

MOTION:

**October 20, 2020
Regular Meeting**

SECOND:

Res. No. 20-

RE:

RATIFY THE VIRGINIA TOURISM CORPORATION RECOVERY MARKETING LEVERAGE PROGRAM GRANT SUBMISSION BY THE DEPARTMENT OF PARKS, RECREATION, AND TOURISM AND ACCEPT, BUDGET, AND APPROPRIATE \$20,000 IN GRANT REVENUE CONTINGENT UPON AWARD

ACTION:

WHEREAS, in response to the Coronavirus pandemic, the Virginia Tourism Corporation (VTC) is offering grant funds to assist Destination Marketing Organizations in promoting visitation and spurring economic activity for local businesses; and

WHEREAS, on September 17, 2020, the Office of Tourism applied for a \$20,000 grant from the VTC Recovery Marketing Leverage Program in order to expand the current Open Spaces, Friendly Faces campaign, which promotes visitation to Prince William County's outdoor attractions; and

WHEREAS, the Open Spaces, Friendly Faces campaign is part of the County's COVID-19 economic recovery plan, and directly supports county restaurant, retail, lodging, and service businesses that employ thousands of residents and generate vital tax revenue; and

WHEREAS, if awarded the grant, the Office of Tourism will partner with the private industry in Prince William County to assist in achieving a successful deployment of the campaign; and

WHEREAS, VTC will notify grant awardees on or about October 30, 2020, if they are selected to receive grant funds; and

WHEREAS, the Board of County Supervisors must ratify the grant application in accordance with the County's grant policy, as well as accept, budget, and appropriate the funds should the grant be awarded; and

NOW, THEREFORE, BE IT RESOLVED that the Prince William Board of County Supervisors hereby ratifies the Virginia Tourism Corporation Recovery Marketing Leverage Program Grant submission by the Department of Parks, Recreation, and Tourism and accepts, budgets and appropriates \$20,000 in grant revenue contingent upon award;

October 20, 2020
Regular Meeting
Res. No. 20-
Page Two

BE IT FURTHER RESOLVED that the Prince William Board of County Supervisors hereby authorizes all unexpended balances for this grant at Fiscal Year year-end 2021 to be carried forward to the next fiscal year.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

ATTEST: _____

Clerk to the Board



STAFF REPORT

Board Meeting Date:	October 20, 2020
Agenda Title:	Ratify the Virginia Tourism Corporation Recovery Marketing Leverage Program Grant submission by the Department of Parks, Recreation, and Tourism and Accept, Budget and Appropriate \$20,000 in Grant Revenue Contingent Upon Award
Requested Action:	Approve the resolution to ratify the grant application and budget and appropriate funds.
Department /Agency Lead:	Department of Parks, Recreation, and Tourism
Staff Lead:	Ann Marie Maher, Director of Tourism

EXECUTIVE SUMMARY

On September 17, 2020, the Department of Parks, Recreation, and Tourism (DPRT) applied for a \$20,000 grant from the Virginia Tourism Corporation (VTC) Recovery Marketing Leverage Program to expand the “Open Spaces, Friendly Faces” campaign, which markets Prince William’s outdoor attractions. The Board of County Supervisors (BOCS) must ratify the grant application in accordance with the County’s grant policy as well as accept, budget, and appropriate the funds should the grant be awarded.

It is the recommendation of staff that the BOCS ratify the VTC Recovery Marketing Leverage Program grant application submitted by DPRT and accept, budget and appropriate \$20,000 in grant revenue contingent upon award.

BACKGROUND

In response to the Coronavirus pandemic, the VTC is offering grant funds to assist Destination Marketing Organizations in promoting visitation and spurring economic activity for local businesses. On September 17, 2020, the Office of Tourism (OT) applied for a \$20,000 grant from the VTC Recovery Marketing Leverage Program in order to expand the current Open Spaces, Friendly Faces campaign, which promotes visitation to Prince William County's outdoor attractions. The Open Spaces, Friendly Faces campaign is part of the County's COVID-19 economic recovery plan and directly supports County restaurant, retail, lodging, and service businesses that employ thousands of residents and generate vital tax revenue.

STAFF RECOMMENDATION

It is the recommendation of staff that the BOCS ratify the VTC Recovery Marketing Leverage Program grant application submitted by DPRT and accept, budget, and appropriate \$20,000 in grant revenue contingent upon award.

Service Level / Policy Impact

The grant, if awarded, will allow the OT to expand the current Open Spaces, Friendly Faces campaign to promote visitation to Prince William County in order to spur economic activity for local businesses. The campaign is part of the County's COVID-19 economic recovery plan.

Fiscal Impact

The grant, if awarded, will supplement OT's Fiscal Year 2021 media buy and increase the overall OT operating budget. The grant does not require matching funds. The VTC will announce the grant awards on or about October 30, 2020.

Legal Impact

The acceptance, budgeting, and appropriating of grant funds is subject to approval by the BOCS.

STAFF CONTACT INFORMATION

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