



Board Action Report

File #: 20-498, Version: 1

Commissioner Jack Brown - Travel & Tourism - To Accept and Appropriate \$10,000 from the North Carolina Tourism Promotion Grant as a Part of the House Bill 1023 (Coronavirus Relief Fund/Additions & Revisions) from NCTIA (NC Travel Industry Association) and the EDPNC (Economic Development Partnership of NC)

STAFF CONTACT

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BUDGET IMPACT

N/A

BUDGET ORDINANCE IMPACT

N/A

BACKGROUND

Gaston County Travel & Tourism has been awarded a \$10,000 North Carolina Tourism Promotion Grant that was reviewed by the Tourism Recovery Committee and awarded from NCTIA (NC Travel Industry Association) and the EDPNC (Economic Development Partnership of NC) as a part of House Bill 1023 (Coronavirus Relief Fund/Additions & Revisions). The NC General Assembly created a \$1.5 million appropriation to help eligible DMOs experiencing reduced ability to market their destinations due to revenue loss.

Funds from this grant are to be used only for promotion (advertising and marketing) efforts to promote North Carolina tourism as the state continues to reopen. Funding uses also must conform to these CARES Act guidelines, in that they:

1. Are necessary expenditures incurred due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID - 19);
2. Were not accounted for in the budget most recently approved as of March 27, 2020, (the date of enactment of the CARES Act) for the State or government; and
3. Were incurred during the period that begins on March 1, 2020, and ends on December 30, 2020.

Qualifying applicants will become sub-recipients of the EDPNC. They will enter an agreement with the North Carolina Pandemic Recovery Office (NCPRO), under the auspices of Office of State Budget and Management (OSBM), and the recipient. Successful applicants will report monthly on how they spend the deliverables related to recovering from the Coronavirus pandemic.

POLICY IMPACT

N/A

ATTACHMENTS

Budget Change Request (BCR)