HORNE

Portal User Guidebook

Tennessee Tourism and Hospitality Recovery Fund Program

September 12

Tennessee ARPA Program Management Portal DMO User Guide

This user guide is meant to provide Tennessee Destination Marketing Organizations (DMOs) assistance in navigating the state's ARPA program management portal, which is being utilized to distribute Coronavirus State Fiscal Recovery Fund (FRF) allocations to DMOs. The guide provides step-by-step instructions on how to navigate the portal, submit a spending plan, and submit a reimbursement request. If you require additional assistance after reviewing this user guide, please email our support team at tourism@tn-arpa.com.

Additional information may be found on the Tennessee Department of Tourist Development's website: https://industry.tnvacation.com/american-rescue-plan

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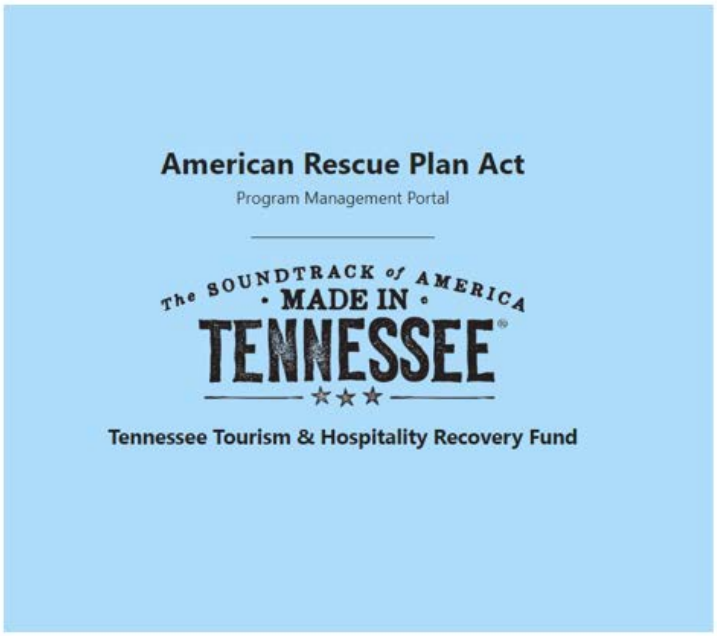
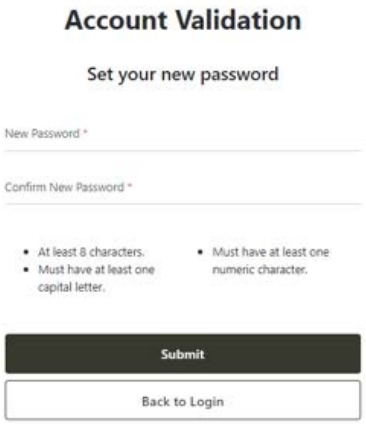
Initial Log In

1. Once your account is created, you will receive the below email from NoReply-Outsystems@hornellp.com.

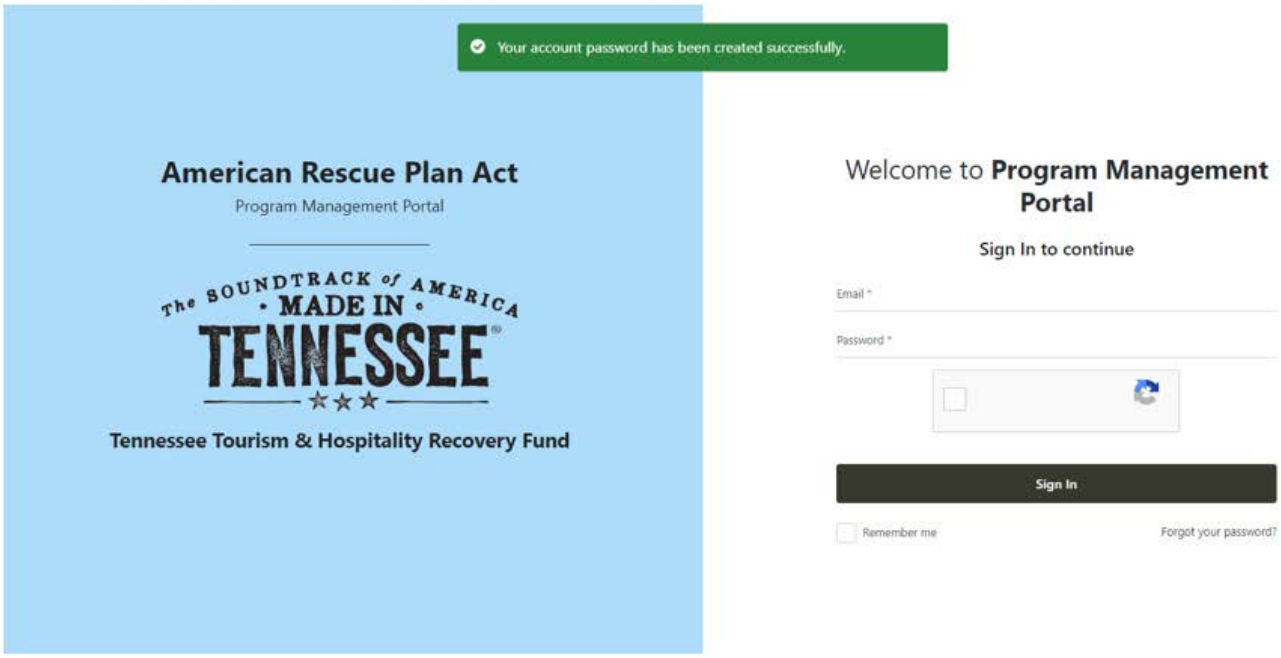
2. You will then click on the Validate Account link, which will direct you to the below screen.



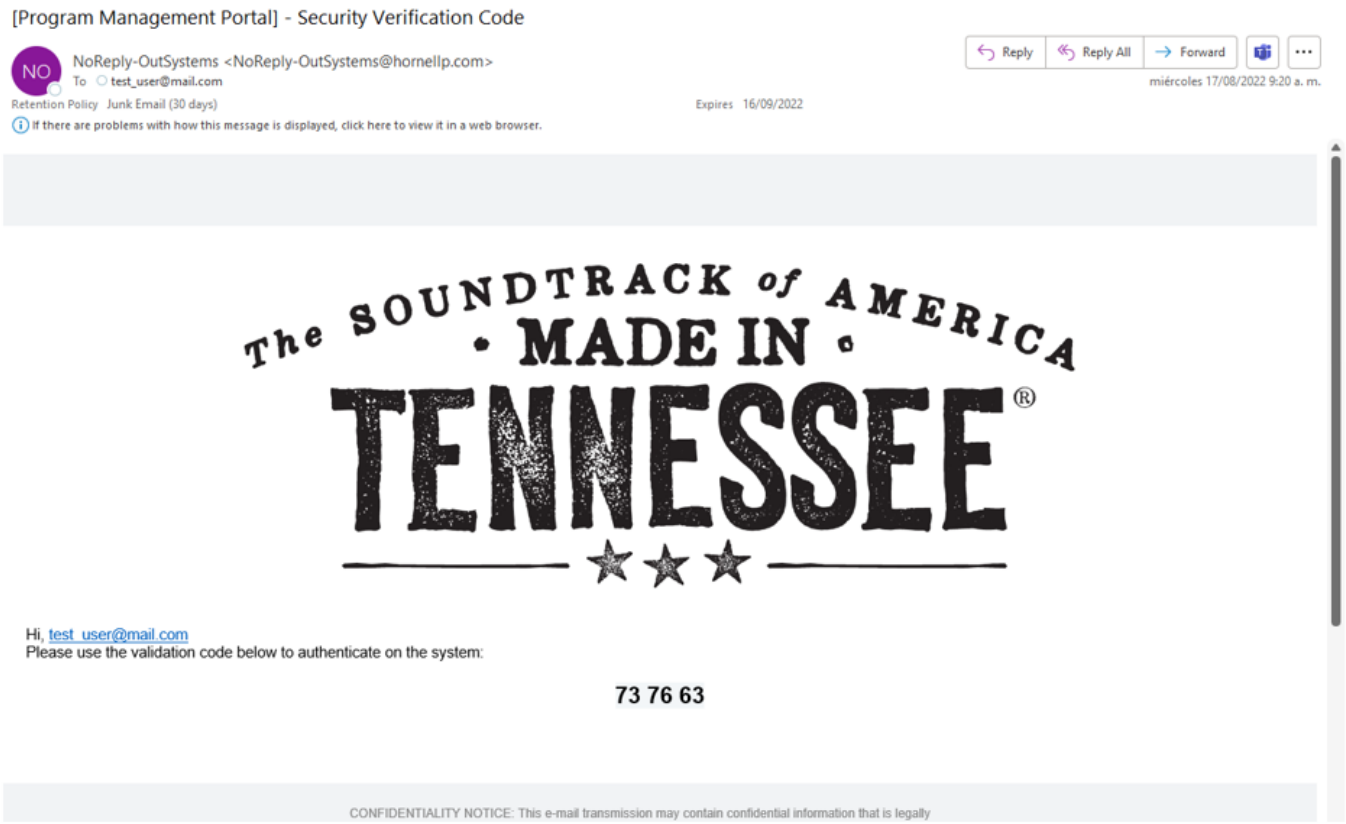


3. Next, enter a new password that fits the requirements and click Submit.

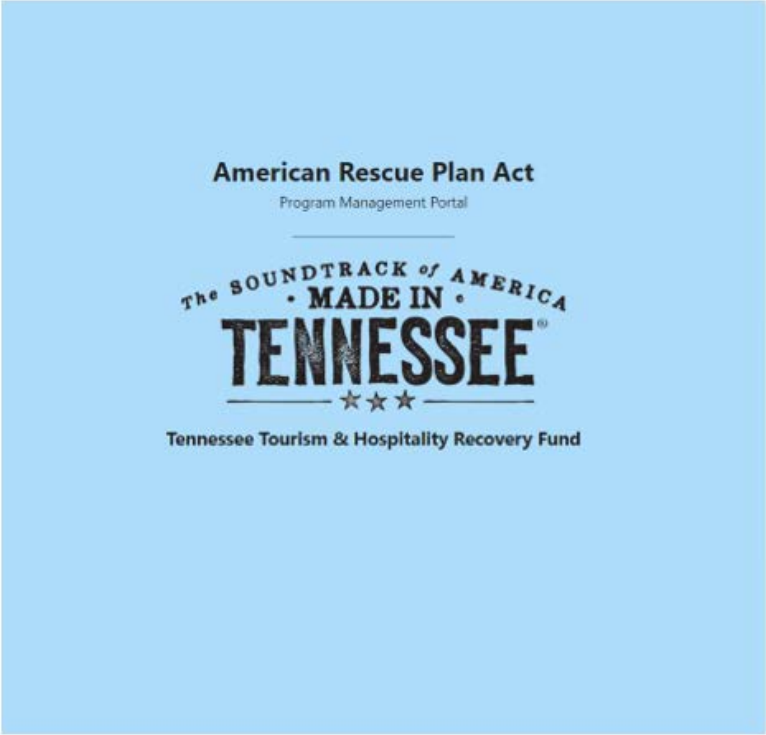
4. Once you submit your new password, you will be directed to the below login screen:



5. Enter your email and new password, select the Captcha box, then click Sign In. This will send an email like below, with a validation code to your email address as an added step of security.



6. Once you receive the code, enter it on the below screen and click Validate Code:



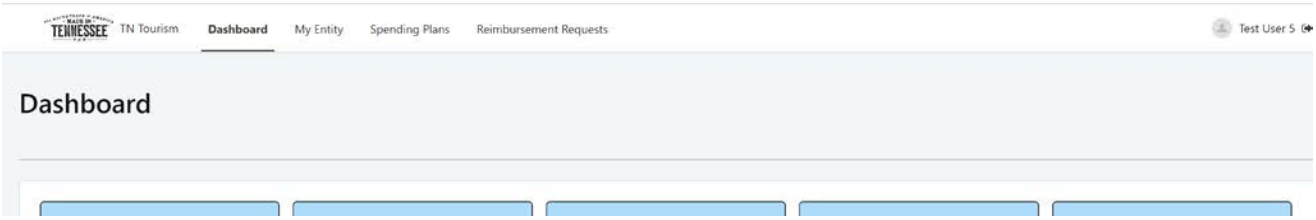
Portal Navigation Overview

1. After you have logged in, you will be taken to the “Spending Plans” tab for your entity, which is where you will be able to submit a spending plan and access a list of all spending plans submitted by you or other portal users from your entity.

2. In the "Reimbursement Requests" tab, you will be able to submit new reimbursement requests, and you will be able to view the current status of any previously submitted reimbursement request.

3. On the “My Entity” tab you may view current information regarding your entity. If any of the information on this tab does not appear correct, please contact tourism@tn-arpa.com for assistance.

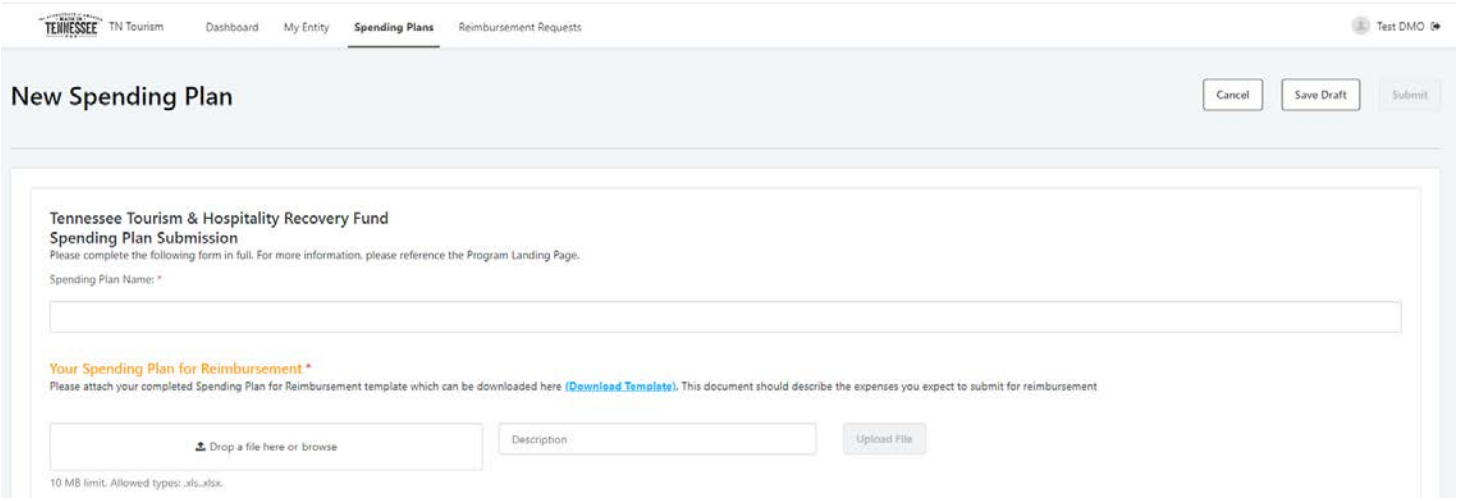
4. On the “Dashboard” tab you will see your entity’s program dashboard, which provides information about your overall allocation and the amounts in various stages of the funding process.



Creating a New Spending Plan

1. After you have logged in, you will be directed to the “Spending Plans” tab. This tab lists the spending plans which you or another user of your entity have submitted and provides a way for submitting your spending plan. Clicking the black button labeled “New Spending Plan” to the top right of the screen will take you to the spending plan submission screen. On the spending plan submission screen, you can create a new spending plan.

2. Fill out the information requested in the “New Spending Plan” form.
3. The first field on the form is the “Spending Plan Name”. Please input a name for your spending plan that inlcudes the dates you expect the related expenses to cover. For example, “December 2021-July 2022 Payroll”, or “July 2022 Marketing Event”.



   a. To upload your spending plan in the “Your Spending Plan for Reimbursement” section of the request, first download and complete the template found in the instructions of the section as depicted as a hyperlink in the screenshot above. Please see example of completed template below:

	Spending Plan For Reimbursement					
	Instructions:					
	Use this form to list the expenses you are planning to include in your Reimbursement Requests once this spending plan has been approved. Please complete the form in full and upload to the Spend Plan submission page in the portal.					
	Submission Date	**Category (select from drop-down)**	**Estimated Cost**	**Description of Expense**	**Estimated Beginning Date**	**Estimated Ending Date**
Example	8.31.22	Payroll	$ 500,000.00	Payroll and related employer payroll costs including FICA, Medicare, retirement, and health insurance for 10 employees. Employees are responsible for day to day operations of the DMO resulting in the promotion of tourism in our region.	12/1/2021	11/30/2023
			$ -			
			$ -			
			$ -			

i. Each distinct expense you are planning to submit for reimbursement should be entered on a new line of the excel template, but expenses that will be included in one purchase or logically can be grouped together may be entered on one line. For example, payroll and the related employer payroll expenses and employee benefits may be included on one line as shown above for the entire time period.

ii. The Spending Plan for Reimbursement may be completed and submitted with planned expenses that span beyond the current available allocation (based on the yearly allocation split of 25%/25%/50%). For example, if a DMO knows in year 1 that they intend to submit payroll for reimbursement for the life of the entire program, they may complete the Spending Plan for Reimbursement template with their entire allocation and the details related to that payroll, instead of only the first 25% of their allocation. This way the DMO will only need to complete the excel template one time.

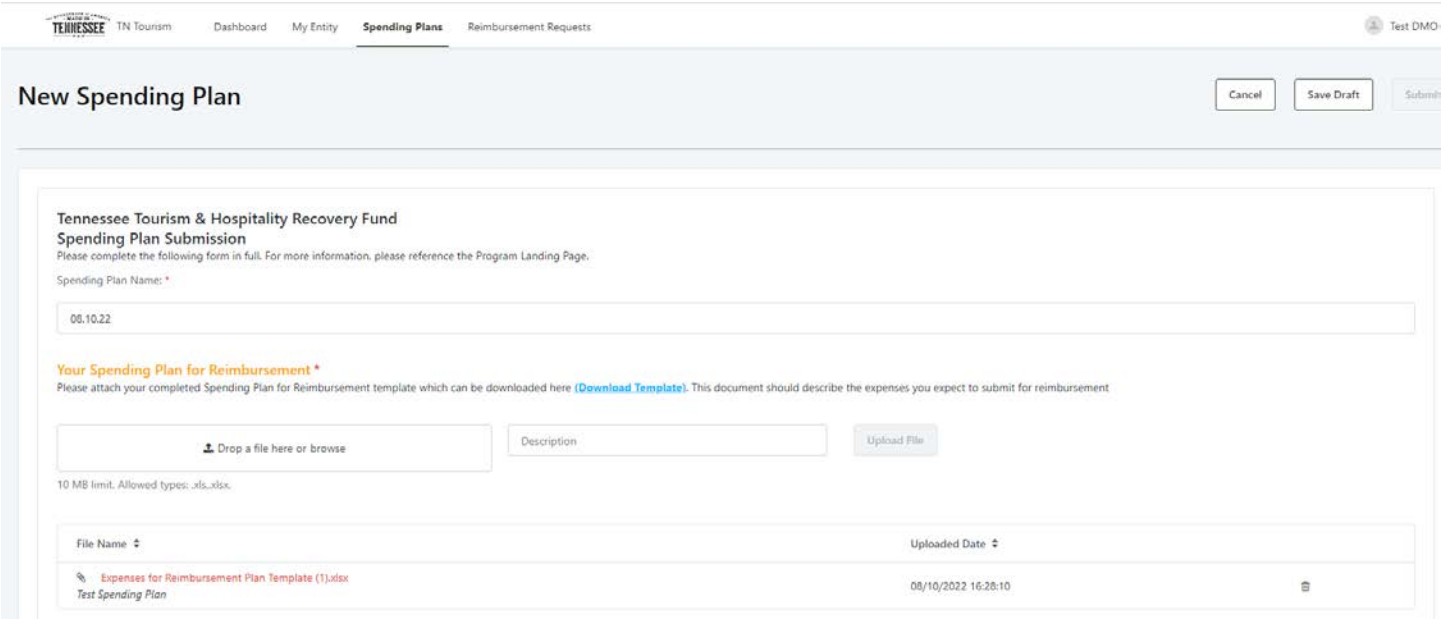
- If the DMO chooses to do this, they still will be limited in the Requested Funding Amount they may enter on the spending plan form in the portal. This may not exceed their currently available allocation.
- If the DMO chooses to do this, they still must upload the completed excel template with each additional spending plan they submit.

iii. For the Spending Plan Template, you will need to select the proper expense category. Below are the categories and their descriptions:

- The “Payroll” category is for payroll expenses including employee benefits and employer portion of payroll expenses.
- The “Other Operating Expenses” category is for expenses that include lease & utility payments for facilities open prior to the pandemic, maintenance for facilities and equipment, etc.
- The “Paid Media” category is for marketing efforts that involve a paid placement, such as pay-per-click advertising, branded content and display ads.
- The “Public Relations/Sales” category is for marketing efforts that include hosting journalists and/or tour operators and attending trade shows.

- The “Marketing Production” category is for expenses that include photography, videography, editing, graphic design, etc.
- The “Tourism Product Development” category is for expenses that include content creation, awareness campaigns, starting/creating events, etc.

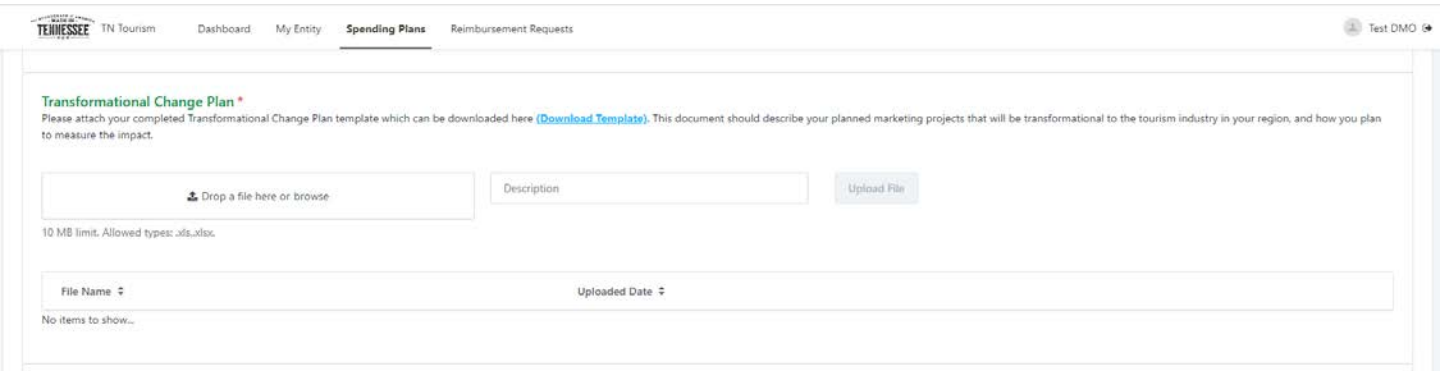
b. Then save the template and browse to the document or drag and drop the document in the box labeled “Drop a file here or browse,” add a short document description, and click the button labeled “Upload File”.



i. If you need to remove any documents after they have been uploaded, you may do so by clicking on the trash can symbol to the right of the document line.

c. Recipients then must input a brief summary of the expenses included on the Spending Plan for Reimbursement template. This may simply be the same information from your template (in the “Description of Expense”) field, copied and pasted.

d. The spending plan form requires the user to input their Total Funds in Current Plan. This amount may not exceed the available allocated amount for the current year, even if the DMO has included plans in their excel template that span beyond the current year’s available amount (dictated by the 25%/25%/50% division).



e. To upload your transformational change plan in the "Transformational Change Plan" section of the request, first download and complete the template found in the instructions of the section as depicted as a hyperlink in the screenshot above. Please see example of completed template below:

Transformational Change Plan

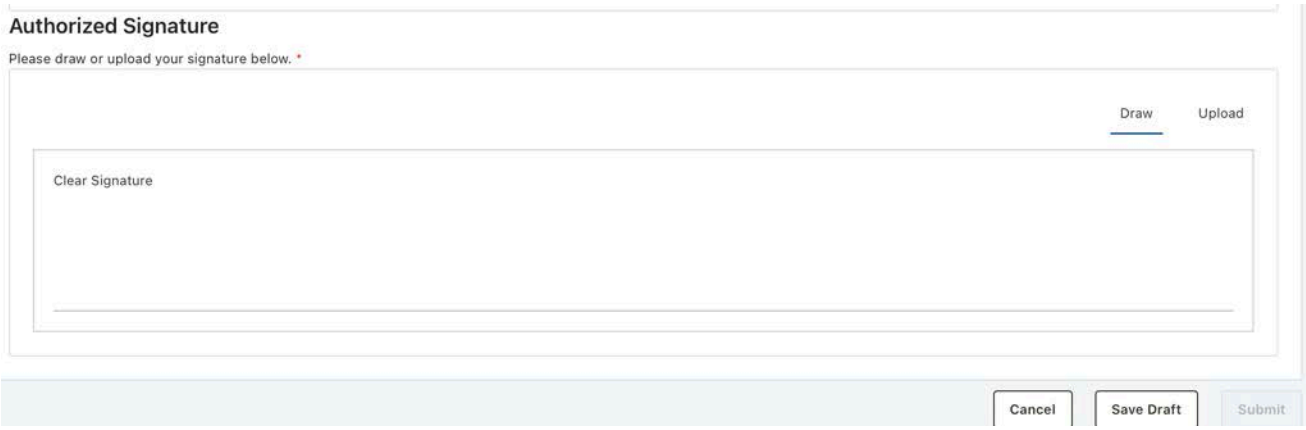
Instructions:

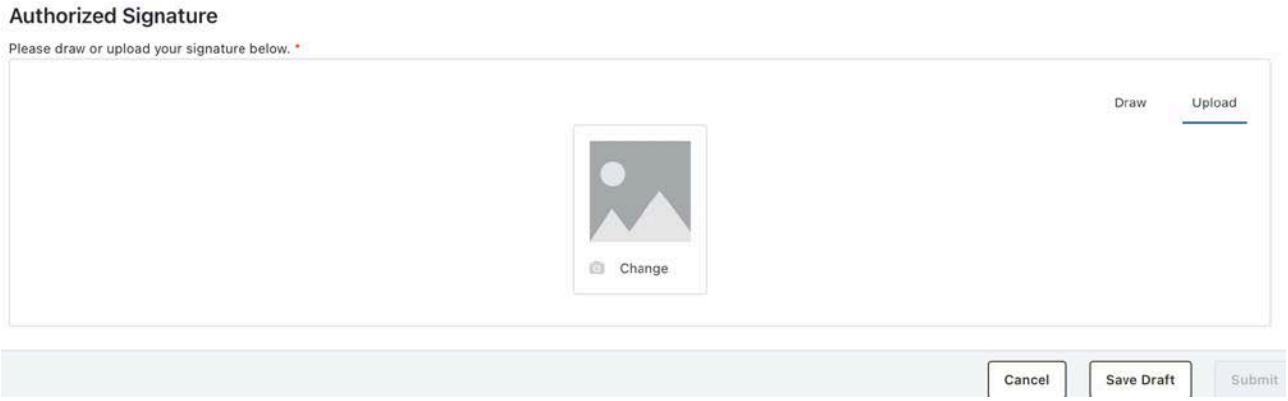
Use this form to detail your DMO's plans to complete projects that will create transformational change for tourism in your region, which will be funded by the increase in your budget related to these grant funds. Please completely fill out the form and upload to the Spend Plan page within the portal.

	Spend Plan Submission Date	Estimated Cost	Description of Project	Estimated Beginning	Estimated Ending	Description of the Expected Impact	How do you plan to measure the impact of this project?	Project Status (select from drop-	Comments about Status
Example	8/31/2022	$ 500,000.00	We will take the reimbursed funds and use them to increase our regular marketing budget. This increased budget will allow us to work in partnership with Amtrak to create and market new stops/connections across Tennessee.	9/1/2022	9/1/2023	This project will be transformational for our destination and others across the State of Tennessee because it will open up new destinations to rail travellers. Research shows there is a need for rail in our state and particularly with international travellers that do not wish to drive. These travelers will have a way to easily traverse the state, potentially extending their stay.		Not Yet Started	

f. Then save the template and browse to the document or drag and drop the document in the box labeled "Drop a file here or browse," add a short document description, and click the button labeled "Upload File".

4. After you have completed all required fields and uploading all required documents, check the "I acknowledge" boxes after reading and agreeing to the terms and conditions at the bottom of the page.
5. Next, please add a signature to the form. You may upload an electronic copy of your signature by clicking "Upload," clicking the image box labeled "Change," and browsing to the document, or by dragging and dropping the document in the box. Alternatively, you may draw a signature in the box by clicking "Draw" and tracing a drawing of your signature using your mouse or trackpad.



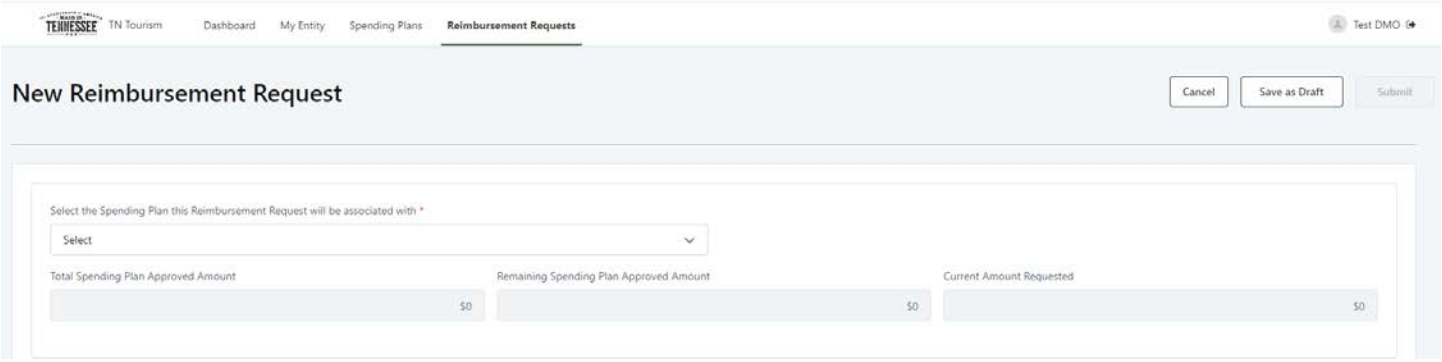


6. Once the form has been signed, please click the "Submit" button. If the form is not completed and needs additional information, you may save the form as a draft and return to fill out the form later.
    a. Please note, selecting the "Save as draft" button will not submit your spending plan, and you will need to return to submit it.
7. Once you have submitted the spending plan or saved a draft, you will be redirected to the "Spending Plans" tab.

Creating a New Reimbursement Request

1. After your spending plan has been approved, you will be able to submit a reimbursement request by navigating to the "Reimbursement Requests" tab and clicking the black button labeled "New Reimbursement Request." This will take you to the reimbursement request submission screen.

2. Fill out the information requested in the "New Reimbursement Request" form.



   a. First you must select the name of the spending plan that your request for reimbursement is associated with. Choose the approved spending plan from the drop-down that includes the expenses you are submitting.

   b. Your total "Expense Amount Requested" may not exceed the Remaining Spending Plan Approved amount for the spending plan you selected from the drop down.

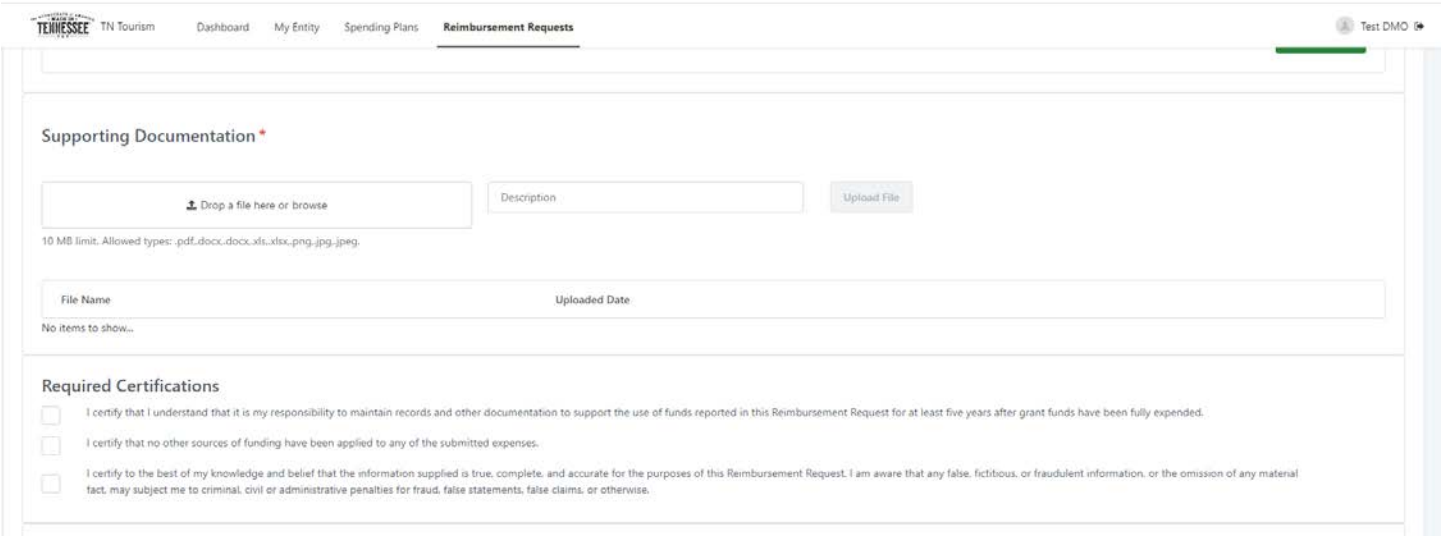
   c. You must choose the expense category for each expense included in your request. Descriptions for each category are as follows:

      i. The "Marketing Production" category is for expenses that include photography, videography, editing, graphic design, etc.
      ii. The "Operating Expenses" category is for expenses that include lease & utility payments for facilities open prior to the pandemic, maintenance for facilities and equipment, etc.
      iii. The "Operating Expenses – Payroll" category is for payroll expenses including employee benefits and employer portion of payroll expenses.
         - When selecting this category, type "N/A" in the Invoice field.
      iv. The "Paid Media" category is for marketing efforts that involve a paid placement, such as pay-per-click advertising, branded content and display ads.
      v. The "Public Relations/Sales" category is for marketing efforts that include hosting journalists and/or tour operators and attending trade shows.
      vi. The "Tourism Product Development" category is for expenses that include content creation, awareness campaigns, starting/creating events, etc.

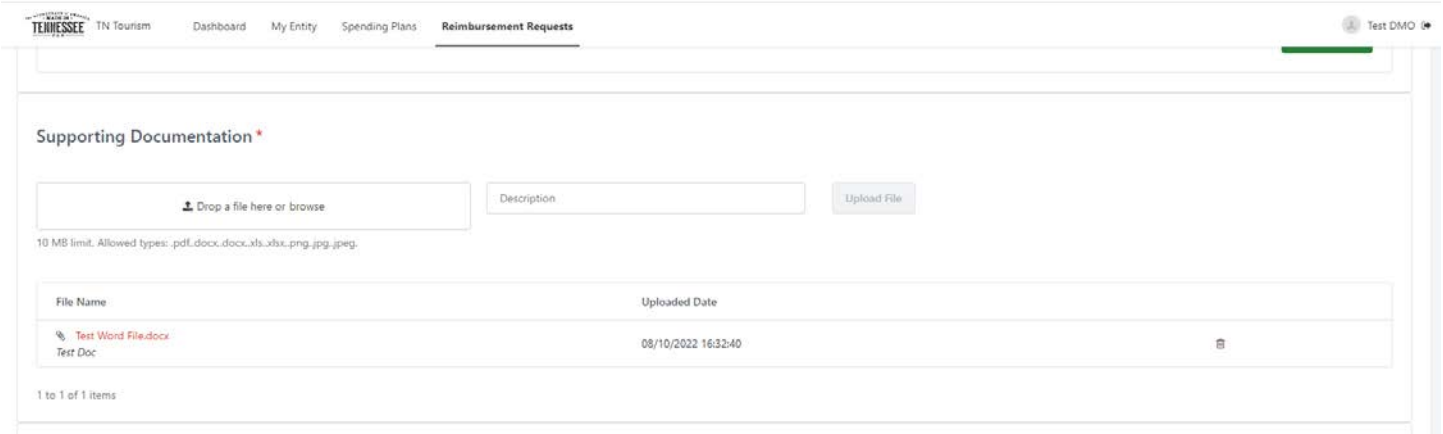
   d. Multiple expenses may be included in one reimbursement request by selecting the

green “Add New Expense” button as many times as needed.

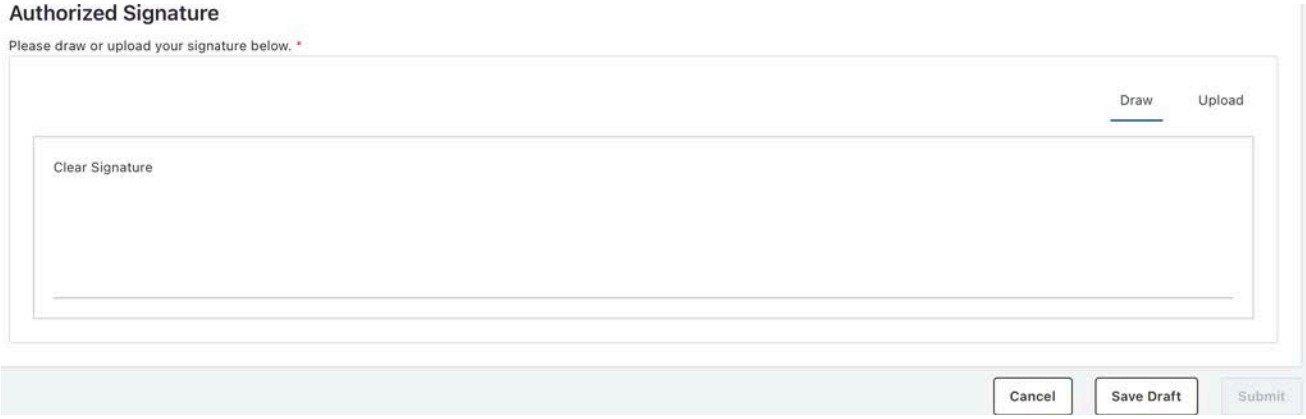
3. To upload supporting documentation for your reimbursement request in the “Supporting Documentation” section of the request, browse to the document or drag and drop the document in the box labeled “Drop a file here or browse,” add a short document description, and click the box labeled “Upload File”. You may upload multiple documents in this section. All required documentation for each expense included in your request should be uploaded here. For questions about required documentation, reference the Required Documentation Guide.

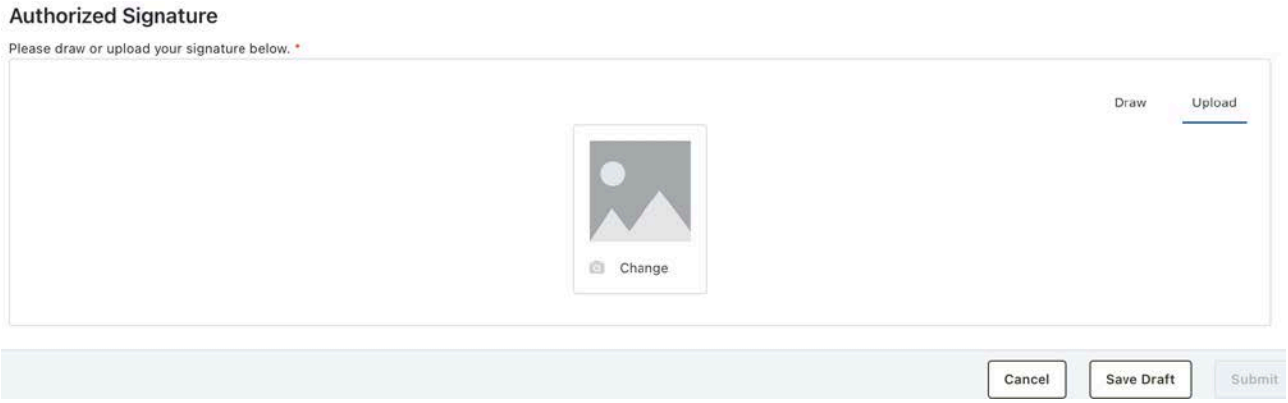


   a. If you need to remove any documents after they have been uploaded, you may do so by clicking on the trash can symbol.



4. After you have completed all required fields and uploaded all required documents, check the certification check boxes within the “Required Certifications” section after reading and agreeing.
5. Next, please add a signature to the form. You may upload an electronic copy of your signature by clicking “Upload,” clicking the image box labeled “Change,” and browsing to the document, or by dragging and dropping the document in the box. Alternatively, you may draw a signature in the box by clicking “Draw” and tracing a drawing of your signature using your mouse or trackpad.

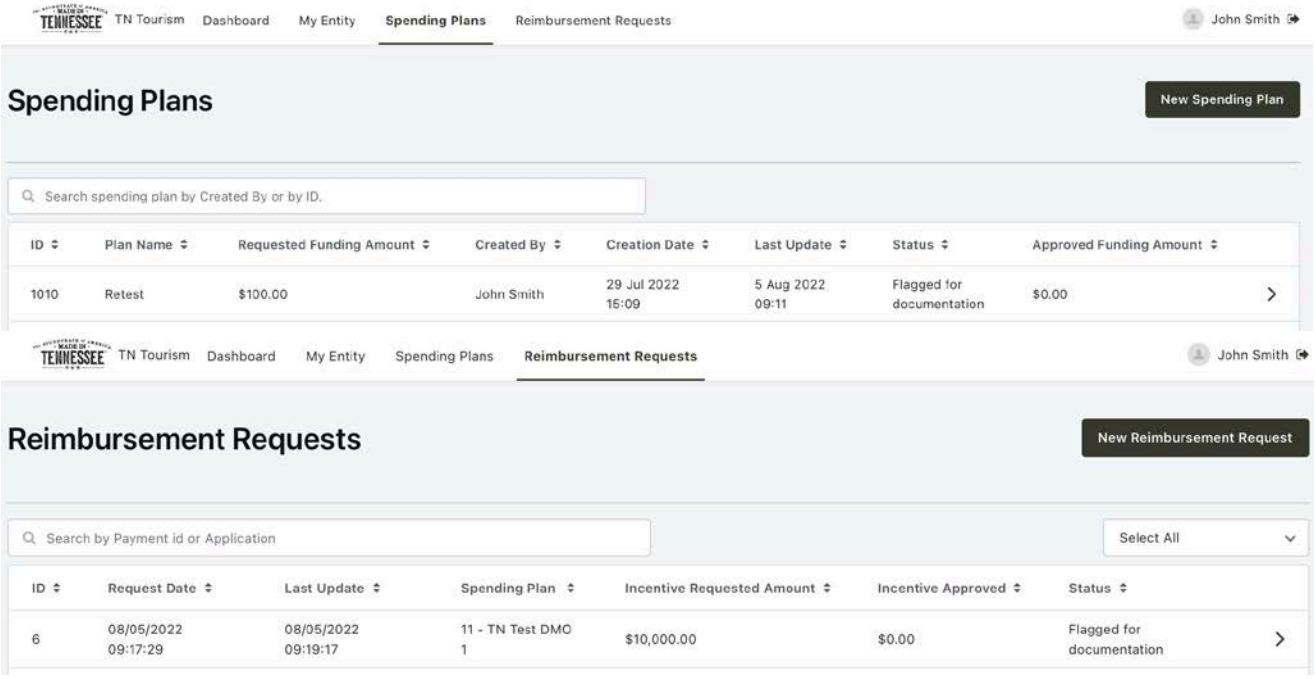
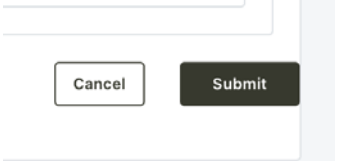




6. Once the form has been signed, please click the “Submit” button. If the form is not completed and needs additional information, you may save the form as a draft and return to fill out the form later.
    a. Please note, selecting the “Save as draft” button will not submit your reimbursement request, and you will need to return to submit it.
7. Once you have submitted the reimbursement request or saved a draft, you will be redirected to the “Reimbursement Requests” tab.

Editing a Spending Plan or Reimbursement Request Flagged for Documentation

1. During the review process, your spending plan and/or reimbursement request may be flagged for additional documentation. If this happens, a coordinator will notify you via email and provide details on the additional information required.
2. To access a previously submitted spending plan, navigate to the “Spending Plans” tab, and select the spending plan in question from the list by clicking the arrow to the right of the item listed. The spending plan in question will be marked as “Flagged for Documentation” in the status column of the list on the “Spending Plans” screen. Likewise, to access a previously submitted reimbursement request, navigate to the “Reimbursement Requests” tab, and select the reimbursement request in question from the list by clicking the arrow to the right of the item listed. The reimbursement request in question will be marked as “Flagged for Documentation” in the status column of the list on the “Reimbursement Requests” screen.



3. Once all requested changes have been made, perform the following steps to resubmit the spending plan or reimbursement request:
    a. For spending plans, ensure the “I acknowledge” checkboxes are checked. For reimbursement requests, ensure the “Required Certification” checkboxes are checked.
    b. Click the “submit” button in the bottom right of the page.