



## COVID-19 LIVE MUSIC AND ENTERTAINMENT VENUE GRANT PROGRAM QUESTIONS AND ANSWERS

October 26, 2020

### **Program summary**

Governor Tony Evers has designated \$15,000,000 from the federal Coronavirus Aid, Relief and Economic Security (CARES) Act to live entertainment and large meeting venue operators whose facilities have been negatively affected by COVID-19. Funding for this assistance is provided to Wisconsin by the Federal Coronavirus Aid, Relief, and Economic Security (CARES) Act. The program is administered by the Department of Administration (DOA). Additional details are available on the [program website](#).

**Prior to contacting DOA please consult the Grant Announcement, Grant Application and this Question and Answer document available on the [Program Website](#).**

**U.S. Department of the Treasury CARES Act guidance can be found [here](#).**

### **FOR ALL QUESTIONS RELATED TO ALLOWABLE EXPENSES**

DOA will execute grant agreements with successful applicants only after DOA determines that expenses and lost revenues included in an application are reasonably consistent with CARES Act requirements and Program provisions. DOA's execution of grant agreements, however, is not dispositive as to whether any particular cost meets the criteria set forth in the CARES Act. Grantees retain responsibility for demonstrating eligibility of expenses and are required to hold DOA harmless for any audit disallowance related to the eligibility of costs, including repayment of ineligible amounts.

### **FOR ALL QUESTIONS RELATED TO APPLICANT ELIGIBILITY**

DOA will not respond to inquiries regarding an applicant's specific eligibility. Each applicant is required to determine its eligibility based on program requirements provided in the Grant Announcement. However, DOA will accept and answer questions seeking clarification of eligibility requirements. DOA will determine applicant eligibility only as a routine matter during the application review process after the application deadline has passed. Applicants should carefully review Section 4. Eligibility Requirements of the Grant Announcement prior to applying.

**1. Where can I find the application for the program?**

The application is available at <https://doa.wi.gov/Pages/COVIDEntertainmentVenueGrant.aspx>, Application Materials tab.

**2. What agency is administering this grant program?**

The Wisconsin Department of Administration.

**3. My venue is technically a component of a municipal government. Does that make us ineligible for this program?**

Possibly. Convention and meeting facilities that were created by local and state governments and serve as economic drivers in their communities, relying on event revenue and/or hotel, lodging and food and beverage taxes to operate, are eligible. A convention and meeting facility must have separately identified exhibition space, meeting rooms, pre-function space and other features for hosting large meetings.

**4. I own an event venue that was under construction in 2019 and therefore did not have events or ticket sales in that year. With no ticket sales history, may I still apply for the program?**

No. Grant awards are based on the lesser of \$500,000 or 25% of 2019 ticket or event sales. If 2019 ticket or event sales were zero, the venue would not qualify for an award. Additionally, the venue must have been in operation since September 1, 2019.

**5. May I apply for this program if I applied for the Cultural Organization grant program?**

Yes. However, the Department of Administration will consider any award provided through the Cultural Organization grant program when determining the maximum grant amount available to the applicant based on this program. Such consideration is necessary to ensure compliance with federal law and all program requirements.

**6. What is the difference between the 25% and 33% provisions in the Grant Announcement?**

Grant awards are based on the lesser of \$500,000 or 25% of 2019 ticket or event sales. An eligible applicant must generate 33% or more of its revenue through direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions or meetings.

**7. When will the grant application be available?**

The application is available at <https://doa.wi.gov/Pages/COVIDEntertainmentVenueGrant.aspx>, Application Materials tab.

**8. Our company provides live music, video games, and indoor and outdoor movie entertainment services. Are indoor/outdoor mobile entertainment businesses eligible to apply for the grant program?**

Possibly. The program is available to businesses that generate 33% or more of their revenue through direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions or meetings. Additionally, the business must operate at a permanent Wisconsin location and may not be a temporary or “pop-up” venue.

**9. Would County Fairgrounds qualify for the COVID-19 Live Music and Entertainment Venue Grant Program?**

Possibly. Please review program requirements including an eligible business must generate 33% or more of its revenue through direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions or meetings. Additionally, the business must operate at a permanent Wisconsin location.

**10. I followed the link and subscribed to the grant info for Live Entertainment venues, but the confirmation was for "Out of School " info. Please check the link and let me know if you need me to do something else.**

The link has been repaired. Please re-register using the link at <https://doa.wi.gov/Pages/COVIDEntertainmentVenueGrant.aspx>.

**11. When are applications due?**

October 29, 2020 at 2:00 p.m. CST.

**12. Are governmental entities including public schools eligible?**

See Answer 3 above.

**13. Is a county fair eligible if it is affiliated with a county government and not a nonprofit?**

See Answer 3 above.

**14. Are live music performers eligible for the program?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

**15. May a business apply separately for each venue it operates, or must all venues be included in a single application?**

An applicant may submit only one application. It may, however, include multiple venues in its application. Please see Answer 86.

**16. Are music agents eligible for the program?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

**17. Are nonprofits eligible under this program?**

Yes.

**18. Are talent agents or entertainment agencies eligible for the program?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

**19. Are businesses that supply goods and services to live entertainment venues eligible for the program?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

**20. Are businesses that sell t-shirts and related goods at live entertainment venues eligible for the program?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

**21. Are nonprofits that present music events but do not own a venue eligible for the program?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

**22. I am working on my grant application but having difficulty uploading files to the application.**

Do not upload files to the application. Please send the application and attachments as separate files to [DOACOVIDEntertainmentVenueGrants@wisconsin.gov](mailto:DOACOVIDEntertainmentVenueGrants@wisconsin.gov).

**23. Are theaters that are subunits of a UW campus eligible for the program?**

No. UW theaters are not eligible.

**24. I coordinate and host motor coach tours to entertainment venues such as dinner theaters, Broadway musicals, museums, Brewer Games and other large venue activities. Are we eligible?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

**25. Are there annual revenue or employee count limits?**

No.

- 26. It appears that the Budget Spreadsheet on the Entertainment Venue Grant is password protected. Can you send a version that is not password protected? Or let me know the password to modify?**

Please only complete the fields that request the applicant name and budget detail. All other fields are locked.

- 27. Should I request more than allowed if my expenses or revenue losses exceed the maximum grant allowed?**

No. Only request up to the limit.

- 28. I have completed the application and related forms but need to know where to submit them.**

Please send the application and attachments as separate files to [DOACOVIDEntertainmentVenueGrants@wisconsin.gov](mailto:DOACOVIDEntertainmentVenueGrants@wisconsin.gov).

- 29. If a promoter or venue promotes shows/concerts outside the state of Wisconsin in addition to shows in the state, can the ticket sales on those shows outside of the state count towards the overall gross by which the grant relief is calculated?**

No.

- 30. Can an event planned for 2021 receive funding from the program?**

No.

- 31. What is a DFI Entity ID?**

Please see <https://www.wdfi.org/corporations/>.

- 32. Are catering companies eligible for the program?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

- 33. When totaling up our ticket/event sales for 2019, should we include just the ticket price or should we also include the food/beverage revenue spent during those events?**

Only ticket sales.

- 34. We are a bar service that operates at a venue for weddings, fund raisers and corporate events. Are we eligible for the program?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

- 35. Is the purchase of an ADA porta-potty an eligible expense?**

Possibly, if the purchase is related to the public health emergency with respect to the Coronavirus Disease 2019 (COVID–19).

**36. Are ticket sales for a trade show eligible for the program?**

Possibly. However, please note the program is only available to venues which produce or present live music, other entertainment or large conventions or meetings.

**37. While we do not "own" a permanent venue, we produce events all over the State at various venues that we rent. Does that qualify for this grant?**

No, the program is only available to owners and operators of venues which produce or present live music, other entertainment or large conventions or meetings.

**38. Does "entertainment" include bowling alleys and arcades?**

No.

**39. Why does Section 4, Question 10 come pre-filled on the application as "No"?**

Please toggle the response to "yes" if you agree with the statement.

**40. I need to change the email on my application. Do I need to resubmit the application with the correct email?**

Yes. Please resubmit the application with corrected information.

**41. What will be considered sufficient documentation to support lost revenue in 2020?**

Examples may include relevant copies of financial records or a statement from an authorized corporate officer or financial service provider.

**42. Are festivals eligible?**

Possibly. However, the program is only available to venues which produce or present live music, other entertainment or large conventions or meetings.

**43. Are promotion or production companies eligible for the program?**

No. The program is only available to venues which produce or present live music, other entertainment or large conventions or meetings.

**44. Are unions that supply labor for productions eligible for the program?**

No. The program is only available to venues which produce or present live music, other entertainment or large conventions or meetings.

**45. Are 1099 and gig workers eligible for this grant program?**

No. The program is only available to venues which produce or present live music, other entertainment or large conventions or meetings.

- 46. Are venues owned by an entity whose operations and/or holdings include venues in other states, or whose “parent” company has operations and/or holdings including venues in other states, eligible for this program?**

Possibly. The program is only available to venues which produce or present live music, other entertainment or large conventions or meetings. Expenses and/or lost revenue for only Wisconsin venues are eligible under the program.

- 47. Is there any upper limit to how much one entity can benefit from this grant program, especially in the case of one entity holding ownership stake in multiple subsidiary entities or venues who each may be eligible to apply for this grant program?**

Applicants are limited to the lesser of \$500,000 or 25% of 2019 ticket or event sales.

- 48. How are eligible “2019 direct ticket sales or direct event charges” delineated? For example, a business operating in Wisconsin may have 2019 ticket sales for an event held outside of the State of Wisconsin; are those ticket sales to be included in “2019 direct ticket sales or direct event charges” for the purposes of this grant? Similarly, a business operating in Wisconsin may have procured revenue from “direct event charges” for an event held outside the State of Wisconsin; does that revenue count as for the purposes of the grant program?**

Only include direct ticket sales or event charges for events held in Wisconsin.

- 49. Do eligible expenses have to be paid by the end of the year or only incurred by the end of the year?**

All eligible expenses must be paid by the applicant no later than December 30, 2020.

- 50. As stated in the grant documentation, the list of eligible expenses is not meant to be exhaustive. Do the following types of expenses qualify: rent, utility costs, equipment lease payments, interest expenses, and building improvements or maintenance?**

Possibly, if the purchase is related to the public health emergency with respect to the Coronavirus Disease 2019 (COVID–19).

- 51. When we calculate the ticket revenue percentage, do we include just the ticket sales or also include other revenue from that event such as drink sales during the event?**

Only include ticket sales.

- 52. What if I could not pay my DOR taxes due to COVID?**

The Department will make no exception to the requirement that an applicant may not have any current tax delinquency with the Wisconsin Department of Revenue at the time of application.

**53. Private vs benefit of the public....To clarify, privately owned entities that offer tickets to the public are accepted applicants, correct?**

Correct, provided all other eligibility criteria is met. This provision ensures the venue is not operated for private benefit of a membership organization, club, etc.

**54. Please clarify. Is the amount of the award based on 25% of last year's ticket sales, or is it based on operating expenses not reimbursed?**

Grant awards are based on the lesser of \$500,000 or 25% of 2019 ticket or event sales.

**55. For the 2019 event: If we had some ticket sales starting in late 2018, does this count towards the 2019 event? Or does it only count for the specified calendar year?**

Only include ticket sales during 2019.

**56. Can you specify some examples of what you consider "other entertainment?"**

In addition to live music, other entertainment may include plays, comedy, and other forms of live entertainment. Please note "other entertainment" does not include adult or pornographic entertainment.

**57. For those organizations that operate on a Fiscal year (July - June). When looking at 2019 revenues are we reporting for our fiscal year or from calendar year?**

Calendar year.

**58. If our lost revenue far exceeds the \$500,000, is it necessary to include any of our expenses?**

No.

**59. Do ticket refund requests count as an expense?**

No. Paid ticket refunds should be considered lost revenue.

**60. How many applicants are you anticipating?**

Unknown.

**61. Are local governments, such as parks departments whose main focus is community events and entertainment, eligible for this grant?**

See Answer 3 above.

**62. If a venue was only open for part of 2019, can the total ticket sales for the year used to calculate that 25% limit be pro-rated to reflect the entire calendar year? Or is it limited to the total actual sales, regardless of how many months open?**

Use actual ticket sales for the portion of the year your venue was open.

**63. Could you please talk in a little bit more detail about how you are evaluating financial need?**

Please see Section 6.1 of the Grant Announcement.

**64. Our festival is selling camping as part of the event. Is camping lost event revenue as well or JUST ticket sales?**

Include only direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions and meetings.

**65. Sponsorship funds have been lost due to COVID and they are imperative to the presentation of live music. May that be included?**

Lost sponsorships are an eligible form of revenue loss.

**66. Supporting document is optional. If we don't include a report showing 2019 income, are we at a disadvantage? We'd like it to remain confidential.**

Include supporting documentation if doing so will support or clarify information in your application narrative. Please submit DOA-3027 Designation of Confidential and Proprietary Information to flag any confidential information. Please note such designation does not automatically mean the information will be deemed confidential.

**67. Will you let applicants know their materials have been received?**

Yes, upon request.

**68. I am looking for clarification on the term 'direct ticket sales or direct event charges'. I am hoping to better understand what might qualify as a direct sale/charge vs an indirect charge when I am classifying our revenue.**

Examples of indirect revenue may be beverage and food, parking or concession sales during a ticketed event.

**69. Does this grant only apply to brick and mortar venues?**

Yes.

**70. We are a gaming manufacturer that provides entertainment games to bars and restaurants. I am wondering if we could apply for this grant.**

No.

**71. We provide guided and unguided snowmobile, ATV, UTV, pontoon boat excursions. Would we be eligible for the entertainment grant?**

No.

**72. We are experiencing difficulty finding our DFI Entity ID number. Our convention center is a city department**

Municipal convention centers are not required to submit a DFI ID number.

**73. We host cabaret shows, live musical concerts & events, summer/fall concert series and private events. Since we are providing live music, video, and sound throughout our campus for these private and corporate events. Can we count this private event revenue in our application?**

Yes, provided the private and corporate events are offered to the community at large without limitation to specific memberships, clubs, etc.

**74. The program announcement implies but does not clearly state whether a business must operate a physical venue to be eligible to apply. My client is a married couple, who perform all over the state at a variety of venues, and also host ticketed concerts at their home. Is a home an eligible venue?**

No, a residential home used for performances is not an eligible venue.

**75. We also have incurred legal fees related to COVID 19 related policies and technical assistance implementing Work-Share. Would the legal fees be eligible for inclusion in our application?**

Yes, if related to the COVID-19 health emergency.

**76. Based on our understanding of your initial guidance, we are not including ongoing basic operational expenses - salaries, benefits and taxes; utilities; insurance; equipment leases; security and fire protection; garbage pick up; pest control; telephone and internet; etc. Is this correct?**

Correct, include only expenses related to the COVID-19 health emergency.

**77. We received a PPP Grant, a We're All In Small Business Grant and a County Small Business Pandemic Grant. Should I note the amount of these awards in my application?**

Yes, please note the awards under Financial Need. You must attest that the expenses and lost revenue requested for a Live Music and Entertainment Venue Grant does not include amounts received through other programs.

**78. I have attempted to submit twice and have not been successful in getting the application through. Suggestions?**

Please ensure you use the correct email address at [DOACOVIDEntertainmentVenueGrants@wisconsin.gov](mailto:DOACOVIDEntertainmentVenueGrants@wisconsin.gov). Additionally, please ensure file sizes are within limits of your email service provider to ensure delivery to the program email address.

**79. Is the subject line supposed to read something specific when submitting our application?**

Please reference APPLICATION: COVID-19 Live Music and Entertainment Venue Grant Application.

- 80. As far as it looks, expenses that may be listed include advertising for the cancelled event, payroll that supports the organization's mission of live music, and investments related directly to COVID mitigation. Are other costs like utilities, and site maintenance/upkeep also included in this? Since they are necessary to support our outdoor live music space?**

Include only expenses related to the COVID-19 health emergency.

- 81. I have a question regarding budget. We are working on plans to purchase COVID related equipment (hand sanitizing stations, masks, cleaning supplies for theater equipment construction of a ticket booth etc.) but we have not made those purchases yet. Can we submit them? How do we do that if we don't have a particular vendor yet?**

You may submit for such expenses provided purchases are incurred and supplies are used between March 1, 2020 and December 30, 2020.

- 82. We operate a Wisconsin entertainment venue that is a wholly owned subsidiary of a Minnesota nonprofit. Are we eligible?**

Possibly, if your nonprofit has an administrative presence in Wisconsin and registered with the Wisconsin Department of Financial Institutions.

- 83. Approximately 35% of our business is restaurant and the rest is banquets, large meetings and concerts. Would we be eligible to apply for this grant?**

Possibly. Please review program requirements including an eligible business must generate 33% or more of its revenue through direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions or meetings. Additionally, the business must operate at a permanent Wisconsin location.

- 84. Regarding the 33% of revenue through direct ticket sales/event charges, is the 33% from the past year or an average of the past three years? Do direct ticket sales include sales via Ticketmaster or similar?**

The 33% revenue requirement does not specify a date range but must be before 2020. The program does not specify or limit method(s) of ticket sales.

- 85. May a non-Wisconsin business apply for an eligible venue it owns in Wisconsin?**

Yes. However, an organized business must be registered with the Wisconsin Department of Financial Institutions. Additionally, a sole proprietor who resides outside of Wisconsin is not eligible to apply.

- 86. What if a single owner owns several different corporations that qualify for this grant? Can each corporation still apply?**

Apply under the tax identification number for each corporation that owns an eligible property. A corporation that owns multiple eligible properties may submit only one application for all eligible properties.

- 87. Do weddings count as large meeting/group events when musical production is provided for each wedding for live/programmed music for ceremonies/cocktail hour, MC production and full reception. We have a state of the art theater that does full lighting/sound and video wall production in place of the bride/groom hiring a DJ.**

No, small private events such as wedding receptions with music do not constitute a live entertainment performance or large convention or meeting.

- 88. Does an LLC registered in Wisconsin, being both registered and operating solely in the State of Wisconsin, with a single venue located in the State of Wisconsin, whose ownership (of said LLC) is not a resident of the State of Wisconsin, meet the requirement in 4.1.1? Does the second statement in section 4.1.1 further restrict the group of eligible applicants delineated in the first statement of 4.1.1 or does it specify an additional and distinct group of eligible applicants?**

Indeterminate. The question does not provide sufficient detail. The requestor is asked to more fully describe its ownership structure in the application.

- 89. Some establishments have participated in DWD (Department of Workforce Development) work share program: is the full salary of an employee eligible retroactively to March 1, 2020 allowing the establishment to return the funds on loan from DWD?**

No, debt service is not an eligible expense.

- 90. In the 4th quarter of 2019 we converted from a restaurant/music venue to primarily a music venue. For all of 2019, our ticket revenue percentage was 27%, In the 4th quarter of 2019, it was 40% and in the first quarter of 2020 was also 43%. Do we meet the 33% rule?**

Possibly, if the 33% requirement is met for a period prior to 2020.

- 91. It doesn't sound like it, but just to confirm--Does PPP Loan forgiveness hinder this grant at all?**

Debt service is not an eligible expense

- 92. What if our venue provides shows for free or donation? We rarely sell tickets and the shows are usually a 'loss' for the business, but gets folks to our shop and provides musicians a cozy place to play.**

The business must generate 33% or more of its revenue through direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions or meetings.

- 93. We have a Friday fish fry that does about 30% of our business and the remaining 70% is concerts, banquets, tradeshow, large trainings/meetings. Do we file for the 5000 WEDC grant as well?**

Please consult WEDC.

- 94. Could you better define "Convention type meetings or events"?**

A convention and meeting facility must have separately identified exhibition space, meeting rooms, pre-function space and other features for hosting large meetings.

- 95. We had \$1.2 million in ticket sales in 2019. Of that \$1 million is 3/1 - 12/30 2019? How much can we apply for?**

Grant amount shall not exceed \$500,000 or 25% of 2019 ticket or event sales, whichever is less.

- 96. Our company owns and operates 4 hotels in Wisconsin. Two of these hotels are full service operations that include meeting and event space. I need to know if our two hotels that have lost significant event revenue can also apply under this program.**

Each venue must generate 33% or more of its revenue through direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions or meetings. A convention and meeting facility must have separately identified exhibition space, meeting rooms, pre-function space and other features for hosting large meetings.

- 97. In 2019 we hosted live music, drag shows, and entertainment like shows. The ticket sales went to the artists and we made revenue off production charges and food and drink sales. What, if any of this, would we be able to claim for the grant?**

See Answer 96 above.

- 98. We have a convention center which does some traditional large "conventions and meetings" however the venue does a larger portion of business that is related to wedding receptions, fundraisers, birthday parties, funerals, etc. more so social types of events. Can we count this type of social event activities as "similar to" large conventions or meetings?**

See Answer 96 above.

- 99. Just opened in June and not able to cover costs to break even due to COVID-19 pandemic capacity restrictions. Am I eligible?**

No, your business must have been in operation since at least September 1, 2019.

- 100. Would a nightclub who charges cover charges for weekend entertainment be eligible?**

Indeterminate. The business must generate 33% or more of its revenue through direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions or meetings.

- 101. I am a single member LLC, so any income flows straight on to my personal income tax filing. Therefore I do not have a W-9; you state repeatedly not to include my personal social security number, and I do have an EIN # but I'm not sure what document to include to share this.**

Please provide your EIN on the Grant Application.

- 102. Our symphony presents live music but does not run a venue. I assume we are not eligible to apply.**

Correct, the program is only available to businesses which generate 33% or more of their revenue through direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions or meetings. The business must conduct operations at a permanent location it owns and operates within Wisconsin.

- 103. When is the application deadline?**

Thursday, October 29, 2020 at 2:00 p.m.