PROGRAM DESCRIPTION

Department: Economic Development   **HB Section(s):**   **7.135**

Program Name: Tourism Grant (ARPA-EDA)

Program is found in the following core budget(s): Division of Tourism

1a.   What strategic priority does this program address?

Data Driven and Customer Centric

1b.   What does this program do?

Through the Travel, Tourism and Outdoor Recreation program, Economic Development Administration (EDA) is focused on accelerating the recovery of communities that rely on the travel, tourism and outdoor recreation sectors. The EDA allocated $510 million to states ($5.7 million to Missouri) and noted the following appropriate uses of funds: marketing, infrastructure, workforce and other projects to rejuvenate safe leisure, business and international travel. The Division of Tourism will use the available funds to strengthen the brand experience for visitors who come to Missouri. Tactics include out of home (billboard) and transit (bus, light rail, semi-trailer wrap) advertising in key ingress markets; welcome messaging and activations in high-traffic hubs such as fuel centers and airports; and installations with printed paraphenalia to capture visitors' attention.

2a.   Provide an activity measure(s) for the program.

The Division of Tourism will determine impressions generated through these additional activities and will calculate both the frequency and reach of the tactics used. A marketing effectiveness study will help determine what impact on visitation and spending these tactics had.

2b.   Provide a measure(s) of the program's quality.

The Division of Tourism will measure this component of its campaign against other, more traditional tools (television, print, audio advertising) to determine how these tactics fit in to the the Division's ability to generate interest and consumer spending at Missouri's tourism destinations.

2c.   Provide a measure(s) of the program's impact.

The program can be measured through the impressions generated - in other words, the number of people who see and interact with - these components.

2d.   Provide a measure(s) of the program's efficiency.

Through marketing research, the Division of Tourism will be able to determine what it costs to reach an individual consumer and how that correlates with other marketing tactics empoyed by the Division.

PROGRAM DESCRIPTION

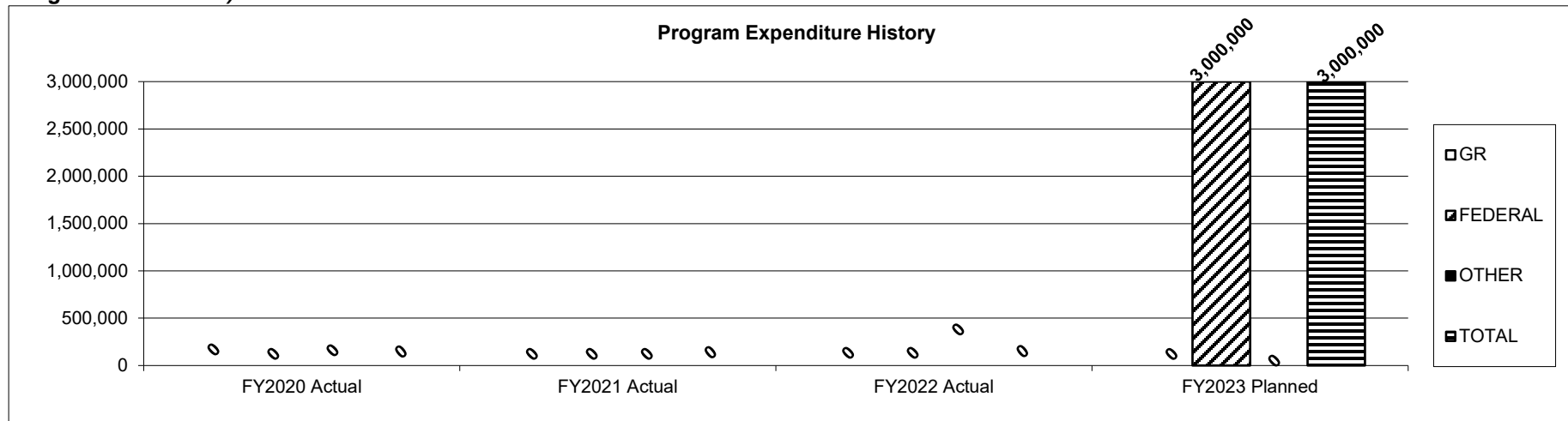Department: Economic Development   HB Section(s):   7.135

Program Name: Tourism Grant (ARPA-EDA)

Program is found in the following core budget(s): Division of Tourism

3.   Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year. *(Note: Amounts do not include fringe benefit costs.)*

Program Expenditure History

4.   **What are the sources of the "Other " funds?**
NA

5.   **What is the authorization for this program, i.e., federal or state statute, etc.? (Include the federal program number, if applicable.)**
This is an appropriation of federal dollars from the American Rescue Plan Act (ARPA) of 2021 (Public Law 117-2, H.R. 1319) for Statewide Planning, Research, and Networks Notice of Funding Opportunity (NOFO) through the Economic Development Administration (EDA).

6.   **Are there federal matching requirements? If yes, please explain.**
NA

7.   **Is this a federally mandated program? If yes, please explain.**
No