

Kentucky Tourism ARPA Funding Multi-Jurisdiction/Tranche 4 Information

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/SLFRF 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 #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 Projects

- 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 national-level and multi-state regional tourism trade shows, conventions, sporting events and other events
- Website design excluding hosting
- Research studies and analysis
- 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

Ineligible Projects

- Billboards and Signage that consist solely of language welcoming a visitor to a community or region.
- Cost associated of any permanent signage structure is not reimbursable.
- 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
- Websites that contain paid advertisements

Pool #4

\$10 million for multi-jurisdiction projects

Ineligible Projects Continued

- 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

Pool #4

\$10 million for multi-jurisdiction projects

Ineligible Projects Continued

- 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
- Quick print materials such as flyers, handbills, and circulars
- Entertainment
- 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
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Pool #4

\$10 million for multi-jurisdiction projects

Ineligible Projects Continued

- Programs, playbills, posters, table tents
- Membership and subscription solicitations
- Registration and entry forms
- Event and contest category or regulation material
- 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

Pool #4

\$10 million for multi-jurisdiction projects

Ineligible Projects Continued

- 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
- Expenditures in violation of law
- Tourism Commissions are not allowed to 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

Pool #4

\$10 million for multi-jurisdiction projects

Timeline:

- Saturday, April 1: Applications open
- Sunday, April 30: Applications close
- Week of May 8: Review Committee convenes to begin reviewing/scoring proposals
- May/June: contracts signed and checks begin being issued

Contact:

Jacob Lilly

kdtarpamultico@ky.gov

Pool #4

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What documents **MUST** be included with the application?

- 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 pandemic to be eligible to receive recovery and investment funds
- 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%) or more in Matching funds.
- Letter of commitment from each participating jurisdiction in a project (including the primary grantee). Letter must be signed and on that jurisdiction’s letterhead.

Applications, affidavits and other resources can be found on the Industry webpage at: kentuckytourism.com/industry or kentuckytourism.com/arpa



BRANDING & ASSETS

BRAND GRAPHIC STANDARDS

TOURISM SIGNAGE



PROGRAMS

ARPA

MATCHING FUNDS PROGRAM



TRAINING

LISTING/EVENTS TRAINING

EVERYONE WELCOME TRAINING



TOURISM RESOURCES

RESEARCH

KDT STAFF DIRECTORY

Contact Jacob Lilly at kdtarpamultico@ky.gov to turn in applications, materials & for questions.

There are three ways to turn in your application & materials:

1. Fill out the appropriate application online: <https://www.kentuckytourism.com/arpa>.

Note: Currently, you do not have the option to start, save and return to the online application; it needs to be completed in one sitting.

2. Email completed applications and paperwork to Jacob Lilly at kdtarpamultico@ky.gov.

3. Mail to:

Kentucky Department of Tourism

Attn: Jacob Lilly

500 Mero St., 5th Floor

Frankfort, KY 40601

Please email kdtarpamultico@ky.gov to indicate if you are mailing materials.

