

BOARD OF SUPERVISORS
 COUNTY OF MADISON
 PROPOSED SUPPLEMENTAL APPROPRIATION
 DATE: 4/12/2022

FY2022

Type of Supplement	Interdepartmental transfer (same fund)
	Interfund transfer
X	Revenue/Expense offset
	Use of contingency
	Other use of fund balance not in original budget

PURPOSE: Grant - _____

GL Account Reference	Account Type	Fund Name	Department	Object Code/Source	Debit	Credit
11-330210	Rev	TOT Tourism		ARPA Fund		20,000.00
11-08-81-81902-3610	Exp	TOT Tourism		Advertising	20,000.00	

20,000.00 20,000.00

Amount for Board to vote on

20,000.00

Note: A debit charged to a budgeted expense line increases the appropriated expense; a credit charged to a budgeted expense line item decreases the appropriated expense. A credit charged to a budgeted revenue line item increases the anticipated revenue available.

Upon approval by the Board of Supervisors, the County Administrator shall forward a signed copy of the proposed supplement appropriation to the County Finance Director.

 _____
 Jonathan Weakley, County Administrator Date 4/14/22



Madison County Visitor Center and Chamber of Commerce
110 N Main St.
Madison, VA 22727
540-948-4455
tourism@Madison-va.com

December 17, 2021

RE: DMO Letter of Support for ARPA Spending Plan

Please accept this letter as our support of the \$40,000 plan for Madison County Tourism efforts. We are very appreciative of this opportunity to further our outreach in a way we would otherwise not be able.

WanderLove really seemed to reach the types of visitors that Madison should be attracting.

There will be a mix of Media with Comcast commercials, digital, social and Getaways on Display.

The videos that were developed for WanderLove truly reached and touched those that watched them. We look forward to bringing more visitors to Madison!

All the best,

Tracey Gardner
Director

ARPA Budget
Madison County \$40,000
December 20, 2021

EffecTV (Comcast)	\$12,000
Pricing for one year with Comcast that will focus on NoVA, D.C. and Maryland. Our research has shown that some of these day trippers may not be coming into Madison or staying elsewhere. Covid and WanderLove showed us this audience will stay here longer and spend more in a safe environment. Sample schedule (Depending upon when we receive funds) in the Supporting Docs.	
Leisure Media Half Page ad 2023	\$10,795
Due to prior research and brochure requests, we know most of our visitors still like to see something in their hands, so due to Covid, trying to diversify and do bigger and better ads where possible.	
Leisure Media Native Spotlight	\$9,180
February and March are already sold out for Native Spotlight, so doing Mobile Footer for those months. These are additions we can not afford with regular budget.	
M.A.P Drones and/or Comcast	\$5,000
(video production over 2 years) We have received excellent feedback in terms our videos/commercials reaching videos which is why need to expand on that and include in actual commercials, not just Social Media.	
Social Media	\$2,000
Working to reach out further and more often on Facebook, Instagram and You Tube	
Radio ads/Talk Radio	\$1,025
Trying to reach out to different areas with these ads.	
	<hr/>
	\$40,000

ASSURANCES OF COMPLIANCE WITH CIVIL RIGHTS REQUIREMENTS

ASSURANCES OF COMPLIANCE WITH TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

As a condition of receipt of federal financial assistance from the Department of the Treasury, the recipient named below (hereinafter referred to as the "Recipient") provides the assurances stated herein. The federal financial assistance may include federal grants, loans and contracts to provide assistance to the Recipient's beneficiaries, the use or rent of Federal land or property at below market value, Federal training, a loan of Federal personnel, subsidies, and other arrangements with the intention of providing assistance. Federal financial assistance does not encompass contracts of guarantee or insurance, regulated programs, licenses, procurement contracts by the Federal government at market value, or programs that provide direct benefits.

The assurances apply to all federal financial assistance from or funds made available through the Department of the Treasury, including any assistance that the Recipient may request in the future.

The Civil Rights Restoration Act of 1987 provides that the provisions of the assurances apply to all of the operations of the Recipient's program(s) and activity(ies), so long as any portion of the Recipient's program(s) or activity(ies) is federally assisted in the manner prescribed above.

1. Recipient ensures its current and future compliance with Title VI of the Civil Rights Act of 1964, as amended, which prohibits exclusion from participation, denial of the benefits of, or subjection to discrimination under programs and activities receiving federal financial assistance, of any person in the United States on the ground of race, color, or national origin (42 U.S.C. § 2000d *et seq.*), as implemented by the Department of the Treasury Title VI regulations at 31 CFR Part 22 and other pertinent executive orders such as Executive Order 13166, directives, circulars, policies, memoranda, and/or guidance documents.
2. Recipient acknowledges that Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency," seeks to improve access to federally assisted programs and activities for individuals who, because of national origin, have Limited English proficiency (LEP). Recipient understands that denying a person access to its programs, services, and activities because of LEP is a form of national origin discrimination prohibited under Title VI of the Civil Rights Act of 1964 and the Department of the Treasury's implementing regulations. Accordingly, Recipient shall initiate reasonable steps, or comply with the Department of the Treasury's directives, to ensure that LEP persons have meaningful access to its programs, services, and activities. Recipient understands and agrees that meaningful access may entail providing language assistance services, including oral interpretation and written translation where necessary, to ensure effective communication in the Recipient's programs, services, and activities.
3. Recipient agrees to consider the need for language services for LEP persons when Recipient develops applicable budgets and conducts programs, services, and activities. As a resource, the Department of the Treasury has published its LEP guidance at 70 FR 6067. For more information on taking reasonable steps to provide meaningful access for LEP persons, please visit <http://www.lep.gov>.

4. Recipient acknowledges and agrees that compliance with the assurances constitutes a condition of continued receipt of federal financial assistance and is binding upon Recipient and Recipient's successors, transferees, and assignees for the period in which such assistance is provided.
5. Recipient acknowledges and agrees that it must require any sub-grantees, contractors, subcontractors, successors, transferees, and assignees to comply with assurances 1-4 above, and agrees to incorporate the following language in every contract or agreement subject to Title VI and its regulations between the Recipient and the Recipient's sub-grantees, contractors, subcontractors, successors, transferees, and assignees:

The sub-grantee, contractor, subcontractor, successor, transferee, and assignee shall comply with Title VI of the Civil Rights Act of 1964, which prohibits recipients of federal financial assistance from excluding from a program or activity, denying benefits of, or otherwise discriminating against a person on the basis of race, color, or national origin (42 U.S.C. § 2000d et seq.), as implemented by the Department of the Treasury's Title VI regulations, 31 CFR Part 22, which are herein incorporated by reference and made a part of this contract (or agreement). Title VI also includes protection to persons with "Limited English Proficiency" in any program or activity receiving federal financial assistance, 42 U.S.C. § 2000d et seq., as implemented by the Department of the Treasury's Title VI regulations, 31 CFR Part 22, and herein incorporated by reference and made a part of this contract or agreement.

6. Recipient understands and agrees that if any real property or structure is provided or improved with the aid of federal financial assistance by the Department of the Treasury, this assurance obligates the Recipient, or in the case of a subsequent transfer, the transferee, for the period during which the real property or structure is used for a purpose for which the federal financial assistance is extended or for another purpose involving the provision of similar services or benefits. If any personal property is provided, this assurance obligates the Recipient for the period during which it retains ownership or possession of the property.
7. Recipient shall cooperate in any enforcement or compliance review activities by the Department of the Treasury of the aforementioned obligations. Enforcement may include investigation, arbitration, mediation, litigation, and monitoring of any settlement agreements that may result from these actions. The Recipient shall comply with information requests, on-site compliance reviews and reporting requirements.
8. Recipient shall maintain a complaint log and inform the Department of the Treasury of any complaints of discrimination on the grounds of race, color, or national origin, and limited English proficiency covered by Title VI of the Civil Rights Act of 1964 and implementing regulations and provide, upon request, a list of all such reviews or proceedings based on the complaint, pending or completed, including outcome. Recipient also must inform the Department of the Treasury if Recipient has received no complaints under Title VI.
9. Recipient must provide documentation of an administrative agency's or court's findings of non-compliance of Title VI and efforts to address the non-compliance, including any voluntary compliance or other

