

**DATE:** November 20, 2020

**TO:** County Tourism Leadership

**FROM:** Bill Dinan, Account Director/Intermark Group

**RE:** Coronavirus Relief Fund Campaign Status Report

**Cc:** Lee Sentell, Grey Brennan, Scott Burbank/Alabama Tourism Department (ATD)

This communication will report on the status of the Coronavirus Relief Fund (CRF) campaign created under Governor Kay Ivey's authorized Tourism Industry Recovery program and funded in its entirety by the Coronavirus Aid, Relief and Economic Security Act (CARES). The CRF campaign was envisioned to raise awareness of Alabama as a destination where the pandemic is taken seriously, where hosts and guests alike have the freedom make responsible choices and where the tourism industry is taking extreme measures to ensure the health safety of all.

Furthermore, the CRF campaign was developed to eliminate any risk to reimbursement to ATD for the full cost of the campaign by strict adherence to federal requirements including:

- CRF funds may only be used to cover costs that 1) are necessary expenditures incurred due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID-19); 2) were not accounted for in the budget most recently approved as of March 27, 2020 (the date of enactment of the CARES Act) for the State or government; and 3) were incurred during the period that begins on March 1, 2020, and ends on December 30, 2020.

As such, the principal communication objective of the CRF campaign is consistent with the U. S. Treasury Department's advisory that...

- "Expenses incurred to publicize the resumption of activities and steps taken to ensure a safe experience may be needed due to the public health emergency. Expenses related to developing a long-term plan to reposition a recipient's convention and tourism industry and infrastructure would not be incurred due to the public health emergency and therefore may not be covered using payments from the Fund."

In addition, as mandated by ATD:

- CRF campaign paid media will be concentrated on social and digital media channels;
- each of 67 counties must receive a share of paid media spend commensurate with its 2019 share of tourism jobs/economic impact;
- each county may select up to three attractions to be featured in dedicated ad units for that county; and,
- as with all ATD paid media advertising, all CRF campaign media spending must be directed out of state.

For the past five years, ATD's Sweet Home Alabama brand advertising has made millions of travelers aware that, in Alabama, you can *'Take It All In.'* Messaging focused on a singular, distinct experience to

reinforce in Alabama you can fully escape, engage all your senses in an experience that is authentic, relaxing - even magical – and return rewarded and satisfied by and a more vocal advocate for it. Branding the CRF campaign *'Take It All In Responsibly'* allows ATD to capitalize on five years of Sweet Home Alabama branding equity, deliver on all CRF campaign objectives and adhere to all CARES, CRF, State and ATD requirements.

Reported here are tasks undertaken predominantly by Intermark Group. It should be noted that ATD personnel were – and are - executing other CRF tasks in parallel; in particular, navigating the required approval processes with Department of Finance (DoF) and sourcing CRF campaign assets from county partners. As communication, ATD has been sharing CRF campaign updates via its weekly Tourism Tuesday email, bi-weekly industry conference calls and the recent Advisory Board meeting. Please use the links provided below to reference relevant documents and most of the 250+ CRF campaign deliverables produced to date (213 ad units, 7 webpages, 8 collateral items...).

Finally, please encourage your area attractions, accommodations and food service establishments to participate in *'Take It All In Responsibly.'* By taking the pledge and updating or creating their Partner listings, they can benefit directly from the incremental exposure via the CRF campaign's media spend and corresponding search activity. Each pledge partner's location detail page will be badged with the campaign logo, as well as, acknowledged on the campaign landing page via its partner listing and interactive map.

<b>TIMELINE</b>	<b>TASK/MILESTONE</b>
9/10/2020	DoF signs CRF official memorandum of understanding (MOU) with ATD
9/14/2020	Governor Ivey announces Tourism Industry Recovery program
9/17/2020	Intermark CRF kick-off meeting, internal
9/28/2020	Intermark completes CRF comprehensive plan for internal review
10/2/2020	Presentation to ATD of CRF comprehensive plan recommendations, revisions
10/5/2020	Abridged CRF comprehensive plan submitted to DoF by ATD
10/6/2020	'Preparing Alabama' video revised recommendation presented to ATD
10/7/2020	'Preparing Alabama' video recommendation delivered by to DoF by ATD
10/14/2020	'Preparing Alabama' video recommendation approved by DoF
10/19/2020	Abridged CRF comprehensive plan approved by DoF; reference here... <a href="https://tourism.alabama.gov/media/resource-center/">https://tourism.alabama.gov/media/resource-center/</a> (See 'Tourism Industry Recovery Proposal' under 'Presentations'; strategies, objectives, tactics and media allocations are highlighted here)
10/26/2020	Interactive CRF elements presented to ATD via staging for approval, revisions
10/28/2020	Final social media carousel ad concepts (design, copy) approved by ATD
10/29/2020	All interactive CRF elements begin rollout including: <ul style="list-style-type: none"> <li>- Campaign landing page: <a href="https://alabama.travel/my-trip/staying-safe/responsibly">https://alabama.travel/my-trip/staying-safe/responsibly</a></li> <li>- Partner Pledge page: <a href="https://tourism.alabama.gov/take-it-all-in-responsibly-pledge/">https://tourism.alabama.gov/take-it-all-in-responsibly-pledge/</a></li> <li>- Campaign assets folder (including logomarks, poster, rack card): <a href="https://drive.google.com/drive/folders/1inXgnaaa5NzuTBdfunpL1N9t6prp8Um5">https://drive.google.com/drive/folders/1inXgnaaa5NzuTBdfunpL1N9t6prp8Um5</a></li> <li>- Revised Partner landing page: <a href="https://partners.alabama.travel/">https://partners.alabama.travel/</a></li> <li>- Revised Alabama.Travel homepage and site-wide crisis message header: <a href="https://alabama.travel/">https://alabama.travel/</a></li> <li>- New Travel Safety Resources landing page: <a href="https://alabama.travel/my-trip/staying-safe">https://alabama.travel/my-trip/staying-safe</a></li> <li>- Revised Covid-19 resources landing page: <a href="https://alabama.travel/my-trip/staying-safe/covid-19">https://alabama.travel/my-trip/staying-safe/covid-19</a></li> </ul>
10/30/2020	CRF plan presented to ADPH for courtesy review
10/31/2020	'Preparing Alabama' video production plan presented to ATD

- 11/2/2020 'Preparing Alabama' video production plan approved by ATD
- 11/9/2020 CRF Campaign press release draft submitted to ATD for approval
- 11/11-13/2020 'Preparing Alabama' video staged scenes shoot (Birmingham, Huntsville, Montgomery)
- 11/12/2020 County specific carousel ads (68) begin rollout on Facebook and Instagram, reference carousel ads here...  
<https://drive.google.com/drive/folders/1jnXgnaaa5NzuTBdfunpL1N9t6prp8Um5>
- 11/12/2020 Top 7 county/experience :15 video ads submitted to ATD for final approval, revisions
- 11/13-20/2020 CRF branded merchandise deliveries to ATD (adult and youth re-usable masks, 2 oz. sanitizing gels, 10-ct. sanitizing wipes)
- 11/16/2020 Top 7 county/experience :15 video ads (13 ads in five sizes) begin rollout to YouTube, Hulu, ESPN, CTV (Discovery/HGTV/FoodNetwork/A&E, etc.); reference here...  
<https://www.youtube.com/playlist?list=PLtuK3TzDRUn5WscqLGw3MqXzs4LQ0pWpk>
- 11/17/2020 Top 7 county digital out of home concepts submitted to ATD for final approval, revisions
- 11/19/2020 First 'Take It All In Responsibly' e-blast delivered to 58K opt-in email subscribers
- 11/20/2020 Top 7 county digital out of home ads (seven ads in 10 sizes) begin rollout in metro markets in AR, FL, GA, KY, LA, MO, MS, NC, OH, TN, TX
- 11/20/2020 Preparing Alabama video rough cuts submitted to ATD for approval
- 11/23/2020 Top 7 county digital rich media ads begin rollout on Adelphic platform
- 11/25/2020 Preparing Alabama video target distribution date (tentative, pending ATD approval) across websites, social and paid digital media (:60, :30, :15)
- 12/15/2020 Final CRF campaign accounting package due to Alabama Department of Finance
- 12/30/20 CRF Campaign end date for all paid media