

Award Process

ARPA Destination Marketing Organization

Grant Program

November 10, 2021

Background

Governor Tony Evers has directed \$15,000,000 for the Destination Marketing Organization Grant Program to provide tourism-promotion and tourism-development organizations assistance with restoring economic activity in Wisconsin following the COVID-19 pandemic. Funding for this assistance is provided to Wisconsin by the Federal American Rescue Plan Act of 2021. For more information regarding the Destination Marketing Organization Grant Program, including the grant applications, please visit the Program website:

<https://doa.wi.gov/Pages/DestinationMarketingOrganizationsGrantProgram.aspx>

The purpose of this document is to provide interested parties information on the award processes for the Programs as defined in the Grant Announcements, issued Wednesday, August 25, 2021. The Grant Announcements provided the following Method of Award governing allocation of funds:

Section 3.6 Method of Award. The State will determine final evaluations for each application (see section 3.3). The State intends to award multiple grant agreements. (*Source: Grant Announcement, p. 7*)

Process-Destination Marketing Organization Grant Program

Eligibility.

1. The program received 167 proposals prior to the application deadline of September 29, 2021, at 2:00PM CDT, requesting \$64,946,389.95 in funding, each of which were reviewed for compliance with the grant announcement.
2. Forty-seven (47) proposals were disqualified due to applicant ineligibility (e.g. did not have 501(c)3 status, duplicate application submissions, did not have qualifying 2019 operating revenue, or did not otherwise meet the minimum application requirements).

Budget Adjustment and Awards.

1. There were 120 eligible applications received. The Program adjusted proposals that made requests in excess of the amounts identified in Section 3.5 of the Grant Announcement to the lesser of \$500,000 or 25% of the organization's 2019 operating revenue for the first half of eligible funding. The program elected to provide adjusted awards to state-wide associations at 35% of their requests and Main Street Associations at 21% of their eligible requests.
2. Qualifying Destination Marketing Organizations were also eligible for up to an additional \$500,000 if they suffered the loss of meetings, conventions or sporting events secured by the DMO which did not occur due to the COVID-19 pandemic. The program also used the lesser of \$500,000 or 25% of the organization's 2019 operating funds to make these awards to qualifying organizations.