



Visit Arizona Initiative FAQs

What is the Visit Arizona Initiative?

The Visit Arizona Initiative is a grant program designated by Governor Ducey to accelerate tourism recovery, job creation and economic development across the state of Arizona using federal American Rescue Plan (ARP) funds earmarked for pandemic recovery efforts.

Who is eligible for a grant under the Visit Arizona Initiative?

Destination Marketing Organizations (DMOs), Chambers of Commerce, local organizations, event producers and more will be eligible to participate. Specific guidelines and application instructions for each program will be posted to tourism.az.gov by July 30, 2021.

Who needs to express interest on the Tourism.az.gov website?

If your community or organization wishes to participate in Visit Arizona Initiatives administered through AOT, you will need to submit your interest via the online form. Once the official program guidelines and applications are launched, you will be notified so you can apply.

What is the deadline to apply for funding?

Most applications will be reviewed and awarded on a rolling basis unless otherwise stated in the guidelines. Each program will have their own guidelines and submission instructions posted online.

What is the timeline for the distribution of funds?

ARP federal funds have a two-year use period and reporting requirement. Specific program information and timelines will be posted by July 30, 2021.

Questions?

Email grants@tourism.az.gov and a member of the staff will get back to you with more information.