



Talking Points for EDA Staff:
American Rescue Plan
Travel, Tourism and Outdoor Recreation (\$750 Million)
‘Promoting America’s Iconic Tourist Communities’

- \$750 million, or 25 percent, of EDA’s American Rescue Plan funds, will be invested through the **Travel, Tourism and Outdoor Recreation** Notice of Funding Opportunity to accelerate the recovery of communities that rely on the travel and tourism sectors.
- The Travel, Tourism and Outdoor Recreation grants will consist of two components: 1) non-competitive **State Tourism Grants** and 2) The **Competitive Tourism Grants**.

State Tourism Grants

- EDA is distributing **\$510 million in State Tourism Grants** that can be dispersed quickly to address the immediate needs of the tourism industry by investing in marketing, infrastructure, workforce, and other projects to rejuvenate safe leisure, business, and international travel.
- Under this component, EDA will provide one grant to each State in an amount determined by EDA, based on the pre-pandemic travel and tourism sectors’ percentage of State Gross Domestic Product (GDP), along with employment and GDP loss in the travel and tourism sectors during the pandemic.
- States may spend the funds directly or make subawards on a competitive basis to eligible applicants.
- Eligible uses of State Tourism Grants include:
 - State, county, city, or community/regional tourism marketing and promotion campaigns, including through nonprofit Destination Marketing Organizations (DMO). Workforce training that supports the travel, tourism, and outdoor recreation industries, to improve the skills and job opportunities for workers.
 - Short-term and long-term economic development planning and coordination.
 - Technical assistance projects to assist businesses and entrepreneurs to respond to changes to the travel, tourism, and outdoor recreation industries brought about by the coronavirus pandemic.
 - Upgrades/retrofits to existing travel, tourism, and outdoor recreation infrastructure, such as convention centers, to increase travel/tourism activity or to make such infrastructure more functional under pandemic social distancing conditions (e.g., consistent with CDC guidelines).

- Infrastructure projects that lead to long-term increases in tourist activity in a region.
- Other uses to support the travel, tourism, and outdoor recreation industries, as approved by EDA.
- Note: Subawards for construction projects, including upgrades/retrofits, will require submission of additional information and advance approval by EDA to ensure compliance with environmental, property, and Davis-Bacon requirements. Additional documentation may be required.
- All projects must support the travel, tourism, and outdoor recreation sectors and be consistent with CDC guidelines for safe travel. Projects that do not support these sectors or are intended to support diversification away from the sectors are not permitted.
- The Governor of each State (or equivalent) is authorized to designate an entity to receive and administer the State Tourism Grant, which may be the State, an agency thereof, or another entity that is an eligible applicant.

Competitive Tourism Grants

- For communities that have been hit hardest by the challenges facing the travel and tourism sector, EDA's **Competitive Tourism Grants** allocates **\$240 million** for competitive grants to further invest in infrastructure, workforce, or other projects to support the recovery of the industry and economic resilience of the community in the future.
- Through this program, EDA can support both the development of travel, tourism, and outdoor recreation pandemic recovery strategies and the implementation of recovery projects.
- This includes construction activities where the project is owned by the eligible applicant and non-construction activities such as design and engineering, technical assistance, economic recovery strategy development, workforce development and capacity building programs, accessibility enhancements, and country-wide or multi-state travel, tourism, or outdoor recreation promotion.
- While EDA prefers projects that directly support the travel, tourism, and outdoor recreation sectors, it will consider diversification projects under this component.
- State and local tourism promotion and marketing projects are eligible uses of funds under State Tourism Grants; however, such projects are not eligible under the EDA Competitive Tourism Grants component.
- The applicant must clearly notify EDA in the application if the applicant is also seeking or receives any other funding for the project, including funding from under a

State Tourism Grant.

EDA and the American Rescue Plan

- On March 11, 2021, President Joseph R. Biden signed the American Rescue Plan into law.
- This historic legislation was designed to enable all Americans to respond to and recover from the impacts of the coronavirus pandemic.
- Under the American Rescue Plan, EDA received \$3 billion in supplemental funding to assist communities nationwide in their efforts to build back better by accelerating the economic recovery from the coronavirus pandemic and building local economies that will be resilient to future economic shocks.
- On July 22, Commerce Secretary Gina M. Raimondo announced that EDA has begun implementing programs to equitably provide American Rescue Plan funding directly to American communities.
- American Rescue Plan funding enables EDA to provide larger, more transformational investments across the nation while utilizing its greatest strengths, including flexible funding to support community-led economic development.
- EDA's [Investment Priorities](#), which were unveiled on April 14, provide an overarching framework for all of the bureau's grants, including the investments that will be made under the American Rescue Plan.
- With an emphasis on equity, EDA investments made under the American Rescue Plan will directly benefit historically underserved communities who have been disproportionality impacted by the coronavirus pandemic.
- EDA's other five American Rescue Plan programs include:
 - Build Back Better Regional Challenge (\$1B)
 - Good Jobs Challenge (\$500M)
 - Economic Adjustment Assistance (\$500M)
 - Indigenous Communities (\$100M)
 - Statewide Planning, Research and Networks (\$90M)
- EDA is making a *Coal Communities Commitment*, allocating \$300 million of EDA's \$3 billion American Rescue Plan funding to ensure support for these communities as they recover from the pandemic and create new jobs and opportunities, including through the creation or expansion of a new industry sector. This commitment will be fulfilled through \$100 million in Build Back Better Regional Challenge grants and \$200 million in Economic Adjustment Assistance grants.

- We encourage you to visit www.eda.gov for the latest news on EDA's implementation plans. There, you can sign-up for our news alerts and newsletters. Assistance is also available via our social media platforms, including [Instagram](#), [Twitter](#), [LinkedIn](#), [Facebook](#) and [YouTube](#).

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