



**MEMORANDUM**

**TO:** Timothy J. Baroody, City Manager  
**FROM:** M.C. Morris, Assistant Director of Tourism  
**DATE:** January 4, 2023 (for the January 10, 2023 City Council meeting)  
**SUBJECT:** Amending the Fiscal Year 2023 Budget to Appropriate Funds in the City Grants Fund for a Virginia Tourism Corporation Grant

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**ISSUE**

Shall the City amend the FY 2023 budget to recognize a Virginia Tourism Corporation (VTC) grant award to the Fredericksburg Department of Economic Development and Tourism in the amount of \$210,000?

**RECOMMENDATION**

Staff recommends adoption of the attached resolution, which requires two readings.

**DISCUSSION**

The City of Fredericksburg was awarded a grant in the amount of \$210,000 from the Virginia Tourism Corporation to be used for the period January 2023 – June 2024. This grant will provide support to the City as it revitalizes its Visitor Center at its new, expanded, and handicap accessible location. These grant funds will be used in conjunction with the proceeds of the sale of the current Visitor Center located at 706 Caroline Street. Half of the funds, which will be received shortly, are proposed to be used for the architectural design of the new Visitor Center.

The Virginia Tourism Corporation (VTC) received a \$50 million American Rescue Plan Act (ARPA) appropriation by Governor Ralph Northam and the Virginia General Assembly to assist in the revitalization of Virginia's tourism industry with financial resources to overcome the negative impact of COVID-19 and support attracting the visitor to destinations across the state. The majority of these funds are targeted for tourism marketing, media, public relations, sales, and product development for their respective destinations. Available funds are allocated to each county and independent city based on the relative share of the locality's total state tax revenue attributable to tourism in 2019, based upon the VTC's annual Economic Impact of Visitors in Virginia report completed by the US Travel Association.

**FISCAL IMPACT**

This \$210,000 state grant requires no local match.

Attachment: Resolution  
Virginia Tourism Corporation Grant Email Award Notification



January 10, 2023  
Regular Meeting  
Resolution 23-

**MOTION:**

**SECOND:**

**RE: Amending the Fiscal Year 2023 Budget to Appropriate Funds for a Virginia Tourism Corporation Grant for the Relocation, Redesign, Upgrade, and Expansion of the Fredericksburg's Visitor Center**

**ACTION: APPROVED: AYES: ; NAYS:**

**FIRST READ:** \_\_\_\_\_ **SECOND READ:** \_\_\_\_\_

The City of Fredericksburg has received notification of an American Plan Rescue Act (ARPA) grant award from the Virginia Tourism Corporation.

The City will utilize these grant funds, in the amount of \$210,000, to contribute to the relocation and expansion of the Fredericksburg's Visitor Center from 706 Caroline Street to the Executive Plaza Building at 601 Caroline Street.

Therefore, City Council resolves that the following appropriation amending the FY 2023 budget in the Coronavirus Relief and Public Facilities Funds be made:

**Coronavirus Relief Fund (Fund 0230)**

**Sources**

VTC ARPA VA Tourism Recovery	23085920 333101	\$ 210,000
Total		<u>\$ 210,000</u>

**Uses**

Transfer to Capital VTC ARPA	23085920 492040	\$ 210,000
Total		<u>\$ 210,000</u>

**Public Facilities Capital Fund (0305)**

**Sources**

Transfer from COVID-19 Fund	0305 341063	\$ 210,000
Total		<u>\$ 210,000</u>

**Uses**

Executive Plaza VC Engineering	30594563 431400	\$ 210,000
Total		<u>\$ 210,000</u>

**Vote**

**Ayes:**

**Nays:**

**Absent from Vote:**

**Absent from Meeting:**

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***Clerk's Certificate***

*I certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Resolution No. 23-, adopted at a meeting of the City Council held January 10, 2023 at which a quorum was present and voted.*

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***Tonya B. Lacey, MMC***  
***Clerk of Council***

**From:** [Dawn Cuello](#)  
**To:** [Margaret C. Morris](#)  
**Subject:** [EXTERNAL] City of Fredericksburg VTC ARPA Approval  
**Date:** Wednesday, December 21, 2022 6:41:18 PM

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good Afternoon,

We are pleased to inform you that your spending plan has been approved in the amount requested. Virginia Tourism Corporation will be releasing the first half of your funding that may take up to 10-15 business days. The remainder of the funds will be paid on a reimbursement basis, once sufficient expense documentation is provided to demonstrate that the advanced funds have been exhausted.

If you have any questions, please feel free to contact us at [support@vatourismarpa.com](mailto:support@vatourismarpa.com)

Thanks,

**Dawn Cuello**

Grants Management Coordinator | **HORNE**

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