPA guidelines do not require a separate bank account; however, it is recommended by the U.S. Department of Commerce.
When do these ARPA funds have to be spent?	December 31, 2024 Funds that have not been spent on eligible expenses by this date must be returned.	December 31, 2026 Funds that have not been spent on eligible expenses by this date must be returned.	December 31, 2024 Funds that have not been spent on eligible expenses by this date must be returned.
What are eligible expenses?	<ul style="list-style-type: none"> Tourism publications and videos Media advertisements if 50 miles from the destination Press kits New Billboards and signage if 20 miles from the 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 for tourism trade shows, conventions, sporting events, and other events Website design excluding hosting Research studies and analysis Photography 	<ul style="list-style-type: none"> Marketing and advertising such as 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 such as venue or room rental, transportation costs during events, audio visual rental and services, discount on food and beverage, pipe, drape, tables, and chairs Per room night confirmed incentives for selection New research and consultants to build sales strategies 	<ul style="list-style-type: none"> Tourism publications and videos Media advertisements if 50 miles from the destination Press kits New billboards and signage if 20 miles from the 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 national-level and multi-state regional tourism trade shows, conventions, sporting events, and other events Website design excluding hosting Research studies and analysis

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	<ul style="list-style-type: none"> • Content that is paid to a business for advertising purposes • Influencers assistance with social media • Other expenses deemed eligible by the Kentucky Department of Tourism if consistent with the purpose of the Regional Marketing and Matching Funds Program 	<ul style="list-style-type: none"> • Familiarization trips for meeting planners or board meetings with the intent to host larger event(s) • Sales missions for recruiting meetings or conventions • New third-party lead generation fees • Refundable bid or 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 Kentucky Department of Tourism if consistent with the funding mandate of the State and Local Fiscal Recovery Fund of the American Rescue Plan Act of 2021 	<ul style="list-style-type: none"> • Photography • Content that is 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
<p>What are ineligible expenses?</p>	<ul style="list-style-type: none"> • Billboards and Signage that consist solely of language welcoming a visitor to a community or region. • Cost associated with any permanent signage structure is not eligible. • Only new signs shall be eligible; previously existing signs or maintenance of signs shall not be eligible. Only exception will be for wayfinding signage. • Postage and freight • Booth space or expenses for county fair or festivals • Booth space or registration expenses at industrial solicitation events • Expenses to attend a conference or meeting without promoting your destination unless expenses are for professional development or hospitality training 	<ul style="list-style-type: none"> • Funds used to replace an organization's tourism funding commitment for existing budgets, marketing, and/or staffing • Non-refundable bid or RFP fees • Renovations or building permanent structures at facility for event • Expenses from an event that was contracted prior to December 7, 2021 • General operating or administrative expenses such as travel reimbursement and salaries • Purchase of permanent equipment • Purchase of alcohol for meetings, events, sponsorships, or related functions • Hiring of permanent or temporary staff • Purchase or production of promotional items • Travel expenses of any kind, including car expenses, flight, hotel, etc. 	<ul style="list-style-type: none"> • Billboards and Signage that consist solely of language welcoming a visitor to a community or region. • Cost associated with any permanent signage structure is not eligible. • Only new signs shall be eligible; previously existing signs or maintenance of signs shall not be eligible. Only exception will be for wayfinding signage. • Postage and freight • Booth space or expenses for county fair or festivals • Booth space or registration expenses at industrial solicitation events • Expenses to attend a conference or meeting without promoting your destination unless expenses are for professional development or hospitality training

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	<ul style="list-style-type: none"> • Websites that contain paid advertisements • 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. All bid fees must be refundable. • Expenditures for in-kind amenities, hospitality events that include alcohol, gratuities, service charges, and tips • Tourism industry events involving Kentucky Tourism Industry Association, Kentucky Association of Convention & Visitor Bureaus, in-state or local events and conferences, and Kentucky association meetings and conferences • Research related to future capital projects • Industrial incentive brochures • General community relocation and development brochures • City or county maps or directories that list businesses and services • Programs, playbills, posters, table tents • Membership and subscription solicitations • Registration and entry forms • Event and contest category or regulation material 	<ul style="list-style-type: none"> • Tourism Commissions shall not sub-grant ARPA funds to other organizations. • Other expenses deemed ineligible by the Kentucky Department of Tourism if inconsistent with the funding mandate of the State and Local Fiscal Recovery Fund of the American Rescue Plan Act of 2021 	<ul style="list-style-type: none"> • Websites that contain paid advertisements • 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. All bid fees must be refundable. • Expenditures for in-kind amenities or hospitality events that include alcohol, gratuities, service charges, and tips • Tourism industry events involving Kentucky Tourism Industry Association, Kentucky Association of Convention & Visitor Bureaus, in-state or local events and conferences and Kentucky association meetings and conferences • Research related to future capital projects • Industrial incentive brochures • General community relocation and development brochures • City or county maps or directories that list businesses and services • Programs, playbills, posters, table tents • Membership and subscription solicitations • Registration and entry forms • Event and contest category or regulation material
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	<ul style="list-style-type: none"> • Quick print materials such as flyers, handbills, and circulars • Entertainment • Bumper stickers, banners, flags, postcards, lapel pins, or bags • Prizes, trophies, plaques, decorations, paint supplies, and poster board • Items for resale • Amounts paid for Kentucky sales tax • Stationery, letterhead, envelopes, general office supplies and materials, • Salaries or other compensation for the staff or personnel of a tourism commission • General operating and administrative costs • Finance charges or late payment fees • In-kind contributions, which also shall not be included as part of an applicant's match • Travel expenses of any kind, including car expenses, flight, hotel, etc. • Tourism Commissions shall not sub-grant ARPA funds to other organizations. • Expenditures in violation of law • Other expenses deemed ineligible by the Kentucky Department of Tourism if inconsistent with the Regional Marketing and Matching Funds Program 		<ul style="list-style-type: none"> • Quick print materials such as flyers, handbills, and circulars • Entertainment • Bumper stickers, banners, flags, postcards, lapel pins, or bags • Prizes, trophies, plaques, decorations, paint supplies, and poster board • Items for resale • Amounts paid for Kentucky sales tax • Stationery, letterhead, envelopes, general office supplies and materials • Salaries or other compensation for the staff or personnel of a tourism commission • General operating and administrative costs • Finance charges or late payment fees • In-kind contributions, which also shall not be included as part of an applicant's match • Travel expenses of any kind, including car expenses, flight, hotel, etc. • Tourism Commissions shall not sub-grant ARPA funds to other organizations. • Expenditures in violation of law. • Other expenses deemed ineligible by the Kentucky Department of Tourism if inconsistent with the funding mandate of the State and Local Fiscal Recovery Fund of the American Rescue Plan Act of 2021
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<p>What types of events are eligible?</p>	<p>N/A</p>	<ul style="list-style-type: none"> • Professionally organized meetings, conventions, conferences, exhibitions, expositions, and trade shows that involve: <ul style="list-style-type: none"> ○ New events not held in the destination for at least three years. ○ Multi-day events contracted on or after July 1, 2022 ○ Competitive bidding of events ○ Attendees from outside the area (100 miles or more) • Amateur and professional competitive sporting events or tournaments that involve: <ul style="list-style-type: none"> ○ New events not held in the destination for at least three years ○ Multi-day events contracted on or after July 1, 2022 ○ Competitive bidding of events ○ Athletes from outside the area (100 miles or more) 	<p>N/A</p>
<p>What types of events are NOT eligible?</p>	<p>Local events and festivals such as county fairs are not eligible.</p>	<ul style="list-style-type: none"> • Local festivals • In-state association meetings that rotate on an annual basis • Weddings • Fraternal events (unless a national conference) • Social events • Motorcoach/group tours (unless a national conference) 	<p>N/A</p>
<p>Can I apply for multiple ARPA grants?</p>	<p>Yes, you may apply for each tranche of funding. You may also be a part of multiple applications for Tranche #4 Multi-Jurisdiction funding. However, the same project cannot be listed more than once on ARPA grant applications. For each application that requires a 10% match, you will need to show separate match funding.</p>	<p>Yes, you may apply for each tranche of funding. You may also be a part of multiple applications for Tranche #4 Multi-Jurisdiction funding. However, the same project cannot be listed more than once on ARPA grant applications. For each application that requires a 10% match, you will need to show separate match funding.</p>	<p>Yes, you may apply for each tranche of funding. You may also be a part of multiple applications for Tranche #4 Multi-Jurisdiction funding. However, the same project cannot be listed more than once on ARPA grant applications. For each application that requires a 10% match, you will need to show separate match funding.</p>

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Can I sub-grant ARPA funding?	Tourism Commissions shall not sub-grant ARPA funds to other organizations.	Tourism Commissions shall not sub-grant ARPA funds to other organizations.	Tourism Commissions shall not sub-grant ARPA funds to other organizations.
What documentation will I need for reporting?	Reporting documentation will be similar to the documentation needed for the matching funds program. If a reported expense is not eligible, the Tourism Commission will be responsible for the associated costs.	Reporting documentation will be similar to the documentation needed for the matching funds program. If a reported expense is not eligible, the Tourism Commission will be responsible for the associated costs.	Reporting documentation will be similar to the documentation needed for the matching funds program. If a reported expense is not eligible, the Tourism Commission will be responsible for the associated costs.
Are new murals or paintings of water towers eligible for DMO funding?	Murals and water towers are not eligible.	N/A	N/A
For the DMO pool, can we have our own wayfinding signs made or do we have to go through the Kentucky Department of Transportation?	You will have to work with the Kentucky Department of Transportation for community wayfinding and apply for a permit. For more information on this program, please contact the Permits Office of your corresponding KYTC District Office. Wayfinding has to be approved by the Kentucky Department of Transportation and has to meet certain criteria and guidelines.	N/A	N/A
For the DMO pool, would advertising on jumbotrons be eligible?	Yes, this could be eligible if it meets other advertising requirements.	N/A	N/A
For the DMO pool, would a custom wall mural/diorama/digital sign at airports throughout the U.S. be eligible?	Yes, that would be eligible.	N/A	N/A
Could we purchase a company car wrapped in a tourism promotion message?	No, that would not be eligible.	No, that would not be eligible.	No, that would not be eligible.
Would advertising on prime time spots on cable tv be eligible?	As long as the markets are 50 miles away, this would be eligible.	As long as the markets are 50 miles away, this would be eligible.	As long as the markets are 50 miles away, this would be eligible.

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For the DMO pool, would research in the area of brand effectiveness and awareness qualify?	Yes, that would be eligible.	N/A	N/A
If I mail the application, do I need to also submit the application online (or the other way around)?	No, if you mail the application, send the corresponding email account an email letting us know you are sending in the application. If you send the application through email, you do not need to mail the application.	No, if you mail the application, send the corresponding email account an email letting us know you are sending in the application. If you send the application through email, you do not need to mail the application.	No, if you mail the application, send the corresponding email account an email letting us know you are sending in the application. If you send the application through email, you do not need to mail the application.
Would podcast equipment (microphones, soundboard/recording, headphones, camera with video capabilities, etc.) to produce a tourism-related podcast be eligible?	No, this would not be eligible.	No, this would not be eligible.	No, this would not be eligible.
If I had a billboard on a previous grant application, would a another billboard be eligible?	Yes, if the new billboard is in another location or has another theme. Billboards must be outside a 20-mile radius and must include the Kentucky Department of Tourism logo.	Yes, if the new billboard is in another location or has another theme. Billboards must be outside a 20-mile radius and must include the Kentucky Department of Tourism logo.	Yes, if the new billboard is in another location or has another theme. Billboards must be outside a 20-mile radius and must include the Kentucky Department of Tourism logo.
For the DMO pool, what wayfinding signs are eligible? Blue signs? Brown signs? Welcome to (destination) signs? General wayfinding?	Blue signs, which include Tourist Oriented Directional signs and Fifth Legends (attraction logo) signs, as well as artwork, design, and production, are eligible. New signs are eligible, but redoing existing signs or maintenance of signs is not eligible. Welcome to (destination) signs are not eligible. General wayfinding signs are eligible. Further signage information with specific categories can be found by following this link .	N/A	N/A
For the DMO pool, would a public art installation be eligible?	No, this would not be eligible.	N/A	N/A

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For the DMO pool, would radio and tv advertisements for our museums and events be eligible for this funding?	The radio and tv advertisements must meet the requirements of being within a 50 miles radius away from your destination. They must include the Team Kentucky logo for the television ads, and radio ads must have the words Team Kentucky included in the script.	N/A	N/A
What qualifies as content paid to a business for advertisement?	Content examples include hiring a writer to produce a media press kit, hiring someone to write a brochure, a blog on social media, and hiring someone to create verbiage for a website.	N/A	N/A
Would a feasibility study for a hotel be an eligible project?	Yes, that would be eligible.	N/A	N/A
What does "advertising must be 50 miles away from a location with the exception of major media markets listed below 25% of the costs are eligible" mean?	If you list any advertising outside a 50-mile radius, the cost on the application should be 100% of the cost. For example, if the cost is \$1000, you would list \$1000 on the application. If your destination is within a 50-mile radius of a major media market and you choose to advertise there, you would only be able to list 25% of the total advertising cost. For example, if the cost was \$1000, you could only list \$250. If you placed an ad within a 50-mile radius and it is not in a major media market, the cost would not be eligible.	If you list any advertising outside a 50-mile radius, the cost on the application should be 100% of the cost. For example, if the cost is \$1000, you would list \$1000 on the application. If your destination is within a 50-mile radius of a major media market and you choose to advertise there, you would only be able to list 25% of the total advertising cost. For example, if the cost was \$1000, you could only list \$250. If you placed an ad within a 50-mile radius and it is not in a major media market, the cost would not be eligible.	If you list any advertising outside a 50-mile radius, the cost on the application should be 100% of the cost. For example, if the cost is \$1000, you would list \$1000 on the application. If your destination is within a 50-mile radius of a major media market and you choose to advertise there, you would only be able to list 25% of the total advertising cost. For example, if the cost was \$1000, you could only list \$250. If you placed an ad within a 50-mile radius and it is not in a major media market, the cost would not be eligible.
For the meetings and conventions pool, how can I determine the square feet of outdoor space for a sporting event?	N/A	For sporting events, please be as event-specific as possible. Sporting events will be awarded on an event-specific basis and may receive up to \$100,000 per event.	N/A
What qualifies as a meeting venue?	N/A	A meeting venue is a space whose primary purpose is meetings and conventions is eligible.	N/A
How does a convention center document events for the application (proof	N/A	For the application, the convention center layout or other proof of space available for meetings is required. Specific event documentation will be used for reporting	N/A

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<p>they are new, funds used, etc.)?)</p>		<p>and will be similar to reporting for the Matching Funds grant. More information on reporting requirements will be available soon.</p>	
<p>Is specific event advertising eligible as long as the event fits the other criteria (new event, multiple days, etc.)?)</p>	<p>Yes, specific event advertising is eligible if it meets other requirements of this funding. Please see the advertising requirements (similar to Matching Funds advertising requirements) for further details.</p>	<p>Yes, specific event advertising is eligible for eligible events. Please see the advertising requirements (similar to Matching Funds advertising requirements) for further details.</p>	<p>Yes, specific event advertising is eligible if it meets other requirements of this funding. Please see the advertising requirements (similar to Matching Funds advertising requirements) for further details.</p>
<p>Can events take place after 2026 as long as the contract is signed before then?</p>	<p>N/A</p>	<p>All events and payments must take place by December 31, 2026.</p>	<p>N/A</p>
<p>Can the event be put on by the convention center themselves or must it be another party? For example, if the convention center's management company bid out an event to three convention centers, could it then be held at our convention center even if it is not the lowest bid?</p>	<p>N/A</p>	<p>In addition to the other requirements, the event needs to be competitively bid, meaning the host was considering holding the event at other locations but chose your destination.</p>	<p>N/A</p>
<p>What does "competitive bid" mean?</p>	<p>For an event to be competitively bid, you would need to have submitted a bid to get the event for your venue. The organizers need to have considered other locations to host the event.</p>	<p>For an event to be competitively bid, you would need to have submitted a bid to get the event for your venue. The organizers need to have considered other locations to host the event.</p>	<p>For an event to be competitively bid, you would need to have submitted a bid to get the event for your venue. The organizers need to have considered other locations to host the event.</p>
<p>I am hosting a festival for the 3rd year, but the performer is new to the event. Would the cost of the performer be eligible?</p>	<p>N/A</p>	<p>No, the performer cost would not be eligible because the event is not eligible. The event needs to be a new event.</p>	<p>N/A</p>
<p>A winery owner is pulling a few other</p>	<p>N/A</p>	<p>N/A</p>	<p>The short answer is yes; the idea would be eligible for the multi-jurisdiction</p>

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<p>wineries, distilleries, and breweries for a trail. Is this something that would be eligible for the multi-jurisdiction pool?</p>			<p>application. However, the funds are only available to tourism commissions, and the multi-jurisdiction pool requires a minimum of 5 tourism commissions to apply (a primary and four others). The funds are for tourism marketing efforts, so the wineries, distilleries, and breweries themselves are not eligible to apply for the funds, but tourism commissions could apply for the funds to market the idea/new initiative. Also, the wineries, distilleries, and breweries could help with the 10% required match, but the match would have to be shown in the budget submitted for the primary grantee or other tourism commission.</p>
<p>For meetings and conventions venues, how is the square feet measured?</p>	<p>N/A</p>	<p>The square feet is measured in actual meeting space. The advertised space usually includes offices and administrative areas, which will not be counted in the calculation for square feet.</p>	<p>N/A</p>
<p>Who should approve our amended budget to show the 10% match?</p>	<p>Follow your usual budget amendment procedures.</p>	<p>N/A</p>	<p>Follow your usual budget amendment procedures.</p>
<p>If I already have a brochure and website, can I use the funding to redo the brochure or website?</p>	<p>Yes, that would qualify; however, reprints are not eligible. New brochures with updated pictures, updated attractions, or other updates are eligible.</p>	<p>N/A</p>	<p>N/A</p>
<p>Does CRM programming or other software qualify?</p>	<p>No, this does not qualify.</p>	<p>No, this does not qualify.</p>	<p>No, this does not qualify.</p>
<p>If I currently have wayfinding signs, can new wayfinding signage qualify?</p>	<p>If the signs are rebranded, the cost to design, produce, and replace the signs will qualify. If the signs are the same, they will not qualify.</p>	<p>N/A</p>	<p>N/A</p>
<p>Does research related to asset analysis and development apply?</p>	<p>Yes, asset analysis and development research would qualify.</p>	<p>N/A</p>	<p>N/A</p>



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Does an app that promotes a destination qualify?	Yes, this would qualify.	N/A	N/A
Are incentives for new assets eligible?	No, this would not qualify.	N/A	N/A
Could I help an attraction with video development or other development?	No, that would not be eligible.	No, that would not be eligible.	No, that would not be eligible.
How specific should my project list/expense report be?	Include a general sense of what the money will be used on. Specific projects will be needed when it comes time for reporting.	Include a general sense of what the money will be used on. Specific projects will be needed when it comes time for reporting.	Include a general sense of what the money will be used on. Specific projects will be needed when it comes time for reporting.
Should research forms be sent to the Kentucky Department of Transportation for preapproval?	Preapproval is not needed. However, please send the Kentucky Department of Tourism an email stating the research firm you will be using and confirm their credibility in providing research.	N/A	N/A
Do marketplace shows need to be a new show to qualify?	No, the marketplace shows do not need to be new to qualify.	N/A	N/A
Would more than one attendee from my tourism office qualify to attend a marketplace show?	Yes, more than one attendee can qualify.	N/A	N/A
Do travel expenses to and from marketplace shows qualify?	No, this would not qualify.	N/A	N/A
Would the costs related to others outside of my tourism office attending marketplace shows be eligible?	No, this would not be eligible.	N/A	N/A
Is sponsorship for previously sponsored events eligible?	Not for events that have taken place in the last three years.	Not for events that have taken place in the last three years.	N/A
If an event that was previously held in Kentucky moves to	No, this would not qualify as a new event.	No, this would not qualify as a new event.	N/A



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another destination within Kentucky, would this qualify as a new event?			
Do influencers' subscription of reach costs qualify?	No, this would not qualify.	No, this would not qualify.	No, this would not qualify.
Do influencers' costs qualify?	Yes, this would qualify. However, influencers' travel expenses are not eligible.	This could qualify based on the event being promoted.	N/A
Is marketing college, ESTO, DI, etc. eligible?	Yes, these costs are eligible.	N/A	N/A
How is the square feet of an outdoor sporting event measured?	N/A	The square feet measurement of an outdoor sporting event is not easily available. Sporting events will be awarded on an event-by-event basis. On your application, be as specific on sporting events as possible.	N/A