



Wisconsin
**DESTINATION
MARKETING**
Grant Program

GRANT ANNOUNCEMENT Destination Marketing Organizations Grant Program

Issued: August 25, 2021

Applications Due:
2:00PM CDT, September 29, 2021



**Grant Announcement
Destination Marketing Organizations Grant Program**

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ATTACHMENTS	
	GRANT APPLICATION (on-line)
APPENDIX A	IRS Form W-9 (required)
APPENDIX B	DOA-3027 Designation of Confidential and Proprietary Information (optional)

1.0 GENERAL INFORMATION

1.1 Introduction

The purpose of this document is to provide tourism-promotion and tourism-development organizations assisting with restoring economic activity in Wisconsin following the COVID-19 pandemic with information to prepare and submit a grant application. The State as represented by the Department of Administration (DOA), Division of Enterprise Operations (DEO) intends to use the results of this Grant Announcement to establish one or more grant agreements. DOA intends to award up to \$15 million in grants through this Announcement. Funding for this assistance is provided to Wisconsin by the federal American Rescue Plan Act of 2021.

1.2 Granting Agency

This Grant Announcement is issued by DOA/DEO which is the sole point of contact for the State of Wisconsin during the selection process.

Email: DestinationMarketingOrgs@wisconsin.gov

The agreement(s) resulting from this Grant Announcement will be administered by the Wisconsin Department of Administration.

1.3 Definitions

Applicant	The legal entity that will enter into a Grant Agreement with the Department in the event of an award.
Department	Department of Administration
State	State of Wisconsin
Tourism-Promotion and Tourism-Development	The marketing and promotion of communities, geographic regions and facilities to leisure and business travelers through a range of activities, such as advertising media buys, creation and distribution of printed or electronic promotional tourist materials, transient tourist informational services, or efforts to recruit conventions or sporting events.

1.4 Clarifications and/or Revisions to the Grant Announcement

If an applicant discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this Grant Announcement, the applicant should notify the department of such error at DestinationMarketingOrgs@wisconsin.gov and request modification or clarification of the Grant Announcement. If it becomes necessary to provide additional clarifying data or information, or to revise any part of this Grant Announcement, revisions/amendments and/or supplements will be posted to the Program website.

DOA may accept questions during a scheduled webinar presentation or by email to: DestinationMarketingOrgs@wisconsin.gov.

Questions posed to the program will be published in a question and answer document on the Program website only after DOA has had the opportunity to formulate response(s). All applicants are encouraged to check the Program website on a regular basis for posted questions and answers. Questions are due by September 15, 2021.

Each application shall stipulate that it is predicated upon the requirements, terms and

conditions of this Grant Announcement and any supplements or revisions thereof.

1.5 Reasonable Accommodations

The Department will provide reasonable accommodations, including the provision of informational material in an alternate format, for qualified individuals with disabilities upon request. Any applicant in need of reasonable accommodations should contact the program via email at DestinationMarketingOrgs@wisconsin.gov.

1.6 Calendar of Events

Listed below are specific and estimated dates/times of actions related to this Grant Announcement. The actions with specific dates must be completed as indicated unless otherwise changed by the State. If the State finds it necessary to change any of these dates and/or times, it will do so by issuing an amendment(s) to this Grant Announcement. There may or may not be formal notification issued for changes to target dates and times.

EVENT	DUE DATE
Eligible Expense Incurred Period	March 3, 2021 through December 31, 2022
Grant Announcement Issue Date	August 25, 2021
Application Open	August 25, 2021
Webinar	September 9, 2021 (tentative)
Questions Due	September 15, 2021 at 2:00 PM CDT
Applications Due	September 29, 2021 at 2:00 PM CDT
Notification of Award Issue Date	October 2021 (estimate)
Grant Agreement Execution	October 2021 (estimate)
Final Report	See section 1.8

1.7 Grant Agreement Term

The Grant Agreement shall be effective on the execution date and shall be in force until all eligible activities are completed and all required documents are submitted to DOA. Expenses must be incurred between March 3, 2021 and December 31, 2022.

1.8 Final Report

Grantees shall submit a final report to the Department summarizing the use of funds and describing the impact on the grantee. The Department shall supply a final report document for completion by grantees and prescribe the date upon which the final report will be due.

2.0 PREPARING AND SUBMITTING AN APPLICATION

2.1 General Instructions

The evaluation and selection of a grantee(s) and the grant agreement will be based on the information submitted in the grantee's application. Failure to respond to each of the requirements in the Grant Announcement may be the basis for rejecting an application. Elaborate applications (e.g. expensive artwork), beyond that sufficient to present a complete and effective application are not necessary or desired.

2.2 Incurring Costs

The State of Wisconsin is not liable for any cost incurred by applicants in replying to this Grant Announcement.

2.3 Submitting the Application

Applicants must submit one (1) electronic copy of all materials no later than **September 29, 2021 at 2:00 PM CDT** through the on-line application located on the Department's website at <https://doa.wi.gov/Pages/DestinationMarketingOrganizationsGrantProgram.aspx>

Applicants may opt to receive confirmation that the application has been submitted via the application instructions. The program will not provide confirmation of completeness of applications. Applicants are responsible to ensure the application is completed in its entirety before submitting the application.

DOA **will not** accept applications by email, mail, hand delivery or facsimile machine (fax).

2.4 Application Organization and Format

All applications shall adhere to the form, format and organization of the application. The application contains the following sections. All sections are required. Any alteration of the forms or attachments is prohibited and may result in disqualification of the application.

Section 1	Applicant Information
Section 2	Narrative
Section 3	Budget
Section 4	Attestations and Required Signature
Attachments	IRS W-9 (required) and DOA-3027 (optional)

2.5 Multiple Applications

Multiple applications from an applicant are not allowed.

2.6 Oral Presentations

Applicants may be required to participate in interviews to support and clarify their applications, if requested by the State. The State will make every reasonable attempt to schedule each presentation at a time that is agreeable to the applicant. Failure of an applicant to interview on the date scheduled may result in rejection of the applicant's application.

2.7 Withdrawal of Applications

Applications shall be irrevocable until grant agreement award unless the application is withdrawn. Applicants may withdraw an application at any time by submitting a request via email from an authorized representative of the applicant to the program email DestinationMarketingOrgs@wisconsin.gov. If a previously submitted application is withdrawn prior to the application submission due date and time, the applicant may submit another application on or before the Grant Application submission due date and time.

3.0 APPLICATION SELECTION AND AWARD PROCESS

3.1 Preliminary Evaluation

Applications will be reviewed initially to determine if Eligibility Requirements (Section 4.0) are met. Failure to meet Eligibility Requirements will result in rejection of the application. The State reserves the right to evaluate and select application(s) which most closely meet the requirements specified in this Grant Application as allowed by law.

3.2 Application Review

Program staff will review all accepted applications against the criteria stated in Section 3.3.

3.3 Review Criteria

Applicants will be required to submit an application detailing how the organization intends to use the funds. Applications will be reviewed for completeness, applicant eligibility and responses to application questions.

Applications will be reviewed for responsiveness to the following criteria:

1. The organization's mission as it relates to tourism promotion and tourism development
2. The organization's administrative presence in Wisconsin, area of operations, community(ies) served, and impact on the community(ies) served
3. The organization's experience with destination marketing, promotion and advertising aimed at attracting regional, national and/or international, visitors for meetings, conventions, trade shows or sports events and the impact the pandemic had on the DMO.

3.4 Right to Reject Applications and Negotiate Grant Agreement Terms

The State reserves the right to reject any and all applications. The State reserves the right to negotiate the terms of the grant agreement(s) that result from this Grant Application, including the award amount, with the selected applicant prior to entering into a grant agreement.

3.5 Award Amounts

Grant amount shall not exceed \$500,000 or 25% of the organization's fiscal year 2019 operating expenses, whichever is less. An additional \$500,000 may be awarded to organizations that suffered a significant loss of bookings for meetings, conventions and sporting events drawing regional, national and international visitors in 2020 and 2021. The State reserves the right to negotiate, limit or amend awards in accordance with objectives of the program and available funding in accordance with objectives of the program and available funding.

3.6 Method of Award

The State will determine final awards for each application (see section 3.3). The State intends to award multiple grant agreements.

3.7 Notification of Award

All applicants who respond to this Grant Announcement will be notified in writing of the State's award of one or more grant agreements that result from this Grant Application.

After a Notice of Award is made, copies of the accepted applications, excluding materials deemed to be confidential and proprietary information on Appendix B: Designation of Confidential and Proprietary Information (DOA-3027), may be made available for public inspection in accordance with applicable Wisconsin law.

4.0 ELIGIBILITY REQUIREMENTS

DOA provides guidelines for eligibility below. DOA shall interpret eligibility criteria to align with program objectives and American Rescue Plan Act requirements. Eligibility determinations by DOA are final.

4.1 Eligible Applicant

Eligible organizations shall meet the following requirements:

1. 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 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, and
2. provide tourism promotion and tourism development services for geographic-based (community/county/regional/statewide) traveler destinations, and
3. If required, must be registered with the Wisconsin Department of Financial Institutions and have one of the following statuses as of the Grant Announcement closing date: “restored to good standing”, “incorporated/qualified/registered”, “organized”, or “registered”, and
4. conduct operations in Wisconsin and have an administrative presence in Wisconsin

4.2 Ineligible Applicants

1. For-profit organizations
2. Individuals
3. Nonprofit independent arts organizations
4. Exclusively event-based organizations
5. Political organizations subject to tax under IRC section 527 such as political parties, campaign committees for candidates for federal, state or local office, and political action committees
6. Organizations which are not explicitly defined as eligible in section 4.1 as determined by the Department.

5.0 APPLICANT INFORMATION

Complete Section 1: Applicant Information

The purpose of this section is to provide the State with organization and contact information for the applicant.

6.0 NARRATIVE

Complete Section 2: Narrative

The purpose of this section is to provide the State with a basis for determining an applicant’s tourism promotion and development capabilities and impact. Be specific when responding to the questions below. Applicants shall provide a thorough and concise response detailing how the organization

intends to use the funds, providing no more than 1,750 characters (approximately 300 words) for each response.

Applicants shall provide narrative responses detailing the following:

1. Explain the organization's mission as it relates to tourism promotion and tourism development
2. Describe the organization's administrative presence in Wisconsin, area of operations, community(ies) served, and impact on the community(ies) served
3. Describe the organization's experience with destination marketing, promotion and advertising aimed at attracting additional visitors, meetings, conventions, trade shows or sports events to regional, national and international markets.
4. List the meetings, conventions trade shows or sporting events which had been secured by the DMO drawing regional, national or international visitors in 2020 and 2021 which did not take place due to the pandemic. Describe the economic impact of each lost event (ie. Lost number of room bookings, anticipated number of visitors and anticipated consumer spending).

7.0 BUDGET

Complete Section 3: Budget.

7.1 Eligible Use of Funds

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

Funds may be used for the following activities (not exhaustive):

- Destination marketing, promotion and advertising activities aimed at attracting additional visitors
- Efforts to attract meetings, conventions, trade shows, or sports events (including salaries for non-governmental DMO's)
- Workforce development programs aimed at addressing the shortage of workers in the hospitality or tourism industry
- Training programs providing additional skills and tools to hospitality and tourism related businesses and workers
- Marketing safe travel ideas to potential visitors; showcasing activities and attractions taking the [Wisconsin Travel Pledge](#); promotion of outdoor activities; campaigns and messaging around masks, social distancing and sanitization; and other COVID-19 response safety messaging.

All grant-funded eligible activities must be completed by December 31, 2022.

7.2 Ineligible Uses

Ineligible uses include, but are not limited to, fees incurred submitting an application, taxes (except sales taxes on eligible expenses), and other uses ineligible under the American Rescue Plan Act of 2021.

Funds may not be requested for expenditures reimbursed or planned to be reimbursed from any other program, including Joint Effort Marketing (JEM) and Tourist Information Center (TIC) grants.

8.0 ATTESTATIONS AND REQUIRED SIGNATURES

Complete Section 4. Attestations and Required Signature.

In accordance with applicable provisions of the Federal American Rescue Plan Act of 2021 and Destination Marketing Organization Grant Announcement provisions, eligible applicants must certify compliance with all statements in the attestation.

9.0 SPECIAL GRANT AGREEMENT TERMS AND CONDITIONS

9.1 Recordkeeping

The organization has and will maintain for at least five years records sufficient to demonstrate that the expenses were compliant with applicable American Rescue Plan Act of 2021 provisions.

9.2 Order of Precedence

In the event of grant agreement award(s), the contents of the Grant Announcement (including all attachments), Grant Announcement addenda and revisions, and the application of the successful applicant(s), and additional terms agreed to in writing by DOA and the applicant(s) shall become part of the grant agreement. Failure of the successful applicant(s) to accept these as a contractual agreement may result in a cancellation of award. The following priority for grant agreement documents will be used if there are conflicts or disputes:

1. American Rescue Plan Act provisions
2. Applicable State of Wisconsin statutes and regulations.
3. The terms of the resulting grant agreement.
4. The terms of the applicant's response as accepted by the State.
5. The terms of the Grant Application as amended.

9.3 Grant Agreement

A grant agreement between the grantee and DOA will cover the period of performance, payment requirements, document requirements, reporting requirements, and budget. Grant agreements cover a pre-determined period after the date DOA signs the contract. Applicants must agree to abide by applicable state and federal rules and regulations.

9.4 Public Disclosure

Copies of the application materials, excluding materials deemed to be confidential and proprietary information on Appendix B: Designation of Confidential and Proprietary Information (DOA-3027), will be made available for public inspection in accordance with applicable Wisconsin law.

9.5 Compliance with the Federal American Rescue Plan Act

The organization is solely responsible for demonstrating that payments it receives under the Program meet the eligibility requirements set forth under this document, state law, federal law, and federal guidance. The organization will hold the Department of Administration and the State harmless for any audit disallowance related to the eligibility of costs or revenues, irrespective of whether the audit is ordered by federal or state agencies or by the courts and will be solely responsible for repaying the ineligible amounts (plus any assessed interest, costs, or fees) to the State or the federal government.

9.6 Miscellaneous

The State of Wisconsin reserves the right to audit any grantee. The organization will cooperate and provide any relevant information or records requested by the Department of Administration, any of its authorized representatives, the State of Wisconsin Legislative Audit Bureau or the Department of the Treasury Office of Inspector General at any time relating to the expenses.

9.7 American Rescue Plan Act Funding

The Program utilizes federal funds provided under the American Rescue Plan Act of 2021. The Department of Administration provides the following information regarding the source of funds:

Federal Award Identification Number: N/A

Federal Award Date: N/A

CFDA #: 21.027 Coronavirus State and Local Fiscal Recovery Funds

Federal Awarding Agency: Department of the Treasury

Total Amount of the Federal Award: \$2,533,160,626.50

Amount of Federal Funds Obligated by this Award: Refer to Allocation Amount

Total Amount of Federal Funds Obligated: Refer to Allocation Amount

Research & Development: No

Indirect Cost Rate: 1.70%

9.8 Indemnity

By providing funds to the organization, the State assumes no liability for any acts or omissions of the organization or any of its officers, employees, contractors, or agents which are in any way related to the costs for which the organization seeks funding. The organization will indemnify and hold harmless the Department of Administration and the State and all of its officers, agents and employees from all suits, actions or claims of any character brought for or on account of any injuries or damages received by any persons or property resulting from the operations of the organization, or of any of its contractors, in performing the activities for which the organization seeks funding.

9.9 Nondiscrimination

A grant agreement entered into between the grantee and DOA per section 9.3 will include the following non-discrimination clause:

In connection with the performance of work under this Agreement, Grantee agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in s. 51.01 (5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or

recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Grantee further agrees to take affirmative action to ensure equal employment opportunities. Grantee agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause.

Pursuant to 2019 Wisconsin Executive Order 1, the institution will hire only on the basis of merit and will not (and did not) discriminate against any persons performing any work for which funding is sought on account of their military or veteran status, gender identity or expression, marital or familial status, genetic information or political affiliation.

9.10 Subawards

Subawards, transfer of funds to another organization (except as payment of eligible services or goods) or use of funds for grantmaking is not permissible.