AGENDA

1. Welcome
2. Importance of Tourism
3. Recovery Funding
4. Tourism Promotion Areas
5. Partnership Reimagined
6. Q&A
National weekly travel spending grew by 7% to $11.3 billion last week. This expansion has seen travel spending increase over fourfold from its bottom—the week ending April 25th—but it remains depressed at about half of last year’s level.

Since the beginning of March, the COVID-19 pandemic has resulted in over $262 billion in cumulative losses for the U.S. travel economy.

The continual depressed level of travel spending has caused a loss of $33.6 billion in federal, state, and local tax revenue since March 1.

Washington’s weekly travel spend has increased by $125 since May 9 but still down 59% year over year last week of June.
Loss to Community: Jobs, Economic Impact & Tax Revenue

Many US jurisdictions have considered deferring lodging taxes, property tax, or other fees

Come to Community Agreement on Quantifying the Recovery Need

Work with your fellow stakeholders to develop your industry's Recovery Plan

Anticipate the Impact of Programming Post Covid-19, with and without adequate funding of the Recovery Plan
New Funding Tools
Economic Development Grants

✓ $1.5 Billion in CARES Act funds to aid Communities impacted by COVID-19 released Thursday, May 8th
✓ Eligible applicants include: Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State
✓ The minimum grant amount is $100,000 and the maximum is $30m
✓ The grant is an 80/20 match (you need to match 20% of the grant with other funds)
✓ Requires that you follow a regional economic development strategy
✓ EDA will look favorably on regional applications
The Good

- Government entities and nonprofits are authorized recipients
- Designed to pay for increasing economic activity in your communities and for retaining and creating new jobs
- You must describe how your proposed scope of work will help mitigate the damage from COVID or improve the economic situation
- Strong culture at EDA desirous of “collaboration” and “teaming”

Minimum grant amount is $100k and Maximum is $30m.
The Bad

- 50 Page NOFO that sets out the rules for the applications
- CEDS – You must identify this document and shape your programs to fit its parameters
- The application is a beast. 7 forms, 2 narratives, and other supplemental information
- Need a letter from City or County that you are “acting in cooperation” with the local government
- Time is short and funding is limited. It appears that about ½ of the funds are going to existing economic development organizations through a non-competitive process
Tourism Promotion Areas do not require public funds, rather just a private assessment

- Expedited recovery
- Industry jobs
- Additional business demand
Characteristics of Tourism Promotion Areas

- Limited Non-Financial Ask of the Government
- Scalability
- Build A Reserve
- Assessments cannot start prior to a Specified Date or Occupancy
The Recovery Plan

Outlines the critical needs for recovery as well as scope of work and timing.

Requires funds to be spent in accordance with the Recovery Plan, with lodging businesses' oversight.

Collections and district do not last forever. They are set for a defined term, specifically outlined in the Recovery Plan.
Partnerships Reimagined
Crisis Mitigation

Sit at the Table! Work with industry partners, stakeholders, and the government agency to communicate consistent messaging to the community and visitors.

Leveraging reserve funding to increase length of overnight stays in the destination.

Community Building Programming – Digital Main Street initiatives.
Industry Inclusions

Inclusion of short-term vacation rentals
• Partnerships with local vacation rental agencies
• Agreements with AirBnB

Partnerships with Economic Development & Restaurant Association
Destination Development

- Infrastructure development of mixed-use space
- Infrastructure development of multi-use sports complex
- Construction and redesign of convention centers and conference spaces
Advocacy for Tourism Support

- Pursue new public and private funding sources
- Collaborate with other organizations for shared resources and efficiencies
- Share the story of your tourism workforce and the impact the industry has on them
Looking for more information? Find handouts, resources, and links to additional industry partner information at our website: www.civitasadvisors.com

See You Outside Soon!
Thank You and Stay Well

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