

# **Kentucky Tourism SFRF/ARPA Funds Overview**

**Secretary, Michael E. Berry**

**Commissioner, Mike Mangeot**



# SFRF/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 SFRF/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



# Preparation Timeline

- April 22 – Met to begin drafting the emergency administrative regulation
- July 1 – Filed the first emergency regulation
- July 25 – held a training webinar
- July 26 – 29 – held in person regional trainings
- August 25 – updated emergency regulation was filed to accommodate flooding in Eastern Kentucky

# Preparation Timeline

- 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)

# Timeline

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

- August 1: Applications opened
- September 30: Applications closed
- October 3rd: Application review process began
- Next: Contracts to be signed, checks begin being issued

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

- August 8: Applications opened
- October 7: Applications closed
- October 10: Application review process began
- Next: Contracts to be signed, checks begin being issued

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

- September 12: Applications opened
- November 4: Applications close
- November 7: Review Committee convenes to begin reviewing/scoring proposals
- Next: Contracts to be signed, checks begin being issued



# Thank You

