# FINANCIAL PROJECT PLAN FOR DIRECT MARKETING ORGANIZATIONS

This document is to be completed by the subrecipient. The information should include planned responses for use of ARPA funding to be passed through to eligible direct marketing organizations in Mississippi.

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| **Organization Name** |  |
| **Date** |  |

1. **Financial Summary – Total Funding Expected to be Allocated - $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Performance:** Organizations shall detail below how the organization will spend the amount of funding allocated for the specific purpose as stated in the grant agreement. Please include an explanation of how each project meets the eligibility criteria summarized below as opposed to being considered general economic development activities. DMO’s should only spend funds on approved marketing activities, which are defined as multimedia marketing and advertising, including digital media, broadcast media and printed media, including travel publications, production, travel market sector analysis, consumer travel sentiment, public relations, communication strategy, direct sales bookings, group tour bookings, tourism development and administrative costs to execute marketing activities.

1. **Descriptive summary of how the funds will be used, including negative economic impacts caused by the pandemic, specific deliverables achieved, and progress against objectives and outcomes expected to be achieved. Please attach additional pages if needed**. **Attach additional documents as necessary.**

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1. Please provide marketing campaign analyses to include discussion of metrics (special levy tax receipts, hotel occupancy indicators and other tourism metrics, if applicable)

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1. **Financial Budget: The budget costs should agree to the expected grant award allocation.**

Organizations shall refer to the Final Rule guidance to ensure that expenditures are for eligible uses. U.S. Treasury Guidance and FAQs for State, Local and Tribal Governments can be found at [SLFRF-Final-Rule-FAQ.pdf (treasury.gov)](https://home.treasury.gov/system/files/136/SLFRF-Final-Rule-FAQ.pdf). General economic development activities that do not respond to negative economic impacts of the pandemic but rather seek to more generally enhance the jurisdiction’s business climate would generally not be eligible under this eligible use category. However, the final rule specifically allows for aid to impacted industries, such as tourism. Expenditures should be designed to address the identified economic harm experienced by the impacted industry resulting from or exacerbated by the public health emergency. Responses must also be related and reasonably proportional to the extent and type of harm experienced; uses that bear no relation or are grossly disproportionate to the type or extent of harm experienced would not be eligible uses. To address the identified harms, responses (e.g., aid through a grant program) should be generally broadly available to all businesses within the impacted industry to avoid the risk of self-dealing, preferential treatment, and conflicts of interest.

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| **Budget category** |  **Budget costs** |
| **Digital media** |  |
| **Broadcast media** |  |
| **Print media** |  |
| **Travel publications** |  |
| **Production** |  |
| **Travel market sector analysis** |  |
| **Consumer travel sentiment** |  |
| **Public relations** |  |
| **Communication strategy** |  |
| **Direct sales bookings** |  |
| **Group tour bookings** |  |
| **Tourism development** |  |
| **Administrative** |  |
| **Total** |  |

By:

Authorized Physical Signature:

Title:

Date: