

## Notice of Funding Availability

The Alaska Department of Commerce, Community, and Economic Development (DCCED) Division of Community and Regional Affairs (DCRA) is pleased to announce a notice of funding availability and invites State of Alaska nonprofit entities engaged in tourism marketing and promotion to apply. This is a competitive funding opportunity, and only timely applications will be considered for award.

**What:** This is a competitive, multi-award grant opportunity for rapid-deployment of marketing campaigns promoting Alaska as COVID-safe travel destination for the Summer of 2021. Promotions may be marketed toward in-state travelers as well as independent travelers in national and international markets.

Four levels of grants will be awarded, with a total of \$10 million available.

- Level 1: \$100,000
- Level 2: \$500,000
- Level 3: \$1,000,000
- Level 4: \$3,000,000

Qualifying nonprofits should submit proposals to promote Alaska as a COVID-safe travel destination, encourage Alaskans to get out and explore the State, and increase awareness of vaccine availability in national and international independent traveler markets.

Proposed promotional campaigns may target a specific region or audience, and may include contracting costs with marketing firms. Proposals should include both content creation and placement of advertisement.

Successful grantees may create content and place advertisements in print, radio, television, online, and/or social media platforms. Regional and Statewide promotional grant proposals will be considered, as will proposals targeting selected audiences or specific media platforms. Proposals that do not address COVID-safe travel will not be funded.

**Who:** Alaskan nonprofit entities focused on tourism marketing and promotion should consider submitting an application. Applicants must be eligible to receive federal funding.

**When:** Applications are due to the Department of Commerce, Community, and Economic Development no later than 4:30 pm Monday, May 10, 2021.

**Award Criteria:** Proposals will be assessed for quality, overall responsiveness, ability to deploy a marketing campaign no later than June 15, 2021, and regional representation. Full or partial awards may be issued.

**Federal Funding Requirements:** Funding for this program is from the Federal CARES Act Coronavirus Relief Fund. Federal pass-through money received from state agencies remains classified as federal financial assistance. Federal compliance and audit requirements apply to this money. The requirements for federal single audits are contained in the Single Audit Act Amendments of 1996 and the Uniform Grant Guidance, 2 CFR Part 200.

A DUNS number is required to receive funds under this grant program. Successful applicants must provide a DUNS number to the department no later than May 28, 2021 to receive funding.

**Application and Instructions:** <https://www.commerce.alaska.gov/web/dcra/>

**Additional Information:** The State of Alaska's COVID-19 policies and updates can be found at <https://covid19.alaska.gov/> and <https://gov.alaska.gov/home/covid19news/>.