

Award Process

COVID-19 Live Music and Entertainment Venue Grant Program

Background

Governor Tony Evers has designated \$15,000,000 from the federal Coronavirus Aid, Relief and Economic Security (CARES) Act to assist live entertainment and large meeting venue operators whose facilities have been negatively affected by COVID-19. Administered through the Department of Administration (DOA), the COVID-19 Live Music and Entertainment Grant Program (Program) will provide grants of up to \$500,000 or 25% of 2019 ticket or event sales, whichever is less, to eligible organizations. For more information regarding the COVID-19 Live Music and Entertainment Venue Grant Program, please visit the following website: <https://doa.wi.gov/Pages/COVIDEntertainmentVenueGrant.aspx>.

The purpose of this document is to provide interested parties information on the award process for the Program as defined in the Grant Announcement, issued October 14, 2020. The Grant Announcement provided the following regarding the allocation of funds:

Section 3.5 Award Amounts. Grant amount shall not exceed \$500,000 or 25% of 2019 ticket or event sales, whichever is less. The State reserves the right to negotiate, limit or amend awards in accordance with objectives of the program and available funding.

Section 3.6 Method of Award. The State will compile the final scores for each application (see section 3.3). The State intends to award multiple grant agreements. Awards will be based upon the highest scoring responsive and responsible application(s).

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- 1. Eligibility.** Section 4 of the Grant Announcement provides the eligibility criteria for the program. The Program received 213 proposals prior to the application deadline of 2:00PM CST, Thursday, October 29, 2020, each of which were reviewed for compliance with the Grant Announcement. One hundred seventeen (117) proposals were disqualified due to applicant ineligibility. Proposals were ineligible due to one or more of the following criteria:
 - Incorrect Grant Program application was submitted
 - Responded “No” to one or more attestation criteria of Section 4 of the Grant Application
 - Found to be ineligible per Section 4.1 of the Grant Announcement or Program Q&A
 - Applicant did not meet ownership structure eligibility criteria per the Section 4.1.1 of the Grant Announcement and Program Q&A
 - Applicant’s status with the Department of Financial Institutions (DFI) did not meet eligibility criteria of Section 4.1.2 of the Program Announcement
 - Applicant was primarily a bar or restaurant and/or did not demonstrate that 33% of income was generated through ticket sales per Sections 4.1.5 and 4.2 of the Grant Announcement
- 2. Scoring.** Section 3.2 of the Grant Announcement provides the scoring method, and Sections 3.3 and 5 of the Grant Announcement provide the evaluation criteria. All applications were divided among six evaluators for assessment of the evaluation criteria on a Pass/Fail system. The

Program completed additional review for applications that did not pass the initial evaluator review to verify eligibility.

3. **Applicant Scores, Budget Adjustment and Award.** Section 3.5 of the Grant Announcement provides guidance on award amounts for the Program. The total allowable grant request (\$19,306,671.10) among eligible applicants exceeded available Program funding (\$15,000,000.00).
 - The Program adjusted eligible 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 ticket or event sales.
 - Additionally, the Program adjusted request amounts if an applicant had received a grant from the COVID-19 Cultural Organization Grant Program, so that an applicant would not receive more than \$500,000 combined from both Grant Programs.
 - Additionally, all eligible proposals were prorated by 79.06% to bring the total award amount within available Program funding of \$15,000,000.