VISIT ARIZONA INITIATIVE
VAI GRANTS

• $61M – Visit Arizona Initiative Grants
  • Visit Arizona Partnership Grant - $25M
  • Visit Arizona Marketing Grant - $20M
  • Visit Arizona Outdoor Revitalization Grant
    • Outdoor Recreation Revitalization Grant - $8M
    • Legacy Golf Course Revitalization Grant - $8M
OVERVIEW OF GRANT PROGRAM

**Funding Source:** Federal American Rescue Plan

**Funding Use:** “respond to the public health emergency or its negative economic impacts, including... aid to impacted industries such as tourism, travel and hospitality.” (31 CFR Part 35, pg. 7)
OVERVIEW OF GRANT PROGRAM

Applications Must:
• Present an appropriate response to pandemic impacts
• Provide industry focused scope of work

Competitive Applications Will:
• Demonstrate alignment with AOT Recovery Plan
• Respond to negative pandemic impacts
• Increase Arizona tourism
• Provide measurable metrics
• Enhance Arizona’s profile as a destination
OVERVIEW OF GRANT PROGRAM

VAI Program Scope of Work

“The grant [scope of work] must assess the connection between the negative economic harm and the COVID-19 public health emergency, the nature and extent of that harm, and how the use of this funding would address such harm.” (31 CFR Part 35, pg. 11)

Can My Entity Apply Multiple Times for the Same Grant?

• All three VAI Grants are available on a singular basis.
APPLICATION TIPS

Two Ways to Submit Application: Through Adobe Sign or PDF Upload to Grants Webpage Form.

Adobe Sign: Once you begin the grant application process in Adobe Sign, it does not save your work.

PDF Upload: AOT will only accept typed PDF Applications.
The Visit Arizona Partnership Program will support productions that directly support jobs in the travel and hospitality sectors and increase Arizona tourism.

COMPETITIVE GRANT PROGRAM
VAI PARTNERSHIP GRANT - #1

Eligible Applicants

- Event Production Entities
- Venues/Stages hosting eligible productions
- Destination Marketing Organizations (DMOs)
- Media Production Entities
- Museums

Eligible Productions

- Conferences
- Expositions
- Festivals
- Events
- Media Productions

*New or Expanded Productions Only
The Visit Arizona Marketing Program will support efforts to execute targeted tourism marketing plans to bring visitors to destinations across the state.

COMPETITIVE GRANT PROGRAM
Eligible Applicants

- Designated destination marketing organizations (DMOs)
- Regional Partnerships

Eligible Expenses

- Print Placements
- Broadcast Placements
- Outdoor Placements
- Digital Media Placements
- Website Development/Enhancement
- Printed Material
- Audio-Visual
- Event Sponsorships
The Visit Arizona Outdoor Recreation Revitalization Grant will provide funding for entities to engage in marketing, implement sustainability efforts, and/or make infrastructure improvements to help usher industry recovery.

COMPETITIVE GRANT PROGRAM
VAI OUTDOOR REC REVITALIZATION GRANT – #3A

Eligible Applicants

• Non-state-owned outdoor attractions outside of tribal lands
• For-profit and nonprofit outdoor attraction entities (nonprofit outdoor attraction entities will receive priority)

Eligible Expenses

• Tourism marketing hard costs
• On-site upgrades to the attraction that improve accessibility and customer experience
• Sustainability efforts
The Legacy Golf Course Revitalization Program will provide assistance to older golf courses to modernize and become more sustainable.

NON-COMPETITIVE GRANT PROGRAM
Eligible Entities

- Older (Pre-1986)
- 18-hole courses
- Over 90 acres

Eligible Projects

Golf course infrastructure modernization project that helps the course reduce its dependence on water resources, thereby being more sustainable and responsive to the negative economic impacts of the pandemic.
RESOURCES

Guidelines & Applications: Tourism.AZ.Gov/Grants

Additional Questions: Grants@Tourism.AZ.Gov