

A photograph of the U.S. Capitol building at night, illuminated with warm lights. The dome is prominent, and the building's reflection is visible in the water in the foreground. The background is a solid dark blue.

# OPTIMIZING THE CORONAVIRUS RELIEF FUND

September 17, 2020

**U.S. TRAVEL**  
ASSOCIATION®



# **TORI EMERSON BARNES**

**Executive Vice President,  
Public Affairs and Policy  
U.S. Travel Association**



# UPDATE ON CORONAVIRUS RELIEF NEGOTIATIONS

Negotiations Have **Stalled**

**U.S. Travel Action Alert:** Contact your member of Congress

- Urge Congressional Action on Coronavirus Relief Bill

[ustravel.org/SaveTravel](https://ustravel.org/SaveTravel)



# TREON GLENN

Senior Director,  
Government Relations  
U.S. Travel Association

# OVERVIEW OF THE **CORONAVIRUS RELIEF FUND** (CRF)



# CRF OVERVIEW

**The CARES Act provided \$150 billion for States and eligible local governments** (city or county) to use at their discretion.

**Funds were allocated to the states based on population, with eligible municipalities able to receive a direct allocation** if they—

- had more than 500,000 residents; and
- applied for a direct allocation certification before April 18

State governments received the balance of the state's allocation, minus any funds directly granted to eligible municipalities within the state.

# EXAMPLES

## Arizona

	Allocation	Percent Spent*
Arizona Total	\$2.8 Billion	19.7%
Maricopa County	\$399 Million	2.5%
Pima County	\$87 Million	12.3%
City of Mesa	\$90 Million	47.8%
City of Pheonix	\$293 Million	57.7%
City of Tucson	\$96 Million	37.6%
State Government	\$1.9 Billion	15.4%

## Michigan

	Allocation	Percent Spent*
Michigan Total	\$3.9 Billion	8%
Kent County	\$115 Million	5.7%
Macomb County	\$153 Million	7.9%
Oakland County	\$219 Million	21%
Wayne County	\$188 Million	57.7%
City of Detroit	\$96 Million	24.3%
State Government	\$3 Billion	3%

\*As of August 24, 2020



# ELIGIBLE USES

**There's broad discretion in eligible uses, as long as they meet three statutory requirements:**

- 1.** Must be related to the COVID-19 pandemic
  - 2.** Cannot be accounted for in a previous budget
  - 3.** Must occur before December 30, 2020
- The requirements also apply to the subrecipients of the funds if the primary recipient (states or local government) chooses to provide subgrants.
  - States and local governments are liable for any misuse—meaning they could be on the hook to pay back funds if misused (in addition to any applicable penalties).



# ELIGIBLE USES

1. Must be related to the COVID-19 pandemic **2. Cannot be accounted for in a previous budget** 3. Must occur before December 30, 2020
- 

## Complication

- Travel promotion is accounted for in many state and local budgets (through the allocation of state or local tax revenue)

## Exception

- If the expense is for “a substantially different use” from any expected use of previously budgeted funds.

## Clarity for Travel Promotion

- U.S. Travel asked the U.S. Treasury Department to provide greater clarity on what qualifies as “substantially different” within the context of tourism promotion.

# ELIGIBLE USES

1. Must be related to the COVID-19 pandemic 2. Cannot be accounted for in a previous budget 3. Must occur before December 30, 2020

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## Treasury responded by amending their FAQ:

**Q:** *May recipients use Fund payments to remarket the recipient's convention facilities and tourism industry?*

**A:** Yes, if the costs of such remarketing satisfy the requirements of the CARES Act. Expenses incurred to publicize the resumption of activities and steps taken to ensure a safe experience may be needed due to the public health emergency.

Expenses related to developing a long-term plan to reposition a recipient's convention and tourism industry and infrastructure would not be incurred due to the public health emergency and therefore may not be covered using payments from the Fund.



# ELIGIBLE USES

## In Plain English:

- ✓ You can use CRF Funds on marketing campaigns designed to respond to the pandemic:
  - To tell people your destination is open for business.
  - To tell people why it's safe to travel to your destination, including educating people about what safety measures you have put in place.
  - To educate people about healthy travel practices or requirements needed to ensure a safe visit.
- ✗ You cannot use CRF Funds for traditional marketing unrelated to the pandemic.

# ELIGIBLE USES

**1. Must be related to the COVID-19 pandemic 2. Cannot be accounted for in a previous budget 3. Must occur before December 30, 2020**

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## Timing of Ad Buys

- Treasury's guidance doesn't explicitly state how the December 30th deadline applies to ad buys.
- It may be helpful to think of ad time as a "good" in this context.

## Example for Goods

- Goods can be bought for use after the deadline if—
  - 1.** it's bought in bulk under normal practices,
  - 2.** some of the goods are needed for use before the deadline, and
  - 3.** the expense occurs before the deadline.





# ANGIE BRIGGS

Vice President, Industry Relations  
U.S. Travel Association

# A PANEL ON **USE-CASE** EXAMPLES

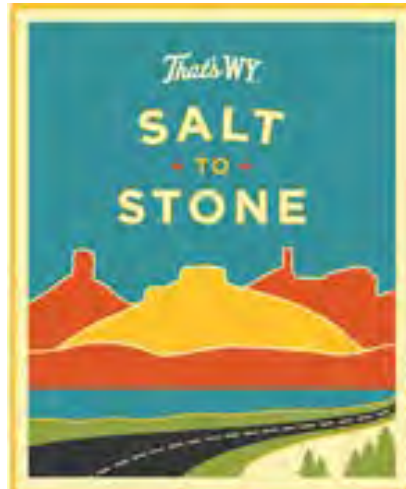




# DIANE SHOBER

**Executive Director**

Wyoming Office of Tourism



*That's*  
**WY**™









# Wyoming - \$1.25 Billion CARES Act Funds

## Options to Access Funds

- 1) Legislative Branch or Executive Branch
- 2) Wyoming Legislature Special Session May 2020 *"1<sup>st</sup> Things 1<sup>st</sup>"*

## Governor's Office –Executive Branch

- 1) Submit application to State Budget Office
- 2) BRAT (Budget Review Advisory Team) reviews;  
- 3) Attorney General - Submit extended application for compliance review via federal guidelines;  

## Collaborative Process

- 1) Weekly Industry Calls Starting March 16th
- 2) Wyoming Office of Tourism, Wyoming Travel Industry Coalition and Wyoming Lodging & Restaurant Association
- 3) Governor's Policy Team





# WY Attorney General – CARES Act Checklist

- Agency/Entity Name
- Name of program or request for distribution
- Provide a brief description of program or intended use of funds
- Has this request been preliminarily approved by the Governor?
- Are the requested funds going to supplement an existing program?
- If the funds are used to create a new program, what needs done to create the new program (i.e. rules)?
  - If there is a new program, can the new program be fully supported by CARES Act funds?
- Was this program/expenditure accounted for in the most recently approved State budget?
- Was or will the cost related to the requested distribution be incurred during the period of March 1, 2020 to December 20, 2020?
- Will the funds requested be fully expended (not just encumbered) by December 30, 2020?
- What, if any, are the reporting requirements related to the use of the funds?
- Provide a description of the amount of all federal loans, grants or aid provided for COVID-19 related purposes including from the Coronavirus Aid, Relief and Economic

Security (CARES) Act, Public Law 116-136, or other similarly purposed federal act for which the agency/entity is **eligible**.

■ Provide a description of the amount of all federal loans, grants or aid provided for COVID-19 related purposes including from the Coronavirus Aid, Relief and Economic Security (CARES) Act, Public Law 116-136, or other similarly purposed federal act for which the agency/entity has **applied**.

■ Provide a description of the amount of all federal loans, grants or aid provided for COVID-19 related purposes including from the Coronavirus Aid, Relief and Economic Security (CARES) Act, Public Law 116-136, or other similarly purposed federal act for which the agency/entity has **received**.

■ Provide an explanation for how the use of these funds is necessary to respond to the COVID-19 health emergency

■ Will these funds be used to purchase real property?

■ Will these funds be used for capital construction?

■ Will these funds be used to replace lost agency revenue (e.g., unpaid utility fees, lost trail fees)?

■ If you have any additional information you would like considered, please provide it.







# Wyoming's DMO Relief Fund

## **\$5 million**

28 local DMOs (local lodging tax boards)

Allocation based on % of 2019 total lodging tax collections

Individualized letters of available funds to each DMO

DMO Relief Fund Toolkit:

- Review of Federal Guidelines
- Online Application (includes attestation of compliance)
- Sample Tracking Form
- FAQ's
- Partner Resource Directory
- Webinar Video (Attorney participated)

**As of 9-16-2020 \$4 million distributed**



# Wyoming's DMO Relief Fund

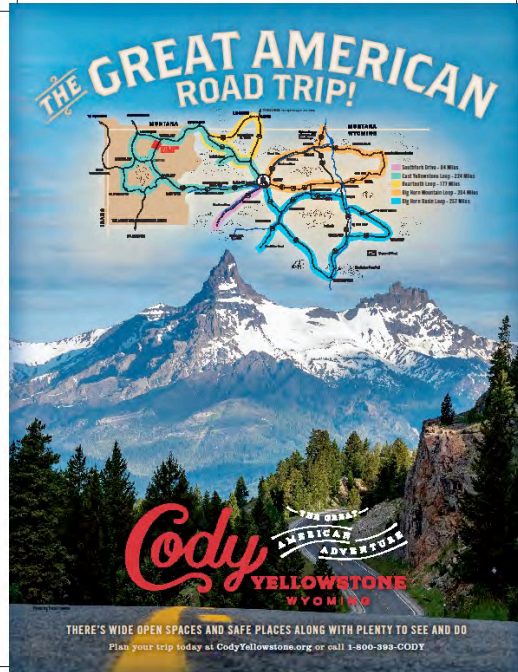
- ✓ Advertising
- ✓ WOT Road Trip Co-Op
- ✓ Local Business Support; Main Street Partnership
- ✓ Event Production and Support
- ✓ Tourism/Recreation Business Incubator
- ✓ Visual Asset Production
- ✓ Safety – Signage, PPE, etc
- ✓ Citywide development
- ✓ Meetings/Groups
- ✓ Youtube travel series







# Wyoming's DMO Relief Fund



**VISIT Casper**

CASPER, WY IS

**WIDE OPEN FOR BUSINESS**

**EVER WONDERED...**

What would a meeting in the West be like? With our central location, smaller population, affordable and quality accommodations and bucket list views, our city is one of the best places to experience it. So, if you're ready to meet, Casper is ready and safely prepared to host your group now, in 2021 and beyond.

If you're in the looking-over-booking mindset, we'll show you what makes our destination the One & Only meeting location you'll need to get back to meeting confidently once again.

**TOP 5 REASONS YOU CAN BOOK WITH CONFIDENCE**



## MASK UP, JACKSON HOLE.

The town of Jackson requires all people to wear a face mask or covering when inside or in line to enter a business. The use of a mask is also recommended in spaces where it is not possible to maintain CDC social distancing guidelines of 6 feet. When you wear a face mask in Jackson Hole, you're keeping our visitors and community safe. Our businesses are committed to staying clean, careful, and connected to serve you and our community.



SCAN ME



[VISITJACKSONHOLE.COM/RESPONSIBLY-WILD](https://www.visitjacksonhole.com/responsibly-wild)

**Get Your West on**

**VISIT CARBON COUNTY**  
[wyomingcarboncounty.com](https://www.wyomingcarboncounty.com)

**Travel Responsibly:**  
[visitwyoming.com/visit-responsibly](https://www.visitwyoming.com/visit-responsibly)

**CARBON COUNTY**  
GET YOUR FOOT ON

Sponsored by the Carbon County Visitors Council

**Sheridan**  
WYOMING  
NATURALLY

**THE BACKYARD**  
TRAVEL SAFELY. EXPLORE HIGHER MOUNTAIN COUNTRY.

[LEARN MORE](#)





# Wyoming's DMO Relief Fund



**Wyoming Office of Tourism with Visit Gillette-Wright Wyoming**  
Sponsored

While on your great western vacation through Wyoming, be sure to plan a day or two in Gillette and Wright. Right on I-90, it's home to the world's largest and oldest working bison ranch, over 70 restaurants, two craft breweries and Wyoming's first meadery. Make your monumental trip through Wyoming surprising and authentic with a stop in Gillette and Wright. #BlacktoYellowWY



VISITGILLETTEWRIGHT.COM  
Plan a Visit to Gillette & Wright

Learn More



EXPLORE

## ADVENTURE RESPONSIBLY IN WIDE OPEN SPACES

Socially distant activities in Rock Springs & Green River  
Between 6,000 square miles of public land, there are plenty of ways to adventure responsibly. Learn more in Southern Wyoming. From enjoying the 400,000-acre landscape to exploring the local history, there's something for everyone. Discover the beauty of the West and the wonders of the outdoors. In Southern Wyoming's wide open spaces.



EXPLORE  
**WILDLIFE VIEWING**  
BRING YOUR BINOCULARS



EXPLORE  
**SCENIC BYWAYS & DRIVES**  
LET THE VIEWS TAKE YOUR BREATH AWAY



EXPLORE  
**CAMPING**  
STAY AND ADVENTURE



EXPLORE  
**GOLF**  
ENJOY A WORK-RELATED KIND OF DRIVE



EXPLORE  
**ATV/OHVING**  
GET RIDING ON THE LESS-TRAVELED PATH



EXPLORE  
**MOUNTAIN BIKING**  
TAKE A TWO-WHEELED JOURNEY



EXPLORE  
**HIKING**  
WALK TO TRAILS TO EXPLORE



EXPLORE  
**FISHING**  
GET HOOKED



EXPLORE  
**XC SKIING & SNOWSHOEING**  
EXPLORE WINTER LANDSCAPES



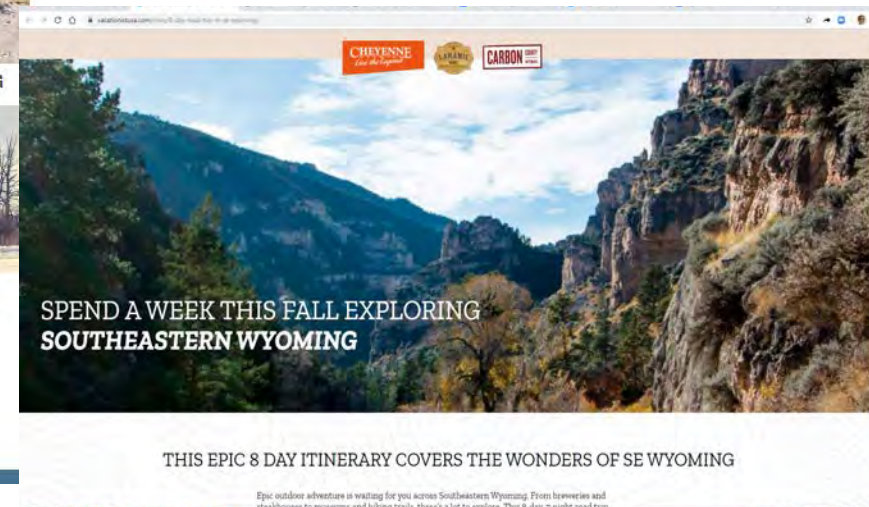
## Hell on Wheels by the Numbers

3 sold out performances  
3 days  
750 total  
500 rodeo  
244 ch

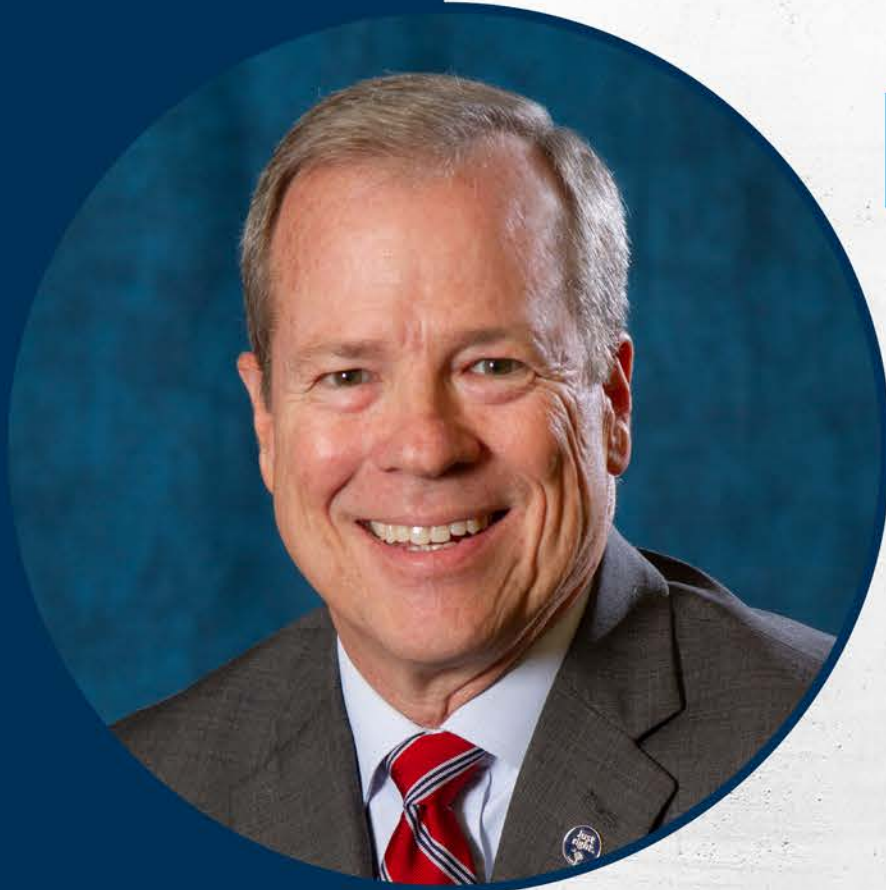


Launched in July, the Daddy of the Malt pass is driving visitation to our craft beverage makers and creatives in Cheyenne. To date, 307 passes have been downloaded, 30% by out of state visitors.

and  
a drink  
pot and







# DUANE PARRISH

**Director**

South Carolina Department of  
Parks, Recreation and Tourism

# CARES ACT & TOURISM MARKETING

## Recovering South Carolina's Economy from COVID-19

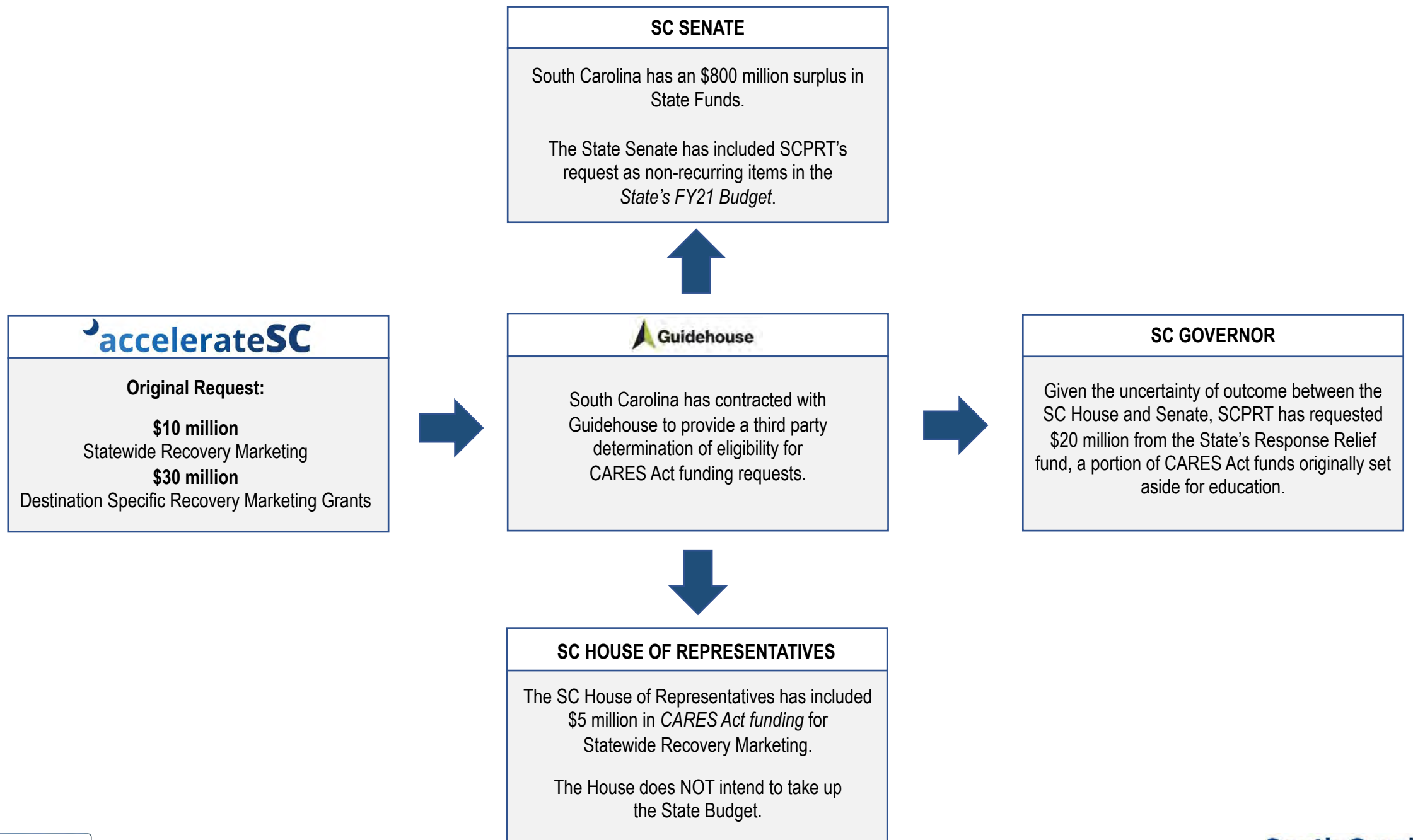
Duane Parrish

Director

South Carolina Department of Parks, Recreation & Tourism







# Statewide Tourism Recovery Advertising Examples



# Ensuring Eligible Use of Funds at the Community Level

The Destination Specific Marketing Program is a recurring state-funded grant program that requires a 2:1 private match to encourage public-private partnership for tourism marketing. The organizations that regularly participate in this program are the Myrtle Beach Area Chamber of Commerce, the Charleston Area CVB, the Hilton Head Island-Bluffton Chamber of Commerce, Experience Columbia SC, and Visit Greenville SC.

Destination Specific Partners were required to submit an application for CARES Act funding to SCPRT. These applications were submitted to Guidehouse, along with SCPRT's request for Statewide Tourism Recovery Marketing funds.

The Application included a Funding Justification (explanation of economic need); Project Summary (explanation of proposed recovery marketing strategy); Budget Summary (explanation of proposed purchases); Sample Business Recovery Ad; Previous and Current Years' Budgets.

Since Paid Advertising Placement is exempt from procurement in SC, use of CARES Act funds is limited to paid advertising purchases only. Creative, production or other associated costs are not eligible for CARES Act funding.

If SCPRT's funding request is approved, these funds will be available to Destination Specific Partners as Grants.  
Funds will be made available on a reimbursement basis once proper documentation is provided:  
Invoice, Proof of Payment & Proof of Performance

In accordance with Treasury Department guidance, all advertising must visually demonstrate that it is for the purpose of tourism business recovery.

Grantees are required to use the SC is Open logo on all recovery advertising.

Only advertising purchased before December 31, 2020 is eligible for reimbursement.



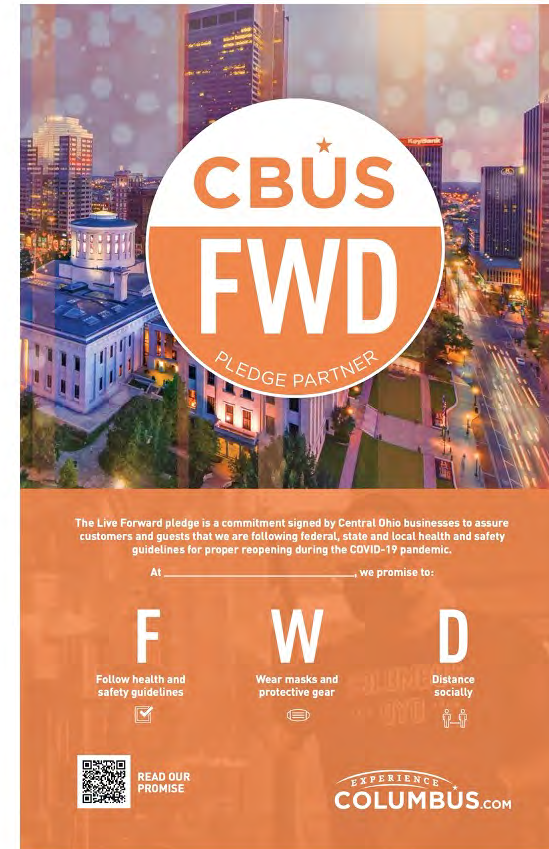


# BRIAN ROSS, CTA

President and CEO

Experience Columbus

# LIVE FORWARD PLEDGE





# LIVE FORWARD CREATIVE EXAMPLES



Balance of traffic-driving with health and safety messages.



# LIVE FORWARD LIVE PODCAST

- Launched Experience Columbus' Live Forward Live podcast in partnership with iHeart media.
- Listeners get a behind-the-scenes look at popular attractions, uncover best-kept secrets for things to see and do, and meet the people who embody what it means to Live Forward.
- A branded Podcast Lounge was created in the Arena District Visitor's Center.



# LOCAL BROADCAST INTEGRATIONS

- Partnering with local broadcast networks to develop integrated advertising and news segments that highlight the people and places in Columbus who embody what it means to “Live Forward.”
- 360-integration with news, daytime, ad spot and digital features, increasing frequency and messaging to viewers.
- Opportunity to highlight a variety of local businesses, share health and safety messages and generate positive sentiment for Columbus.
- Using their production teams to craft custom spots.
- Leveraging station talent in news integrations.





Visit [ustravel.org/ReliefResources](https://ustravel.org/ReliefResources) for more information





Q&A