

DESTINATION MARKETING ORGANIZATIONS GRANT PROGRAM WEBINAR

SEPTEMBER 9, 2021



WELCOME

- Brief introduction to the program, followed by Q&A
- Your audio is muted
- Please enter questions or comments in the Q&A dialog box
- Recording and presentation will be made available on the Program website



DIVISION OF ENTERPRISE OPERATIONS GRANT ADMINISTRATION TEAM

Amy Charles

Program and Policy Analyst-Advanced

Ben Vondra

Grants Specialist-Advanced

Ashleigh Herrera

Executive Staff Assistant

Jana Steinmetz

Administrator



FUNDING

- \$15 million available
- Source: Federal American Rescue Plan Act
- Administered by the Division of Enterprise Operations



PROGRAM DATES

EVENT	DUE DATE
Grant Announcement Issue Date	Wednesday August 25, 2021
Application Open	Wednesday, August 25, 2021
Webinar	Thursday, September 9, 2021 at 1:00 PM CT
Questions Due	Wednesday, September 15, 2021 at 2:00 PM CT
Applications Due	Wednesday, September 29, 2021 at 2:00 PM CT
Notification of Award Issue Date	October 2021 (estimate)
Grant Agreement Execution	October 2021 (estimate)
Final Report	See section 1.8 of Grant Announcement



PROGRAM SUMMARY

- Awards are made on a competitive basis (not first-come, first-served)
- Maximum award \$500,000 or 25% of the organization's FY19 operating expenses, whichever is less
- Additional \$500,000 may be awarded to eligible organizations that lost guest rooms and bookings for meetings, conferences and sporting events in 2020 and 2021.
- Payments will be made directly to eligible organizations
- Must be used for reimbursement of eligible expenditures under the program
- Further details in Grant Announcement and Application



ELIGIBLE APPLICANT

- be a nonprofit organization with 501(c)3, 501(c)4 or 501(c)6 tax-exempt status, or a Wisconsin Tribal Government, or be a unit of a Wisconsin municipality as defined under s. 50.001(3), Wis. Stats. or county unit that spends at least 51 percent of its budget on tourism promotion and tourism development, and provides destination marketing staff and services for the tourism industry in the county or municipality
- provide tourism promotion and tourism development services for geographic-based (community/county/regional/statewide) traveler destinations



ELIGIBLE APPLICANT (CONT.)

- conduct operations in and have an administrative presence in Wisconsin
- If required to be registered with the Wisconsin Department of Financial Institutions, have one of the following statuses as of the Grant Announcement closing date: “restored to good standing”, “incorporated/qualified/registered”, “organized”, or “registered”

To check DFI registration status, visit:

<https://www.wdfi.org/apps/CorpSearch/Advanced.aspx>



ELIGIBLE EXPENSES

- All use of funds shall be compliant with applicable provisions of the federal American Rescue Plan Act and Program provisions.



EXAMPLES OF ELIGIBLE EXPENDITURES *(NOT EXHAUSTIVE)*

- Expenses for staff time to attend trade shows and events
- Staff time to perform marketing and attraction activities
- Media buys targeted to attraction



RESTRICTIONS

- No sub awards or funds transfer to another organization (except for payment of eligible goods or services)
- See additional details in Grant Announcement and Application
- The State will enter into grant agreements with successful applicants
- The organization must maintain for at least five years records sufficient to demonstrate that the expenses were compliant with applicable American Rescue Plan Act of 2021 provisions.



APPLICATION CHECKLIST

- Application Form (required) – online, via DocuSign
- Appendix A – Form IRS W-9 (required)
- Appendix B – Form DOA 3027 Designating Confidential Information (optional)



APPLICATION SECTIONS

Section 1. Applicant Information

- Complete all required fields
- Ensures we have accurate organization and contact information for the applicant



APPLICATION SECTIONS (CONT.)

Section 2. Narrative

- Three questions. Answer questions fully. Do not exceed maximum character count.
- Question topics:
 - 2.1.1 Tourism and Tourism Promotion Services
 - 2.1.2 Area(s) for which Services are Provided
 - 2.1.3 Meetings, Conventions and Sports Promotion



APPLICATION SECTIONS (CONT.)

Section 3. Budget

- Identify eligible expenses for which funding is requested
- Include date, description and amount
- Group similar expenses
- For expenses anticipated but not yet incurred for the eligible period, anticipated dates, amounts and vendors/sources are acceptable



APPLICATION SECTIONS (CONT.)

Section 3.2 Budget Summary

- Enter your organization's 2019 fiscal year operating expenses
- Remaining fields are auto-populated
 - 25% of Applicant's 2019 fiscal year operating expenses
 - Total grant amount requested
- Refer to Grant Announcement with questions



APPLICATION SECTIONS (CONT.)

Section 4. Attestations and Required Signature

- Eligible applicants must certify compliance with all statements
- Signature of the organization's Authorized Representative is required, as well as date and contact information



APPLICATION DEMO

Walk through of Application and Instructions



ADDITIONAL NOTES

- Organization is solely responsible for documenting expenses are eligible under the American Rescue Plan Act.
- Ineligible cost determinations made by State or Federal audits must be repaid to the State.
- Organizations must keep records of eligible costs for 5 years.
- Withdrawal and resubmittal of applications allowed until deadline.
 - Contact Program email to withdraw an application
- No subawards



NEXT STEPS

- Applications due 2:00PM CDT, Wednesday, September 29, 2021
- Award Announcement October 2021
- Successful applicants will complete a grant agreement prior to receiving funds
- Final Reports on or before January 2023 (form to be provided by the Program)
- Sign up for email distribution list at <https://doa.wi.gov/Pages/DestinationMarketingOrganizationsGrantProgram.aspx>



Q & A Enter questions in the Q&A dialog box.

Q&A document will be published on the program website with additional questions and answers

CONTACT

DOABadgerBounceBackDestinationMarketingOrgs@wisconsin.gov

