



STATE OF VERMONT
JOINT FISCAL OFFICE

MEMORANDUM

To: Joint Fiscal Committee members
From: Sorsha Anderson, Senior Staff Associate
Date: March 26, 2024
Subject: Grant/LSP Request – JFO #3194

Enclosed please find one (1) item, which the Joint Fiscal Office has received from the Administration.

JFO #3194: \$10,483,053.00 to the Agency of Commerce and Community Development, Department of Tourism and Marketing from the U.S. Department of Commerce, Economic Development Administration. Funds will support the resiliency and long-term recovery of the travel and tourism sectors in Vermont after the wide-spread disruption of these sectors during the Covid-19 pandemic. The Department of Tourism and Marketing has been working with the Economic Development Administration (EDA) for over 18 months to develop a plan that would satisfy the EDA requirements and meet the specific needs of the Vermont travel and tourism industry. The grant includes two (2) limited-service positions, Grants Programs Manager and Travel Marketing Administrator to complete the grant administration plan. Both positions are fully funded through the new award through 10/31/2025. *[Received March 19, 2024]*

Please review the enclosed materials and notify the Joint Fiscal Office (Sorsha Anderson: sanderson@leg.state.vt.us) if you have questions or would like this item held for legislative review. Unless we hear from you to the contrary by **April 15, 2024**, we will assume that you agree to consider as final the Governor's acceptance of this request.



State of Vermont
Department of Tourism & Marketing
One National Life Drive
Deane C. Davis Building, 6th Floor
Montpelier, VT 05620-0501
www.VermontVacation.com

[phone] 802-828-3237
[fax] 802-828-3366

MEMORANDUM

To: Philip B. Scott, Governor

Through: Lindsay Kurrle, Secretary, Agency of Commerce and Community Development
Adam Greshin, Commissioner, Department of Finance and Management
Beth Fastiggi, Commissioner, Department of Human Resources

From: Heather Pelham, Commissioner, Department of Tourism and Marketing DS
HP

Cc: Tayt Brooks, Deputy Secretary, Agency of Commerce and Community Development
Daniel Dickerson, Administrative Services Director, Agency of Commerce and Community Development

Date: December 22, 2023

Subject: Request for approval to accept an ARP Act State Tourism Grant Program grant totaling \$10,483,054 from the U.S. Economic Development Administration

Summary of Grant

As all may recall, the Economic Development Administration (EDA) created a distinct grant program under the American Rescue Plan Act to specifically aid recovery in the travel, tourism, and outdoor recreation sector. A set award amount was allocated to each state, based on the pre-pandemic travel and tourism sectors' percentage of State GDP, along with employment and GDP loss in the travel and tourism sectors during the pandemic. The grant funds allocated to Vermont are intended to enhance resilience and support the long-term economic recovery and sustainability of travel, tourism, and outdoor recreation in the state.

The Vermont Department of Tourism and Marketing (VDTM) was named as the entity to receive these grant funds and the Department has been working with EDA since the award notification to develop a Grant Administration Plan that would satisfy both the requirements of the EDA as well as the specific needs of Vermont's travel, tourism, and outdoor recreation sector. This federal funding was allocated to VDTM's budget in FY23, but submission of the AA-1 form was delayed until VDTM received approval on our Grant Administration Plan, which has now been received from EDA. A copy of the Plan is included in this submission.

The grant period for these federal funds to be spent and all reporting completed is November 7, 2025. Given the delays experienced so far, VDTM is anxious to get started with our scope of work as soon as possible to be able to leverage this historic investment into Vermont's travel, tourism, and outdoor recreation sector most effectively. The Department has done as much advance work as we can to be able to hit the ground running so to speak, but we do need two additional staff positions to help us complete this work.





We are requesting approval for a Grant Programs Manager to properly administer and fulfill our reporting requirements (VDTM has no dedicated finance, administration, contracts, or grants management staff) and a Travel Marketing Administrator to manage all of VDTM's programmatic efforts and contracted vendors associated with this federal funding.

Grant Objectives

A robust visitor economy is a critical component of an overall healthy and growing economy for the state of Vermont. With an annual statewide economic impact of over \$3B, tourism is especially critical in some of the most rural parts of our state where resorts and travel attractions (including outdoor recreation assets) serve as almost irreplaceable economic and employment anchors for their host communities. The Grant Administration Plan approved by EDA was developed in consultation with industry stakeholders and other state agencies and reflects the needs identified by VDTM to create a foundation for the future growth and resiliency of tourism in Vermont.

The funding will be deployed in three major categories: Destination Marketing; Destination Management and Industry Support; and Destination Development in Outdoor Recreation.

Destination Marketing. In its simplest framing, Vermont needs visitors to keep coming back to the state to support our travel, tourism and outdoor recreation businesses, and the most direct and effective way to increase visitation is through promotional activities and marketing campaigns that can share the Vermont story and our brand promise as widely as possible. Over the course of the grant implementation period, planned destination marketing activities include:

- Visitation Research, to inform our messaging and marketing strategy through in-market intercept surveys, visitor perception surveys and resident sentiment surveys.
- Brand Study, for us to synthesize that visitation research with advertising effectiveness studies to inform our campaigns and an updated branding system.
- Campaign Development and Asset Creation, including photography and long and short-form video content, based on the visitation and brand work.
- Marketing Implementation, to push out those assets and messaging over the next two years.

Destination Management and Industry Support. A crucial component of long-term resilience and sustainability for the travel and tourism industry in Vermont is the development of a comprehensive vision for the next 5+ years. With investments in strategic planning, data and critical analyses, regional events and activities, as well as our workforce, we can set ourselves on a path to create business opportunities and growth that we have never had the funding to do in the past. Our planned destination management activities include:

- Strategic Destination Management Plan, to articulate our strengths and weaknesses and identify key assets and opportunities for growth.
- Data Dashboard, where we can refine our reporting on visitation, visitor spending and return on investment for our marketing expenditures.
- Economic Impact Study, to make sure we understand and can communicate the true impact of travel, tourism, and outdoor recreation to the Vermont economy.
- Events and Regional Marketing Subawards, to complement our 'top-of-the-funnel' brand awareness tactics and provide industry support at the local level.
- Hospitality Management Capacity, by supporting continuing education programs being developed by industry partners to provide career opportunities for residents and ensure our workforce can deliver an exceptional brand experience for our visitors.





Destination Development in Outdoor Recreation. The opportunity to enjoy a diverse array of outdoor recreation experiences is not only a core economic driver of our tourism economy, but it is at the very heart of our brand identity. Even with modest investments in tourism and outdoor recreation infrastructure and workforce projects, Vermont can improve our ability to attract visitors and realize multiplied returns in economic expansion for years to come. Our planned destination development activities include:

- Boot Camp Skills Workshops, for high-demand outdoor recreation professions including bicycle mechanics, ski and snowboard technicians, trail builders and trail building trainers.
- Infrastructure Investments, through a Subaward to the Department of Forest, Parks, and Recreation. Each will help create an overall better recreational experience by improving accessibility, enhancing public safety, and restoring ecological areas at three projects that have no other source of funding:
 - Bingham Falls Recreational Area (accommodate growing public usage by improving parking, trails, restrooms, signage, and stormwater management).
 - Route 108 Smugglers' Notch Corridor (construct new parking areas and barriers, install stormwater management practices, and perform trail restoration work).
 - Fire Towers on State Lands and State Parks (safety and historic preservation improvements at all eight state-owned fire towers to increase recreational usage and improve accessibility).

The potential impact of this award to strengthen the visitor economy of the state cannot be underestimated. Both the level of investment and the breadth of the scope of work that EDA has approved will enable VDTM to support travel and tourism in Vermont in ways that have never previously been possible. All tasks and associated costs are outlined in detail in the Grant Administration Plan with a budget allocation as follows:

- Destination Marketing: \$5,401,607
- Destination Management and Industry Support: \$2,626,226
- Destination Development in Outdoor Recreation: \$2,455,221

As noted earlier, the grant implementation period has a firm end date that is approaching faster and faster, so any attention and priority that can be given to this request would be very much appreciated. VDTM has been planning for this incredible opportunity for quite some time and we are now anxious to fully dive into the tasks outlined in the Grant Administration Plan, knowing just how much our work is going to benefit our industry and the state of Vermont for years to come.

Thank you in advance for your review and consideration.



STATE OF VERMONT REQUEST FOR GRANT (*) ACCEPTANCE (Form AA-1)

BASIC GRANT INFORMATION				
1. Agency:		Commerce and Community Development		
2. Department:		Tourism and Marketing		
3. Program:		n/a		
4. Legal Title of Grant:		ARP Act State Tourism Grant Program		
5. Federal Catalog #:		11.307 Economic Adjustment Assistance		
6. Grant/Donor Name and Address:				
United States Department of Commerce, Economic Development Administration Robert N.C. Nix Federal Building 900 Market Street, Room 602 Philadelphia, Pennsylvania 19107				
7. Grant Period:		From:	11/8/2021	To: 11/8/2025
8. Purpose of Grant:				
Recognizing the wide-spread disruption and dramatic impacts that the Covid-19 pandemic had on the travel, tourism and outdoor recreation sectors nationwide, the Economic Development Administration (EDA) created a distinct grant program under the American Rescue Plan Act to specifically aid recovery in these industries. A set award amount was allocated to each state, 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. The grant funds allocated to Vermont are intended to enhance resilience and support the long-term economic recovery and sustainability of travel, tourism, and outdoor recreation in the state.				
9. Impact on existing program if grant is not Accepted:				
As the entity named to receive these grant funds, the Vermont Department of Tourism and Marketing (VDTM) has been working with EDA for the last 18-months to develop a Grant Administration Plan that would satisfy both the requirements of the EDA as well as the specific needs of Vermont's travel, tourism and outdoor recreation sector. The potential impact of this award to strengthen the visitor economy of the state cannot be underestimated. Both the level of investment and the breadth of the scope of work that EDA has approved will enable VDTM to support travel and tourism in Vermont in ways that have never previously been possible, including funding for: strategic planning and long-term destination management; visitation and brand perception research; economic impact and advertising effectiveness analyses; real-time geolocation-based visitation data; creative asset development and implementation; support for regional destination events; curriculum for hospitality management continuing education; training opportunities for high-demand outdoor recreation jobs; planning capacity for visioning around outdoor recreation for rural communities; and infrastructure improvements to select recreation areas on state lands (through a partnership with Forest, Parks and Recreation for projects at Bingham Falls, Smuggler's Notch and fire towers on state lands). The grant is approximately 3x VDTM's annual budget. None of the above work would be possible if we were not able to accept this funding. This funding is quite literally a once in decade+ opportunity to invest in the long-term health and stability of the tourism sector in Vermont that currently employs over 10% of our workforce and contributes over \$3 billion dollars annually in visitor spending.				
10. BUDGET INFORMATION				
	SFY 1	SFY 2	SFY 3	Comments
Expenditures:	FY 24	FY 25	FY 26	
Personal Services	\$1,370,825	\$4,776,601	\$1,116,236	
Operating Expenses	\$	\$	\$	
Grants	\$125,000	\$2,289,543	\$804,848	
Total	\$1,495,825	\$7,066,144	\$1,921,084	

STATE OF VERMONT REQUEST FOR GRANT (*) ACCEPTANCE (Form AA-1)

Revenues:				
State Funds:	\$	\$	\$	
Cash	\$	\$	\$	
In-Kind	\$	\$	\$	
Federal Funds:	\$1,495,825	\$7,066,144	\$1,921,084	total \$10,483,053 award from EDA
(Direct Costs)	\$	\$	\$	
(Statewide Indirect)	\$	\$	\$	
(Departmental Indirect)	\$	\$	\$	
Other Funds:	\$	\$	\$	
Grant (source)	\$	\$	\$	
Total	\$	\$	\$	

Appropriation No:	7130000000	Amount:	\$1,495,825
			\$
			\$
			\$
			\$
			\$
			\$
			\$
Total			\$

PERSONAL SERVICE INFORMATION

11. Will monies from this grant be used to fund one or more Personal Service Contracts? Yes No
 If "Yes", appointing authority must initial here to indicate intent to follow current competitive bidding process/policy.
 Appointing Authority Name: Heather Pelham, Commissioner VDTM Agreed by HP (initial)

12. Limited Service Position Information:	# Positions	Title
	1	Travel Marketing Administrator
	1	Grant Programs Manager
Total Positions	2	

12a. Equipment and space for these positions: Is presently available. Can be obtained with available funds.

13. AUTHORIZATION AGENCY/DEPARTMENT


I/we certify that no funds beyond basic application preparation and filing costs have been expended or committed in anticipation of Joint Fiscal Committee approval of this grant, unless previous notification was made on Form AA-1PN (if applicable):	Signature: <u>Heather Pelham</u> <small>DocuSigned by: 6CB6B6956AD7402...</small>	Date: <u>1/3/2024</u>
	Title: Commissioner, Department of Tourism and Marketing	
	Signature: <u>Tayt Brooks</u> <small>DocuSigned by: 2A0D80C9B117428...</small>	Date: <u>1/4/2024</u>
	Title: Deputy Secretary, ACCD	

14. SECRETARY OF ADMINISTRATION

STATE OF VERMONT REQUEST FOR GRANT (*) ACCEPTANCE (Form AA-1)

SC		(Secretary or designee signature)	DocuSigned by: <i>Sarah Clark</i>	3/18/2024 8:...
<input type="checkbox"/>	Approved:		04AR832CD55C438	

15. ACTION BY GOVERNOR

<input checked="" type="checkbox"/>	Check One Box: Accepted			
<input type="checkbox"/>	Rejected	(Governor's signature)		Date: <i>3/19/24</i>

16. DOCUMENTATION REQUIRED

Required GRANT Documentation	
<input type="checkbox"/> Request Memo <input type="checkbox"/> Dept. project approval (if applicable) <input type="checkbox"/> Notice of Award <input type="checkbox"/> Grant Agreement <input type="checkbox"/> Grant Budget	<input type="checkbox"/> Notice of Donation (if any) <input type="checkbox"/> Grant (Project) Timeline (if applicable) <input type="checkbox"/> Request for Extension (if applicable) <input type="checkbox"/> Form AA-1PN attached (if applicable)

End Form AA-1

(*) The term "grant" refers to any grant, gift, loan, or any sum of money or thing of value to be accepted by any agency, department, commission, board, or other part of state government (see 32 V.S.A. §5).

**State of Vermont**

Department of Finance & Management
109 State Street, Pavilion Building
Montpelier, VT 05620-0401

Agency of Administration

[phone] 802-828-2376
[fax] 802-828-2428

**STATE OF VERMONT
FINANCE & MANAGEMENT GRANT REVIEW FORM**

Grant Summary:						Recognizing the wide-spread disruption and dramatic impacts that the Covid-19 pandemic had on the travel, tourism and outdoor recreation sectors nationwide, the Economic Development Administration (EDA) created a distinct grant program under the American Rescue Plan Act to specifically aid recovery in these industries. A set award amount was allocated to each state, 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. The grant funds allocated to Vermont are intended to enhance resilience and support the long-term economic recovery and sustainability of travel, tourism, and outdoor recreation in the state.							
Date:						3/11/2024							
Department:						ACCD – Tourism and Marketing							
Legal Title of Grant:						ARP Act State Tourism Grant Program							
Federal Catalog #:						11.307 Economic Adjustment Assistance							
Grant/Donor Name and Address:						United States Department of Commerce, Economic Development Admin Robert N.C. Nix Federal Building 900 Market Street, Room 602 Philadelphia, Pennsylvania 19107							
Grant Period:						From:		11/8/2021		To:		11/8/2025	
Grant/Donation						\$10,483,053							
		SFY 1		SFY 2		SFY 3		Total		Comments			
Grant Amount:		\$1,495,825		\$7,066,144		\$1,921,084		\$10,483,053					
			# Positions		Explanation/Comments								
Position Information:			2		1 Travel Marketing Administrator, 1 Grant Programs Manager (updated since Grant Administration Plan, attached.)								
Additional Comments:						No additional state funds are needed for match.							
Department of Finance & Management						Adam Greshin		Digitally signed by Adam Greshin Date: 2024.03.12 14:58:37 -0400		(Initial)			
Jason Aronowitz		Digitally signed by Jason Aronowitz Date: 2024.03.11 20:14:51 -0400											

STATE OF VERMONT
FINANCE & MANAGEMENT GRANT REVIEW FORM

Secretary of Administration	<i>Sarah Clark</i> <small>DocuSign ID: 04AB832CD55C438...</small>	(Initial)
Sent To Joint Fiscal Office		Date



STATE OF VERMONT Joint Fiscal Committee Review Limited Service - Grant Funded Position Request Form

This form is to be used by agencies and departments when additional grant funded positions are being requested. Review and approval by the Department of Human Resources must be obtained prior to review by the Department of Finance and Management. The Department of Finance will forward requests to the Joint Fiscal Office for JFC review. A Request for Classification Review Form (RFR) and an updated organizational chart showing to whom the new position(s) would report must be attached to this form. Please attach additional pages as necessary to provide enough detail.

Agency/Department: ACCD/Department of Tourism and Marketing Date: 12/15/23

Name and Phone (of the person completing this request): Heather Pelham, Commissioner, (802) 477-2727

Request is for:

- Positions funded and attached to a new grant.
- Positions funded and attached to an existing grant approved by JFO # _____

1. Name of Granting Agency, Title of Grant, Grant Funding Detail (attach grant documents):

Granting Agency: United States Department of Commerce, Economic Development Administration
Title of Grant: ARP Act State Tourism Grant Program | Grant Funding Details: see Grant Administration Plan provided

2. List below titles, number of positions in each title, program area, and limited service end date (information should be based on grant award and should match information provided on the RFR) position(s) will be established only after JFC final approval:

Title* of Position(s) Requested # of Positions Division/Program Grant Funding Period/Anticipated End Date

Grant Programs Manager (1) Department of Tourism and Marketing, 1/1/24 through 10/31/25
Travel Marketing Administrator (1) Department of Tourism and Marketing, 1/1/24 through 10/31/25

*Final determination of title and pay grade to be made by the Department of Human Resources Classification Division upon submission and review of Request for Classification Review.

3. Justification for this request as an essential grant program need:

The potential impact of this award to support travel and tourism in Vermont cannot be underestimated. The grant award is \$10.4M, nearly 3x VDTM's annual budget. With a small team that is already over-capacity, we could not complete the approved Grant Administration Plan without additional staff. This funding is quite literally a once in a decade+ opportunity to invest in a scope of work that ranges from strategic planning; to economic, brand and visitation research; to creative asset development; to grant support for event and regional marketing initiatives; to talent pipeline support for hospitality and outdoor recreation. These positions are absolutely crucial for us to leverage this historic federal investment.

I certify that this information is correct and that necessary funding, space and equipment for the above position(s) are available (required by 32 VSA Sec. 5(b)).

Heather Pelham

Digitally signed by Heather Pelham
Date: 2024.01.04 08:57:33 -05'00'

Signature of Agency or Department Head

Date

David Fuller

1/12/2024

Approved/Denied by Department of Human Resources

Date

Adam Greshin

Digitally signed by Adam Greshin
Date: 2024.03.12 14:59:16 -04'00'

Approved/Denied by Finance and Management

Date

Sarah Clark

3/18/2024 | 8:34:48 EDT

Approved/Denied by Secretary of Administration

Date

Approved/Denied by Governor (required as amended by 2019 Leg. Session)

Date

3/19/24

Comments:



**UNITED STATES DEPARTMENT OF
COMMERCE**
Economic Development Administration
Robert N.C. Nix Federal Building
900 Market Street, Room 602
Philadelphia, Pennsylvania 19107

In reply refer to:
Investment No.: 01-79-15165

Ms. Heather Pelham
Commissioner
Commerce and Community Development, Vermont Agency of
One National Life Drive
Montpelier, VT 05620

Dear Ms. Heather Pelham:

I am pleased to inform you that the Department of Commerce's Economic Development Administration (EDA) has approved your application for \$10,483,053.00 to support the travel, tourism, and outdoor recreation sectors in the State of Vermont. The total project cost is estimated to be \$10,483,053.00 and is funded under EDA's FY2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Notice of Funding Opportunity (NOFO) (ARPA Tourism NOFO).

Attached is the executed Financial Assistance Award. Your agreement to the terms and conditions of the award should be indicated by the electronic signature of your principal official on the Financial Assistance Award. Please return the executed Financial Assistance Award electronically to at LCruz-Carnall@eda.gov. If not signed and returned within 30 calendar days of receipt, EDA may declare the Award null and void.

Please do not to make any commitments in reliance on this award until you have carefully reviewed and accepted the terms and conditions. Any commitments entered into prior to obtaining the approval of EDA in accordance with its regulations and requirements will be at your own risk.

The Department of Commerce Office of Inspector General requires that all recipients of awards under the FY2021 EDA ARPA Tourism NOFO participate in Fraud Awareness Training. All personnel at your organization responsible for overseeing contractors, sub-contractors, sub-grantees, or who are otherwise responsible for managing your organization's finances are required to take the training. This requirement is satisfied by reading and understanding the enclosed PowerPoint presentation. Once you and the appropriate personnel at your organization have completed the training, please return a signed copy of the certification page (page 34) to Linda Cruz-Carnall along with signed copies of the Financial Assistance Award.

EDA's mission is to lead the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide

Page 2 of 2

Investment No.: 01-79-15165

economy. EDA implements this mission by making strategic investments in the nation's most economically distressed communities that encourage private sector collaboration and creation of higher-skill, higher wage jobs. EDA investments are results driven, embracing the principles of technological innovation, entrepreneurship and regional development.

I share your expectations regarding the impact of this investment and look forward to working with you to meet the economic development needs of your community.

Sincerely,

Linda A.

Cruz-Carnall

Linda Cruz-Carnall

Philadelphia Regional Director

Digitally signed by Linda

A. Cruz-Carnall

Date: 2021.11.08 22:59:57

-05'00'

Enclosures:

Form CD-450 Financial Assistance Award

Department of Commerce Financial Assistance Standard Terms and Conditions

EDA Specific Award Conditions

OIG Fraud Awareness Training PowerPoint

Grant Administration Plan

Recipient Name: Commerce and Community Development, Vermont Agency of
Award Number: 01-79-15165
Date: 5-18-23

Upon approval by EDA, the Grant Administration Plan shall be incorporated into and become an enforceable part of these Specific Award Conditions. Subsequent changes to the Grant Administration Plan shall require the Project Officer's prior written approval. Additional details regarding the Grant Administration Plan requirement can be found in Specific Award Condition #21.

Tasks & Timeline

Tasks to Implement Authorized Scope of Work and Project Narrative	Persons Assigned Task (in Staffing Plan) or Subaward	Timeline
1A: Strategic Plan, Visitation Research and Brand Study		
1A-1: Develop Strategic Plan for Destination Management to Guide Long-Term Recovery	Travel Marketing Administrator	RFP released 3Q23
1A-2a: Conduct Research to Identify Visitor Perception and Behavior Patterns	Travel Marketing Administrator	RFP released 2Q23
1A-2b: Develop Data Dashboard to Track Visitation and Advertising Effectiveness	Travel Marketing Administrator	RFP released 2Q23
1A-2c: Conduct Economic Impact Study	Travel Marketing Administrator	RFP released 3Q23
1A-3: Conduct Brand Study and Identity Development	Travel Marketing Administrator	RFP released 4Q23
1B: Development of Creative Assets		
1B-1: Creative Services for Photography and Video Asset Creation	Travel Marketing Administrator	Ongoing, to begin 2Q23
1B-2: Creative Services for Campaign Development Based on Brand Study	Travel Marketing Administrator	RFP released 1Q24
1C: Implementation Budget for Destination Marketing		
Conduct Multi-Channel Destination Marketing to Encourage Safe, Sustainable Travel	Travel Marketing Administrator	Ongoing, to begin 2Q23
1D: Competitive Marketing Subawards to Support Local and Regional Promotional Efforts		
Administer Competitive Subaward Program for Events and Regional Marketing Projects, Supporting Asset Creation and Destination Marketing	Competitive Subawards	RFP released 3Q23
2: Workforce, Business and Community Development		
2A: Support Development of Certificate of Hospitality Management Continuing Ed Program	Competitive Subaward	RFP released 3Q23
2B: Develop Outdoor Recreation Talent Pipeline "Boot Camp Workshops" Training Program	Competitive Subaward	RFP released 2Q23
2C: Develop Technical Assistance Capacity for Planning Efforts to Help Communities Leverage Natural Outdoor Recreational Assets for Tourism and Economic Growth	Planning and Outreach Manager	Ongoing, to begin 3Q23
3: Destination Development Infrastructure Investments		

3A: Bingham Falls Recreational Area Safety and Visitor Experience Enhancements: To safely accommodate growing public usage, improvements will include enhanced parking and entry; welcome kiosk and signage; restroom facility; renovated and expanded trails with stairs, boardwalks, and safety barriers; overlooks of the falls; stormwater management; and stream restoration.	Subaward to State Government Entity (Department of Forests, Parks, and Recreation)	Subaward agreement to be finalized by 2Q23
3B: Infrastructure Improvements to Route 108 Smugglers' Notch Corridor: To improve visitor experience and access to destination trails, project tasks will include constructing new parking areas to replace existing roadside "bootleg" parking; better access and stormwater management to the existing parking areas; regrading and revegetating the "bootleg" parking areas on the roadway along with improved stormwater management and new subtle barriers to discourage future parking.	Subaward to State Government Entity (Department of Forests, Parks, and Recreation)	Subaward agreement to be finalized by 2Q23
3C: Fire Towers Rehabilitation on State Parks and State Forests for Recreational Use: To improve visitor safety, maintain recreational usage, and preserve the historic features of these structures, improvements will include installing cable safety railings on all eight (8) fire towers, and two towers (Bear Hill and Burke Tower) will be fully rehabilitated with railings, fence fill, replacement of deteriorated stairs and structural elements, and steel cleaning and painting.	Subaward to State Government Entity (Department of Forests, Parks, and Recreation)	Subaward agreement to be finalized by 2Q23
4: Overall Project Management and Grant Administration Support		
Monitor progress and manage individual tasks to stay on schedule and budget, manage contracts and subawards, oversee disbursements, and submit required reports.	Travel Marketing Administrator	Ongoing

Expected Outputs and Outcomes

Project (List by Types)	Outputs and Outcomes
1A: Strategic Plan	Five-year destination management plan, including SWOT analysis, asset identification and recommendations.
1A-2a: Visitation Research	First-party visitation research findings from in-market intercept surveys of visitors, regional visitor perception survey(s), and resident sentiment survey(s).
1A-2b: Data Dashboard	Data dashboard synthesizing lodging data, consumer spending, visitation, and return on ad spend.
1A-2c: Economic Impact	Research, methodology and findings to quantify the economic impact of the visitor and outdoor recreation economy.
1A-3: Brand Study	Brand study will build on visitor perception research and include advertising effectiveness research. Identity development to be informed by research findings and user testing, resulting in updated brand design system.
1B-1: Asset Creation	Promotional assets including photography, advertising products and long and short-form video content and b-roll.
1B-2: Campaign Development	Campaign strategy/assets to increase visitation based on brand study and identity development.
1C: Destination Marketing	Outputs to include marketing tactics such as print and digital advertising; broadcast, cable and connected/streaming TV and radio/audio advertising, out-of-home placements and experiential graphics, search, and social media advertising, and sponsored content (paid media) partnerships.
1D: Events and Regional Marketing Subawards	Outputs from subawards to include summary of marketing plan and tactics utilized, samples of creative assets developed, numbers of businesses participating (if applicable) and performance metrics (reach, impressions, etc.).

2A: Certificate of Hospitality Management Continuing Education Program	Output to include a new higher education-accredited Certificate of Hospitality Management program with outcomes to include number of students enrolled, number of students completing Capstone hands-on training experience, and number of graduates employed upon completion.
2B: Outdoor Recreation Talent Pipeline “Boot Camp Workshops”	Output to include industry-designed workshops with technical curriculums specializing in fundamental and specialized skills for positions as bicycle mechanics, ski and snowboard technicians, trail builders and trail building trainers, with outcomes to include number of participants, number of employers and partners participating, and number of graduates receiving industry-recognized credentials and employed upon completion.
2C: Technical Assistance Capacity to Help Communities Leverage Natural Outdoor Recreational Assets	Output to include technical assistance and community outreach to help communities with activities such as recreation master planning, trail design and/or engineering work, and access to funding to leverage recreational assets and implement accessibility upgrades to assist regional economies in recovery and to build economic sustainability. Outcomes to include number of communities served and technical assistance projects completed.
3A: Bingham Falls Recreational Area	Outcomes include enhanced recreational benefits/experience, improved accessibility, enhanced public safety, improved water quality with stormwater management and erosion control and ecological restoration.
3B: Route 108 Smugglers’ Notch Corridor	Outcomes include enhanced recreational benefits/experience, improved accessibility, enhanced public safety, improved water quality with stormwater management and erosion control and ecological restoration.
3C: Fire Towers Rehabilitation	Outcomes include enhanced recreational benefits/experience, improve accessibility, enhanced public safety and historic preservation.

Subawards

To be completed only if Recipient intends to subaward all or part of the grant.

Project (List by Types)	Process to Select Subrecipient	Target Start Date	Anticipated Parameters
1D: Event and Regional Marketing Subawards	Competitive application process with publicly available selection criteria and 3+ reviewers	Subaward agreements to be finalized by 4Q23	Subawards will be for a period of eighteen (18) months, no match required.
3A: Infrastructure: Bingham Falls	Direct subaward to state entity (Department of Forests, Parks, and Recreation)	Subaward agreement to be finalized by 2Q23	Subaward will be for a period of twenty-four (24) months, no match required.
3B: Infrastructure: Route 108 Smugglers’ Notch Corridor	State entity (Department of Forests, Parks, and Recreation) will subaward following a competitive selection process	Subaward agreement to be finalized by 2Q23	Subaward will be for a period of twenty-four (24) months, no match required.
3C: Infrastructure: Fire Towers Rehabilitation	Direct subaward to state entity (Department of Forests, Parks, and Recreation)	Subaward agreement to be finalized by 2Q23	Subaward will be for a period of twenty-four (24) months, no match required.

Staffing Plan

To be completed only if Recipient intends to charge staff time to all or part of the grant.

<u>Name/Position</u>	<u>Annual Rate</u>	<u>% of Annual Hours</u>	<u>Annual \$ from Award</u>	<u>Number of Years</u>	<u>Total Cost by Employee</u>

Travel Marketing Administrator	\$61,069	100%	\$61,069	2.25	\$137,405
Travel Marketing Administrator	\$61,069	90%	\$54,961	2.25	\$123,665
Planning and Outreach Manager	\$61,069	50%	\$30,534	2.25	\$68,703
Forest Recreation Specialist	\$60,070	10%	\$6,007	2.00	\$12,014
Total Personnel Costs					\$341,787
Total Fringe Costs (Please Provide the Basis for Fringe Calculations)				68.28%	\$233,372

Budget

In addition to the budget narrative below, complete form SF-424A "Budget Information—Non-Construction Programs". The budget narrative must align with both Form SF-424A and the list of tasks.

Personnel - Cost as shown on the Staffing Plan			
Total Personnel Costs			\$341,787
Fringe - Associated fringe costs for the personnel listed in the staffing plan			
Total Fringe Costs			\$233,372
Travel - More information on Travel can be found in 2 CFR 200.474.			
<u>Event</u>	<u>Travelers</u>	<u>Purpose</u>	<u>Cost</u>
			\$0
Total Travel Costs			\$0
Equipment - Typically exceeds \$5000 per unit cost and has a useful life greater than 1 year. See 2 CFR 200.33.			
<u>Equipment</u>	<u>Amount</u>	<u>Purpose</u>	<u>Cost</u>
			\$0
Total Equipment Costs			\$0
Supplies - Supplies must be identified by item and must correlate to the purpose of the award. Miscellaneous is not sufficient. More information can be found in 2 CFR 200.94.			
<u>Supply</u>	<u>Amount</u>	<u>Purpose</u>	<u>Cost</u>
			\$0
Total Supply Costs			\$0
Contractual - Procurements must follow 2 CFR 200 Sections 317-326			
<u>Task</u>	<u>Basis for Selection</u>	<u>Details</u>	<u>Cost</u>
1A-1: Develop Destination Management Strategic Plan to Guide Long-Term Recovery Efforts	Contract. Competitive RFP based on competencies, price, and experience.	Develop 5-year destination management and recovery plan.	\$250,000

1A-2: Conduct Visitor Perception and Behavior Patterns	Contract. Competitive RFP based on competencies, price, and experience.	Conduct first-party visitation research, through in-market, resident, and regional perception surveys.	\$150,000
1A-2b: Develop Data Dashboard to Track Visitation and Advertising Effectiveness	Contract. Competitive RFP based on competencies, price, and experience.	Develop data dashboard to monitor visitation and advertising effectiveness.	\$395,000
1A-2c: Conduct Economic Impact Study	Contract(s). Competitive RFP based on competencies, price, and experience.	Conduct economic impact analysis of tourism and outdoor recreation sector on Vermont economy.	\$200,000
1A-3: Conduct Brand Study and Identity Development	Contract. Competitive RFP based on competencies, price, and experience.	Brand study to inform campaign strategy and identity development.	\$500,000
1B-1: Creative Services for Photography and Video Asset Creation	Contract(s). Competitive RFPs based on competencies, price, and experience, as well as competitive procurement of existing inventory.	Procurement of promotional assets including photography, advertising products and long and short-form video content plus video b-roll.	\$750,000
1B-2: Creative Services for Campaign Development	Contract(s). Competitive RFPs based on competencies, price, and experience.	Campaign strategy development to accelerate return to travel visitation based on brand study.	\$200,000
1C: Destination Marketing Tactics	Contract(s). Competitive procurement based on cost efficiency and reach.	Procurement of paid marketing tactics.	\$3,593,503
1D: Events and Regional Marketing Subawards	Subaward(s). Competitive application process with selection based on projected impact.	Competitive application process to support asset creation and marketing tactics for regions and events.	\$1,250,000
A2i: Certificate of Hospitality Management Continuing Education Program	Contract. Competitive RFP based on competencies, price, and experience.	Development of higher education-accredited Certificate of Hospitality Management Continuing Ed Program.	\$300,000
A2ii: Outdoor Recreation Talent Pipeline Workshops	Contract. Competitive RFP based on competencies, price, and experience.	Development of new industry-accredited certification program for outdoor recreation jobs.	\$350,000
3A-1: Bingham Falls Recreational Area: Project Specification and Bid Development Package	Sub-awardee (Department of Forests, Parks, and Recreation) will Contract. Competitive selection based on competencies, price, and experience.	Develop engineering specifications, compiled into a bid package for parking, trails, restoration, restrooms, signage, and stormwater management at at-risk state-owned recreation area.	\$250,000
3A-2: Bingham Falls Recreational Area: Project Implementation	Sub-awardee (Department of Forests, Parks, and Recreation) will Contract. Competitive selection based on competencies, price, and experience.	Project implementation to accommodate growing public usage by improving parking, trails, restrooms, signage, and stormwater management at state-owned recreation area.	\$979,316

3B: Route 108 Smugglers' Notch Corridor: Project Oversight and Implementation	Sub-awardee (Department of Forests, Parks, and Recreation) will Contract. Competitive selection based on competencies, price, and experience.	Construct new parking areas / barriers, install stormwater management practices, and perform trail restoration work.	\$250,000
3C: Fire Tower Rehabilitation: Project Oversight and Implementation	Sub-awardee (Department of Forests, Parks, and Recreation) will Contract. Competitive selection based on competencies, price, and experience.	Safety and historic preservation improvements at state-owned fire towers to enhance recreational benefits/experience and improve accessibility.	\$490,075
Total Contractual Costs			\$9,907,894
Construction			
<u>Construction</u>	<u>Amount</u>	<u>Purpose</u>	<u>Cost</u>
Total Construction Costs			\$0
Other			
<u>Other</u>	<u>Amount</u>	<u>Purpose</u>	<u>Cost</u>
			\$0
Total Other Costs			\$0

VERMONT DEPARTMENT OF PERSONNEL
**Request for Classification Review
Position Description Form A**

- **This form is to be used by managers and supervisors to request classification of a position (filled or vacant) when the duties have changed, and by managers and supervisors to request the creation of a new job class/title (for a filled, vacant, or new position), and by employees to request classification of their position.**
- This form was designed in Microsoft Word to download and complete on your computer. This is a form-protected document, so information can only be entered in the shaded areas of the form.
- If you prefer to fill out a hard copy of the form, contact your Personnel Officer.
- To move from field to field use your mouse, the arrow keys or press Tab. Each form field has a limited number of characters. Use your mouse or the spacebar to mark and unmark a checkbox.
- Where additional space is needed to respond to a question, you might need to attach a separate page, and number the responses to correspond with the numbers of the questions on the form. Please contact your Personnel Officer if you have difficulty completing the form.
- The form must be complete, including required attachments and signatures or it will be returned to the department's personnel office. All sections of this form are required to be completed unless otherwise stated.

INSTRUCTIONS: Tell us about the job. The information you provide will be used to evaluate the position. It will not be used in any way to evaluate an employee's performance or qualifications.

Answer the questions carefully. The information you give will help ensure that the position is fairly evaluated. Here are some suggestions to consider in completing this questionnaire:

- Tell the **facts** about what an employee in this position is actually expected to do.
- Give **specific examples** to make it clear.
- Write in a way so a person unfamiliar with the job will be able to understand it.
- Describe the job **as it is now**; not the way it was or will become.
- Before answering each question, read it carefully.

To Submit this Request for Classification Review: If this is a filled position, the employee must sign the original* and forward to the supervisor for the supervisor's review and signature. The Personnel Officer and the Appointing Authority must also review and sign this request before it is considered complete. The effective date of review is the beginning of the first pay period following the date the complete Request for Classification Review is date stamped by the Classification Division of the Department of Personnel.

*An employee may choose to sign the form, make a copy, submit original to supervisor as noted above, while concurrently sending the copy to the Classification Division, 144 State Street, Montpelier, with a cover note indicating that the employee has submitted the original to the supervisor and is submitting the copy as a **Concurrent** filing.

If this is a request (initiated by employees, VSEA, or management) for review of all positions in a class/title please contact the appropriate Classification Analyst or the Classification Manager to discuss the request prior to submitting.

Request for Classification Review Position Description Form A

For Department of Personnel Use Only

Notice of Action # _____ Action Taken: _____ New Job Title _____ Current Class Code _____ New Class Code _____ Current Pay Grade _____ New Pay Grade _____ Current Mgt Level ___ B/U ___ OT Cat. ___ EEO Cat. ___ FLSA ___ New Mgt Level ___ B/U ___ OT Cat. ___ EEO Cat. ___ FLSA ___ Classification Analyst _____ Date _____ Effective Date: _____ Comments: _____ Date Processed: _____ Willis Rating/Components: Knowledge & Skills: _____ Mental Demands: _____ Accountability: _____ Working Conditions: _____ Total: _____	Date Received (Stamp)
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Incumbent Information:

Employee Name: Employee Number:
 Position Number: Current Job/Class Title:
 Agency/Department/Unit: Work Station: Zip Code:
 Supervisor's Name, Title, and Phone Number:
 How should the notification to the employee be sent: employee's work location or other address, please provide mailing address:

New Position/Vacant Position Information:

New Position Authorization: Request Job/Class Title:
 Position Type: Permanent or Limited / Funding Source: Core, Partnership, or Sponsored
 Vacant Position Number: Current Job/Class Title:
 Agency/Department/Unit: Work Station: Zip Code:
 Supervisor's Name, Title and Phone Number:

Type of Request:

- Management:** A management request to review the classification of an existing position, class, or create a new job class.
- Employee:** An employee's request to review the classification of his/her current position.

1. Job Duties

This is the **most critical** part of the form. Describe the activities and duties required in your job, **noting changes (new duties, duties no longer required, etc.) since the last review**. Place them in order of importance, beginning with the single most important activity or responsibility required in your job. The importance of the duties and expected end results should be clear, including the tolerance that may be permitted for error. Describe each job duty or activity as follows:

- **What** it is: The nature of the activity.
- **How** you do it: The steps you go through to perform the activity. Be specific so the reader can understand the steps.
- **Why** it is done: What you are attempting to accomplish and the end result of the activity.

For example a Tax Examiner might respond as follows: **(What)** *Audits tax returns and/or taxpayer records.* **(How)** *By developing investigation strategy; reviewing materials submitted; when appropriate interviewing people, other than the taxpayer, who have information about the taxpayer's business or residency.* **(Why)** *To determine actual tax liabilities.*

The Vermont Department of Tourism and Marketing (VDTM) is set to receive a very significant investment of federal funds (\$10.4M) as part of the American Rescue Plan Act (through the Economic Development Administration (EDA)) in the form of a state grant specifically to support the long-term economic recovery and sustainability of travel, tourism, and outdoor recreation in the state. To complete the scope of work that has been approved, VDTM is in need of a Travel Marketing Administrator position to guide and manage VDTM's efforts and contracted service providers for tasks that include: strategic planning for long-term destination management; visitation, brand perception and economic impact research; systems for real-time geolocation-based visitation estimates; and pilot program initiatives in tourism industry workforce development. The primary duties of the position will be:

- Manage all aspects of stakeholder engagement to ensure broad participation and meaningful collaboration with tourism industry partners on strategic planning and research initiatives. Plan, promote and facilitate industry stakeholder meetings.
- Informed by outreach and relationship building within the tourism industry, develop a comprehensive database of points of interest statewide to be used for visitation research, economic impact studies and a geolocation data dashboard.
- In collaboration with the contracted vendor, review and deploy visitation surveys, organize brand focus group meetings, and manage communications between industry partners and researchers.
- Collaborate with the Grant Programs Manager to develop scopes of work for Requests for Proposals for all personal service contracts awarded with this grant funding. Serve as the primary point of contact for vendors once under contract.
- Provide programmatic technical assistance to grant recipients receiving sub awards for tourism economy talent pipeline development and outdoor recreation work, connecting sub awardees to industry partners and monitoring grant progress.
- Provide programmatic technical assistance to grant recipients receiving sub awards for events and regional marketing projects. Collaborate with the Grant Programs Manager with monitoring of grant progress, delivery of creative assets produced and outcomes reporting.
- Collaborate with the Grant Programs Manager in preparing written reports to fulfill federal reporting requirements on project milestones and outcomes.

2. Key Contacts

This question deals with the personal contacts and interactions that occur in this job. Provide brief typical examples indicating your primary contacts (**not** an exhaustive or all-inclusive list of contacts) other than those persons to whom you report or who report to you. If you work as part of a team, or if your primary contacts are with other agencies or groups outside State government describe those interactions, and what your role is. For example: you may *collaborate, monitor, guide, or facilitate change*.

Position will work closely with the Commissioner, the Director of Marketing Strategy and Research, and the Director of Partnership and Community Engagement on prioritization, overall strategy, and periodic guidance to accomplish assigned tasks. This position will collaborate and consult with a wide variety of industry partners, from attractions and lodging providers to regional chambers of commerce, regional development organizations, industry trade associations and community leaders. The position will also work with the Grant Programs Manager and the ACCD Contracts and Grants team on contract scopes of work and outcomes reporting.

3. Are there licensing, registration, or certification requirements; or special or unusual skills necessary to perform this job?

Include any special licenses, registrations, certifications, skills; (such as counseling, engineering, computer programming, graphic design, strategic planning, keyboarding) including skills with specific equipment, tools, technology, etc. (such as mainframe computers, power tools, trucks, road equipment, specific software packages). Be specific, if you must be able to drive a commercial vehicle, or must know Visual Basic, indicate so.

N/A

4. Do you supervise?

In this question "supervise" means if you direct the work of others where you are held **directly** responsible for assigning work; performance ratings; training; reward and discipline or effectively recommend such action; and other personnel matters. List the names, titles, and position numbers of the classified employees reporting to you:

No

5. In what way does your supervisor provide you with work assignments and review your work?

This question deals with how you are supervised. Explain how you receive work assignments, how priorities are determined, and how your work is reviewed. There are a wide variety of ways a job can be supervised, so there may not be just one answer to this question. For example, some aspects of your work may be reviewed on a regular basis and in others you may operate within general guidelines with much independence in determining how you accomplish tasks.

The position reports to the Commissioner, with additional guidance provided by the Director of Marketing Strategy and Research and the Director of Partnerships and Community Engagement to support operations as assigned.

6. Mental Effort

This section addresses the mental demands associated with this job. Describe the most mentally challenging part of your job or the most difficult typical problems you are expected to solve. Be sure to give a specific response and describe the situation(s) by example.

- For example, a purchasing clerk might respond: *In pricing purchase orders, I frequently must find the cost of materials not listed in the pricing guides. This involves locating vendors or other sources of pricing information for a great variety of materials.*
- Or, a systems developer might say: *Understanding the ways in which a database or program will be used, and what the users must accomplish and then developing a system to meet their needs, often with limited time and resources.*

The mental effort of this position involves anticipating problems, prioritizing multiple tasks and deadlines, being comfortable speaking at public events representing the State, and interacting with a very wide variety of industry stakeholders.

7. Accountability

This section evaluates the job's expected results. In weighing the importance of results, consideration should be given to responsibility for the safety and well-being of people, protection of confidential information and protection of resources.

What is needed here is information not already presented about the job's scope of responsibility. What is the job's most significant influence upon the organization, or in what way does the job contribute to the organization's mission?

Provide annualized dollar figures if it makes sense to do so, explaining what the amount(s) represent.

For example:

- A social worker might respond: *To promote permanence for children through coordination and delivery of services;*
- A financial officer might state: *Overseeing preparation and ongoing management of division budget: \$2M Operating/Personal Services, \$1.5M Federal Grants.*

This position needs to independently represent the state in real-time, and often in public spaces, to industry stakeholders with a huge range of different backgrounds, expertise, and expectations of what the role of the State should be. The position will also need to keep outside vendors productive and on schedule to ensure the most efficient use of funds.

8. Working Conditions

The intent of this question is to describe any adverse conditions that are routine and expected in your job. It is not to identify special situations such as overcrowded conditions or understaffing.

- a) What significant mental stress are you exposed to? All jobs contain some amount of stress. If your job stands out as having a significant degree of mental or emotional pressure or tension associated with it, this should be described.

Type	How Much of the Time?
Managing several projects/competing priorities/activities/program areas	Daily

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- b) What hazards, special conditions or discomfort are you exposed to? (Clarification of terms: **hazards** include such things as potential accidents, illness, chronic health conditions or other harm. Typical examples might involve exposure to dangerous persons, including potentially violent customers and clients, fumes, toxic waste, contaminated materials, vehicle accident, disease, cuts, falls, etc.; and **discomfort** includes exposure to such things as cold, dirt, dust, rain or snow, heat, etc.)

Type	How Much of the Time?

- c) What weights do you lift; how much do they weigh and how much time per day/week do you spend lifting?

Type	How Heavy?	How Much of the Time?

- d) What working positions (sitting, standing, bending, reaching) or types of effort (hiking, walking, driving) are required?

Type	How Much of the Time?

Additional Information:

Carefully review your job description responses so far. If there is anything that you feel is important in understanding your job that you haven't clearly described, use this space for that purpose. Perhaps your job has some unique aspects or characteristics that weren't brought out by your answers to the previous questions. In this space, add any additional comments that you feel will add to a clear understanding of the requirements of your job.

--

Employee's Signature (**required**): _____ Date: _____

Supervisor's Section:

Carefully review this completed job description, but **do not** alter or eliminate any portion of the original response. Please answer the questions listed below.

1. What do you consider the most important duties of this job and why?

Managing an industry-wide stakeholder engagement process and multiple outside vendors with concurrent projects and deadlines are the most important duties of this position.

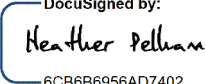
2. What do you consider the most important knowledge, skills, and abilities of an employee in this job (not necessarily the qualifications of the present employee) and why?

The ability to manage multiple tasks and deadlines, communicate and collaborate effectively with a wide range of stakeholders, and anticipate problems are the most important aspects of this job.

3. Comment on the accuracy and completeness of the responses by the employee. List below any missing items and/or differences where appropriate.

4. Suggested Title and/or Pay Grade:

Travel Marketing Administrator, PG25

Supervisor's Signature (required):  Date: 1/3/2024

Personnel Administrator's Section:

Please complete any missing information on the front page of this form before submitting it for review.

Are there other changes to this position, for example: Change of supervisor, GUC, work station?

Yes No If yes, please provide detailed information.

Attachments:

Organizational charts are **required** and must indicate where the position reports.

Draft job specification is **required** for proposed new job classes.

Will this change affect other positions within the organization? If so, describe how, (for example, have duties been shifted within the unit requiring review of other positions; or are there other issues relevant to the classification review process).

Suggested Title and/or Pay Grade:

Travel Marketing Administrator PG 25

Personnel Administrator's Signature (required) *Jane Modica* Date: 1/10/2024
DocuSigned by: B4AF9E421CEA4ED...

Appointing Authority's Section:

Please review this completed job description but **do not alter** or eliminate any of the entries. Add any clarifying information and/or additional comments (if necessary) in the space below.

The federal funding that is being made available to VDTM is a remarkable opportunity to invest in a scope of work that will have a tremendous impact on travel and tourism in Vermont for years to come, but we have a small team that is already over-capacity. The requested Travel Marketing Administrator position is critical for VDTM to effectively engage our industry partners and outside vendors, and to overall provide the programmatic capacity needed complete the tasks identified in the \$10.4M scope of work.

Suggested Title and/or Pay Grade:

Travel Marketing Administrator, PG25

Appointing Authority or Authorized Representative Signature (required) *Heather Pelham* Date: 1/3/2024
DocuSigned by: 6CB6B8956AD7402...

VERMONT DEPARTMENT OF PERSONNEL
**Request for Classification Review
Position Description Form A**

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Request for Classification Review Position Description Form A

For Department of Personnel Use Only

Notice of Action # _____ Action Taken: _____ New Job Title _____ Current Class Code _____ New Class Code _____ Current Pay Grade _____ New Pay Grade _____ Current Mgt Level ____ B/U ____ OT Cat. ____ EEO Cat. ____ FLSA ____ New Mgt Level ____ B/U ____ OT Cat. ____ EEO Cat. ____ FLSA ____ Classification Analyst _____ Date _____ Effective Date: _____ Comments: _____ Date Processed: _____ Willis Rating/Components: Knowledge & Skills: _____ Mental Demands: _____ Accountability: _____ Working Conditions: _____ Total: _____	Date Received (Stamp)
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Incumbent Information:

Employee Name: Employee Number:
 Position Number: Current Job/Class Title:
 Agency/Department/Unit: Work Station: Zip Code:
 Supervisor's Name, Title, and Phone Number:
 How should the notification to the employee be sent: employee's work location or other address, please provide mailing address:

New Position/Vacant Position Information:

New Position Authorization: Request Job/Class Title:
 Position Type: Permanent or Limited / Funding Source: Core, Partnership, or Sponsored
 Vacant Position Number: Current Job/Class Title:
 Agency/Department/Unit: Work Station: Zip Code:
 Supervisor's Name, Title and Phone Number:

Type of Request:

- Management:** A management request to review the classification of an existing position, class, or create a new job class.
- Employee:** An employee's request to review the classification of his/her current position.

1. Job Duties

This is the **most critical** part of the form. Describe the activities and duties required in your job, **noting changes (new duties, duties no longer required, etc.) since the last review**. Place them in order of importance, beginning with the single most important activity or responsibility required in your job. The importance of the duties and expected end results should be clear, including the tolerance that may be permitted for error. Describe each job duty or activity as follows:

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For example a Tax Examiner might respond as follows: **(What)** *Audits tax returns and/or taxpayer records.* **(How)** *By developing investigation strategy; reviewing materials submitted; when appropriate interviewing people, other than the taxpayer, who have information about the taxpayer's business or residency.* **(Why)** *To determine actual tax liabilities.*

The Vermont Department of Tourism and Marketing (VDTM) is set to receive a very significant investment of federal funds (\$10.4M) as part of the American Rescue Plan Act (through the Economic Development Administration (EDA)) in the form of a state grant specifically to support the long-term economic recovery and sustainability of travel, tourism, and outdoor recreation in the state. To properly administer and fulfill our reporting requirements, VDTM is in need of a Grants Programs Manager position. The Department currently has no dedicated finance, administration, contracts or grants management staff. The primary duties of the position will be:

- Provide financial oversight and management of the \$10.4M award, including associated contracted vendors and staff work plans, as well as overall budget.
- Prepare and manage all federal funds reimbursement requests and associated financial reporting to comply with federal, state, and local laws and regulations.
- Prepare written reports to fulfill federal reporting requirements on project milestones and outcomes. Ensure timely and accurate project reporting by project team members and vendors.
- Manage a new competitive events and regional marketing subaward/grant program, including application development and review, preparation of grant agreements, monitoring of grant progress, submission of receipts and other required reporting.
- Coordinate approval process with EDA to designate any new sub awardees. Provide compliance management and technical assistance to all sub awardees (including subawards to the Department of Forests, Parks, and Recreation) to ensure timely delivery of reimbursement requests, progress reports, etc.
- Collaborate with the Travel Marketing Administrator to prepare Requests for Proposals and provide contract management support for all personal service contracts awarded with this grant funding.
- Conduct review of final program reports, prepare interim and final audits, and other closeout documents as applicable.

2. Key Contacts

This question deals with the personal contacts and interactions that occur in this job. Provide brief typical examples indicating your primary contacts (**not** an exhaustive or all-inclusive list of contacts) other than those persons to whom you report or who report to you. If you work as part of a team, or if your primary contacts are with other agencies or groups outside State government describe those interactions, and what your role is. For example: you may *collaborate, monitor, guide, or facilitate change*.

Position will work closely with the ACCD Finance team and the ACCD Contracts and Grants team to manage financial reimbursements, grant agreements and service contracts. The position will collaborate and consult with the VDTM leadership team and the Travel Marketing Administrator on grant application reviews, contract scopes of work and reporting narratives. Position will also advise, monitor, and coordinate with sub awardees including the Department of Forest Parks and Recreation, regional chambers of commerce, regional development organizations, industry trade associations and community leaders on grant applications and compliance and reporting requirements. This position will also consult with the federal funds agency (EDA) on financial and outcomes reporting.

3. Are there licensing, registration, or certification requirements; or special or unusual skills necessary to perform this job?

Include any special licenses, registrations, certifications, skills; (such as counseling, engineering, computer programming, graphic design, strategic planning, keyboarding) including skills with specific equipment, tools, technology, etc. (such as mainframe computers, power tools, trucks, road equipment, specific software packages). Be specific, if you must be able to drive a commercial vehicle, or must know Visual Basic, indicate so.

No specific certifications required, but position will require general working knowledge of accounting, grant administration, and program management, as well as computer applications to support program management and grant administration.

4. Do you supervise?

In this question "supervise" means if you direct the work of others where you are held **directly** responsible for assigning work; performance ratings; training; reward and discipline or effectively recommend such action; and other personnel matters. List the names, titles, and position numbers of the classified employees reporting to you:

No, but this position reviews financial data and the work of other employees and outside vendors for accuracy.

5. In what way does your supervisor provide you with work assignments and review your work?

This question deals with how you are supervised. Explain how you receive work assignments, how priorities are determined, and how your work is reviewed. There are a wide variety of ways a job can be supervised, so there may not be just one answer to this question. For example, some aspects of your work may be reviewed on a regular basis and in others you may operate within general guidelines with much independence in determining how you accomplish tasks.

The position reports to the Director of Partnerships and Community Engagement, with additional oversight by the Commissioner, to support operations as assigned.

6. Mental Effort

This section addresses the mental demands associated with this job. Describe the most mentally challenging part of your job or the most difficult typical problems you are expected to solve. Be sure to give a specific response and describe the situation(s) by example.

- For example, a purchasing clerk might respond: *In pricing purchase orders, I frequently must find the cost of materials not listed in the pricing guides. This involves locating vendors or other sources of pricing information for a great variety of materials.*
- Or, a systems developer might say: *Understanding the ways in which a database or program will be used, and what the users must accomplish and then developing a system to meet their needs, often with limited time and resources.*

The mental effort involves anticipating problems, prioritizing multiple tasks and deadlines, and being efficient in maintaining or obtaining the knowledge needed to understand complex federal requirements and to develop systems to track and maintain productivity.

7. Accountability

This section evaluates the job’s expected results. In weighing the importance of results, consideration should be given to responsibility for the safety and well-being of people, protection of confidential information and protection of resources.

What is needed here is information not already presented about the job’s scope of responsibility. What is the job’s most significant influence upon the organization, or in what way does the job contribute to the organization’s mission?

Provide annualized dollar figures if it makes sense to do so, explaining what the amount(s) represent.

For example:

- A social worker might respond: *To promote permanence for children through coordination and delivery of services;*
- A financial officer might state: *Overseeing preparation and ongoing management of division budget: \$2M Operating/Personal Services, \$1.5M Federal Grants.*

This position directly oversees the \$10.4M federal award to ensure all applicable state and program requirements are followed.

8. Working Conditions

The intent of this question is to describe any adverse conditions that are routine and expected in your job. It is not to identify special situations such as overcrowded conditions or understaffing.

- a) What significant mental stress are you exposed to? All jobs contain some amount of stress. If your job stands out as having a significant degree of mental or emotional pressure or tension associated with it, this should be described.

Type	How Much of the Time?
Managing several projects/competing priorities/activities/program areas	Daily

- b) What hazards, special conditions or discomfort are you exposed to? (Clarification of terms: **hazards** include such things as potential accidents, illness, chronic health conditions or other harm. Typical examples might involve exposure to dangerous persons, including potentially violent customers and clients, fumes, toxic waste, contaminated materials, vehicle accident, disease, cuts, falls, etc.; and **discomfort** includes exposure to such things as cold, dirt, dust, rain or snow, heat, etc.)

Type	How Much of the Time?

- c) What weights do you lift; how much do they weigh and how much time per day/week do you spend lifting?

Type	How Heavy?	How Much of the Time?

- d) What working positions (sitting, standing, bending, reaching) or types of effort (hiking, walking, driving) are required?

Type	How Much of the Time?

Additional Information:

Carefully review your job description responses so far. If there is anything that you feel is important in understanding your job that you haven't clearly described, use this space for that purpose. Perhaps your job has some unique aspects or characteristics that weren't brought out by your answers to the previous questions. In this space, add any additional comments that you feel will add to a clear understanding of the requirements of your job.

--

Employee's Signature (required): _____ Date: _____

Supervisor's Section:

Carefully review this completed job description, but **do not** alter or eliminate any portion of the original response. Please answer the questions listed below.

1. What do you consider the most important duties of this job and why?

Grant administration is the core function of this position. The position will oversee new and/or expanded programs totaling over \$10M with little tolerance for error.

2. What do you consider the most important knowledge, skills, and abilities of an employee in this job (not necessarily the qualifications of the present employee) and why?


The ability to manage multiple tasks and deadlines, pay strict attention to detail, and anticipate problems are the most important aspects of this job.

3. Comment on the accuracy and completeness of the responses by the employee. List below any missing items and/or differences where appropriate.

[Empty text box for comment]

4. Suggested Title and/or Pay Grade:

Grant Programs Manager, PG25

Supervisor's Signature (required):  _____ Date: 1/3/2024

Personnel Administrator's Section:

Please complete any missing information on the front page of this form before submitting it for review.

Are there other changes to this position, for example: Change of supervisor, GUC, work station?

Yes No If yes, please provide detailed information.

[Empty text box for detailed information]

Attachments:

- Organizational charts are **required** and must indicate where the position reports.
- Draft job specification is **required** for proposed new job classes.

Will this change affect other positions within the organization? If so, describe how, (for example, have duties been shifted within the unit requiring review of other positions; or are there other issues relevant to the classification review process).

[Empty text box for description]

Suggested Title and/or Pay Grade:

Grants Program Manager PG 25

Personnel Administrator's Signature (required) *Jane Modica* Date: 1/10/2024
DocuSigned by: B4AF9E421CEA4ED...

Appointing Authority's Section:

Please review this completed job description but **do not alter** or eliminate any of the entries. Add any clarifying information and/or additional comments (if necessary) in the space below.

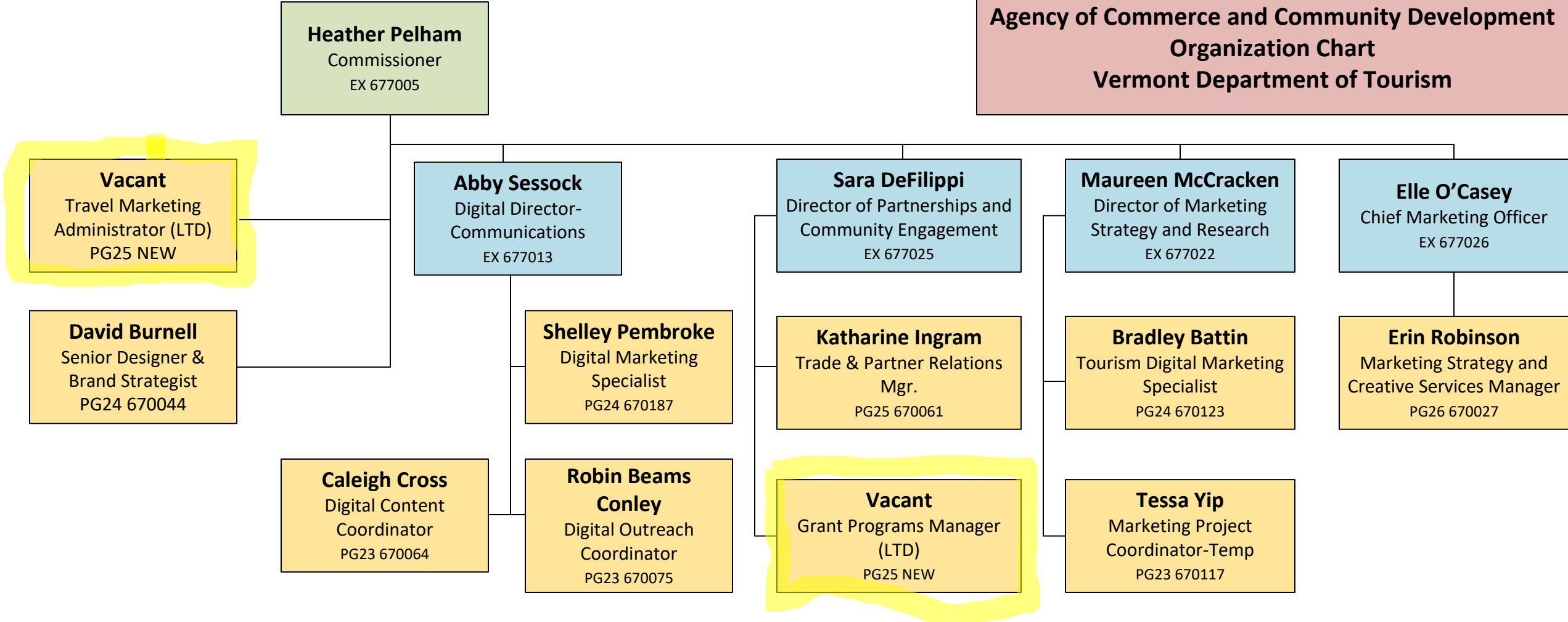
The federal funding that is being made available to VDTM is a remarkable opportunity to invest in a scope of work that will have a tremendous impact on travel and tourism in Vermont for years to come, but we have a small team that is already over-capacity. The requested Grant Programs Manager position is critical for VDTM to properly administer and manage this \$10.4M award.

Suggested Title and/or Pay Grade:

Grant Programs Manager, PG25

Appointing Authority or Authorized Representative Signature (required) *Heather Pelham* Date: 1/3/2024
DocuSigned by: 6CB6B6956AD7402...

**Agency of Commerce and Community Development
Organization Chart
Vermont Department of Tourism**



**Date: December 22, 2023
Number of Positions: 15**

State of Vermont
Department of Tourism & Marketing
One National Life Drive
Deane C. Davis Building, 6th Floor
Montpelier, VT 05620-0501
www.VermontVacation.com

[phone] 802-828-3237
[fax] 802-828-3366

MEMORANDUM

To: Senator Jane Kitchel, Chair, Joint Fiscal Committee
Representative Emilie Kornheiser, Vice-Chair, Joint Fiscal Committee

Through: Lindsay Kurrle, Secretary, Agency of Commerce and Community Development

From: Heather Pelham, Commissioner, Department of Tourism and Marketing

Cc: Tayt Brooks, Deputy Secretary, Agency of Commerce and Community Development
Daniel Dickerson, Administrative Services Director, Agency of Commerce and Community Development
Catherine Benham, Chief Fiscal Officer, Joint Fiscal Office

Date: March 28, 2024

Subject: Request for expedited review of an ARP Act State Tourism Grant Program grant totaling \$10,483,054 from the U.S. Economic Development Administration

The Vermont Department of Tourism and Marketing (VDTM) is requesting an expedited review of JFO# 3194, which pertains to an American Rescue Plan Act State Tourism Grant Program grant totaling \$10,483,054 from the U.S. Economic Development Administration (EDA).

While VDTM has been working with EDA since the award notification, the process took much longer than anticipated to develop a Grant Administration Plan that would satisfy both the requirements of the EDA as well as the specific needs of Vermont's travel, tourism, and outdoor recreation sector. The grant period for these federal funds to be spent and all reporting completed is November 7, 2025. Given the delays experienced so far, any additional time that can be given to VDTM to get started on our scope of work as soon as possible would be extremely beneficial.

This federal funding was allocated to VDTM's budget in FY23 and has been addressed by VDTM in budget testimony for both FY24 and FY25 in the House Committee on Appropriations and the Senate Committee on Appropriations. VDTM has been planning for this incredible opportunity for quite some time and we are now anxious to fully dive into the tasks outlined in the Grant Administration Plan, knowing just how much our work is going to benefit our industry and the state of Vermont for years to come.

Thank you in advance for your consideration of an expedited review.

