

Destination Marketing Organization Grant Program



Wisconsin
**DESTINATION
MARKETING**
Grant Program

APPLICATION INSTRUCTIONS

Program Webpage:

doa.wi.gov/Pages/DestinationMarketingOrganizationsGrantProgram.aspx

The Department of Administration is using DocuSign to collect applications for the Destination Marketing Grant Program.

What is DocuSign?

DocuSign is a web-hosted electronic document transmittal and secure signature service. Accessing DocuSign documents requires internet access and a web browser. The DocuSign website is mobile-device friendly. You do not need a DocuSign account to access or complete the Grant Application. Use of DocuSign significantly reduces the amount of time needed by the program to process and evaluate applications.

Please review the [Program Grant Announcement](#) prior to beginning the application process.

APPLICATION CHECKLIST AND DOCUMENT LINKS

	Document	Note	Due Date
<input type="checkbox"/>	Application Form	Required. Available here.	September 29, 2021, at 2:00 PM Central Time
<input type="checkbox"/>	IRS Form W-9	Required. Available here.	September 29, 2021, at 2:00 PM Central Time
<input type="checkbox"/>	DOA-3027	Optional. Available here.	September 29, 2021, at 2:00 PM Central Time

Please note: Both a Grant Application and IRS Form W-9 are required. Applications will not be considered complete without the submission of both completed documents.

Convenience Copy of Grant Application

A link to a convenience copy of the application is [available here](#). The program has provided a link to a convenience copy of application for reference prior to submitting the application via DocuSign. The convenience copy is for internal organization review only and will not be accepted by the program as an official application.

Please continue reading this document for instructions on how to submit your official application.

DocuSign Submission Instructions for all Documents:

To Begin Each Document:

Open the link for the document you would like to complete in the table above.

The first page you will be directed to is the “PowerForm Signer Information.” The person entering the information on the application should be an authorized representative of the organization.

1. Enter the first and last name of your organization’s authorized representative in the “Your Name” field, and the authorized representative’s email in the “Your Email” field. This will be the person signing and submitting the document.
2. Do NOT change anything in the Grant Administration fields.
3. If you would like to receive confirmation of your submission, re-enter the first and last name of your organization’s authorized representative in the “Name” field, and the authorized representative’s email in the “Email” field under the “Email a Copy” Field. Receiving a copy serves as confirmation of receipt by the program. There are three fields if you would like to add additional recipients for the confirmation.
4. Click “Begin Signing” when you are done entering information.

A diagram of these instructions is shown on the next page.

Submission Instructions for all Documents (Continued):

The screenshot below shows steps 1-4 visually.

The screenshot shows a web form titled "PowerForm Signer Information". At the top right, there is a yellow button labeled "BEGIN SIGNING" and a "HELP" icon. The form contains the following sections and fields:

- PowerForm Signer Information**
 - Please complete the application document by the grant submission deadline September 29, 2021 at 2 PM Central Time. More information is available on the program website: <https://doa.wi.gov/Pages/destinationmarketingorgs@wisconsin.gov>
 - Please enter your name and email to begin the signing process.
- Grant Applicant (Organization Authorized Representative)**
 - Your Name: *** (Full Name)
 - Your Email: *** (Email Address)
- Please provide information for any other signers needed for this document.
- DOA Grant Administration (Do not change this field!)**
 - Name:** (Destination Marketing Orgs)
 - Email:** (destinationmarketingorgs@wisconsin.gov)
- Email a Copy of Finalized Application (Recipient 1)**
 - Name:** (Full Name)
 - Email:** (Email Address)
- Email a Copy of Finalized Application (Recipient 2)**
 - Name:** (Full Name)
 - Email:** (Email Address)
- Email a Copy of Finalized Application (Recipient 3)**
 - Name:** (Full Name)
 - Email:** (Email Address)

At the bottom of the form is a yellow button labeled "BEGIN SIGNING".

Callout boxes provide the following instructions:

- Enter the first and last name of your organization's authorized representative in the "Your Name" field, and the authorized representative's email in the "Your Email" field. This will be the person signing and submitting the document.
- Do NOT change anything in the Grant Administration fields.
- If you would like to receive confirmation of your submission, re-enter the first and last name of your organization's authorized representative in the "Name" field, and the authorized representative's email in the "Email" field under the "Email a Copy" Field. Receiving a copy serves as confirmation of receipt by the program. There are three fields if you would like to add additional recipients for the confirmation.
- Click "Begin Signing" when you are done entering information.

Submission Instructions for all Documents (Continued):

Filling Out Each Document:

The next page will be “Please review & act on These Documents.”

1. Agree to DocuSign disclosures, if prompted.
2. Strongly Recommended: Click “Finish Later” button. Clicking “Finish Later” creates a link to your documents that can be re-visited at any time prior to clicking “Finish” on the document. An email with the link will be sent to the authorized representative’s email you provided in the previous step. Click “Review Documents” from that email link to continue the signing process.
3. Click through to “Continue” to fill out the application.
4. Please fill out all fields as applicable to your organization.

The screenshot below shows the “Please review & act on These Documents” page.

Please Review & Act on These Documents

Destination Marketing Org Grants
Department of Administration

Powered by DocuSign

Please read the [Electronic Record and Signature Disclosure](#).
 I agree to use electronic records and signatures.

CONTINUE FINISH LATER OTHER ACTIONS ▾

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

Wisconsin
DESTINATION MARKETING
Grant Program

Use the Finish Later option to continue signing this document at a later time. [Learn more...](#)

GOT IT

The Destination Marketing Organizations Grant Program is administered by the Wisconsin Department of Administration (DOA) and supported by up to \$15 million in American Rescue Plan Act of 2021 (ARPA) federal funding. The Program provides grants to eligible destination marketing organizations (DMO's) and tourism entities for tourism promotion and tourism development services for geographic based (community/county/regional/statewide) traveler destinations.

Additional details, including the Grant Announcement, a link to this Application, and Application Instructions are available on the program website: <https://doa.wi.gov/Pages/DestinationMarketingOrganizationsGrantProgram.aspx>. Applicants must submit one (1) electronic copy of all required materials no later than September 29, 2021 at 2:00 PM Central Time via the electronic application portal. Please reach out to DestinationMarketingOrgs@wisconsin.gov with any questions regarding this form.

SECTION 1. APPLICANT INFORMATION

Organization Legal Name:

Doing Business As (Optional):

Organization Street Address:

To Submit each document:

Click “Finish” when you have reviewed and completed all required fields on the application. This step will send the completed application to the Grant Administrator and to any additional emails you provided as an “Email Copy Recipient”. Your application will not be submitted to the program until you click “Finish”.

The page will automatically re-direct to the Department of Administration Homepage when you click “Finish”. Please select another document link from the table on page 1 of these instructions to proceed with the application.

Individual Form Submission Instructions and Tips

Application Form (Required):

Section 1: Applicant Information

Fill out all of the required fields (outlined in red) and any additional optional fields, as applicable. We have highlighted some required fields that may require additional attention here:

- Your Organization's **DFI** (Department of Financial Institutions) **Entity ID** is available to search at the following link: <https://www.wdfi.org/apps/CorpSearch/Search.aspx> Per Section 4.1.2 of the Program Grant Agreement, Applicants, *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". This field is required.*
 - If your organization is not required to register with the Department of Financial Institutions, please write **"Not Applicable"** in this field to proceed.
 - Please reach out to the [Department of Financial Institutions](#) with any questions regarding your organization's status.
- **EIN** or **"Employee Identification Number"**. This is the number under which you file your organization's taxes. Please have this number match your W-9. **This field is required.**
- **Remit information:** Please have your organization's remit address match your W-9. If it does not match a prepared W-9, you will have the opportunity to fill out a new W-9 via the W-9 submission process. **These fields are required.**
- **Please list the Wisconsin counties in which this organization operates:** List all of the Wisconsin counties in your organization's operating area. **This field is required.**

Section 2: Narrative:

Please be concise in your responses to the narrative section. There is a 1,750-character count (approximately 300 words) on each of these fields. Be sure to answer the questions fully

Section 3: Budget

In the **Expense Description** field of the Budget, identify eligible expenses for which grant funding is requested. Similar expenses may be grouped. For example, salary and fringe for multiple staff performing similar duties may be combined on a single line. This is meant to be a high-level review of your program's grant budget.

In all **Budget** fields, the Program will accept anticipated dates, anticipated vendors/sources and anticipated amounts for expenses that have not yet been incurred but will be incurred prior to the end of the eligible period.

Please contact the program at DestinationMarketingOrgs@wisconsin.gov if you require additional budget pages.

Section 3: Budget (continued)

- If you receive an error in the budget section when trying to submit your application, please make sure that you have only entered numbers and/or decimals in the “Anticipated Expense Amount” field(s). Additional characters such as “\$” “%” or extra spaces before or after the number may result in an error.

Section 3.2 Budget Summary:

- Please enter your organization’s 2019 Fiscal Year Operating Expenses.
- The remaining fields in this section are auto-populated based on your entries in Section 3.1. If there are errors, please check your work in the budgets above.

Section 4. Attestations and Required Signature

Applicants must certify compliance with all of the statements in the attestation section. Please consult your organization’s legal counsel if you have any questions regarding the attestation statements.

Applicant Authorized Representative:

If more than one authorized representative is required to sign the application, please contact the program at DestinationMarketingOrgs@wisconsin.gov to add an additional authorization page.

W-9 Form (Required):

Follow the instructions on pages 1 and 2 of these instructions to add an Authorized Representative and any "Email a Copy" Recipient(s) to the Document and begin signing.

There are two options for submitting your W-9 form via DocuSign:

- Attach an existing W-9 to the document by selecting the paperclip icon and uploading your W-9. Click "Finish" to submit.

OR

- Complete the W-9 Form with all required information, sign and date, and then click "Finish" to submit.

Please be sure that the EIN and Remit information on the W-9 match the information you provided on the Application Form for either submission option.

s below.

FINISH FINISH LA

DocuSign Envelope ID: 39C06634-0437-4B95-9FD2-5DB2D380F0CD Attach a prepared W-9 document here

START

Click here to upload an existing W-9 Form, then click "finish".

If you do not have an existing W-9, fill out the W-9 fields, sign, date, and click "finish".

Please note:
If filling out a new W-9, you must fill out all fields applicable to your organization in Section 3 & 4, even if they are not highlighted in red.

Form W-9
Request for Taxpayer Identification Number and Certification

Form (Rev. November 2017)
Department of the Treasury
Internal Revenue Service

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC

C Corporation

S Corporation

Partnership

Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶

Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) ▶

Exemption from FATCA reporting code (if any) ▶

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

6 City, state, and ZIP code

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number

or

Form DOA 3027: Designation of Confidential and Proprietary Information (Optional):

Review the information below, and, if applicable, complete and submit the DOA-3027 via the link provided on page 1 of this document.

DOA-3027 is optional, do not submit this document if the following does not apply to information submitted in your application.

Applicants should submit this form if their application materials contain proprietary and confidential information which qualifies as a trade secret, as provided in s. 19.36(5) Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law.

Other information cannot be kept confidential unless is a trade secret. Trade Secret is defined in s. 134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

To completed DOA-3027, follow the instructions on pages 1 and 2 of these instructions to add an Authorized Representative and Email Copy Recipient to the Document and begin signing.

- Please designate the section (application or w-9), page(s) of the application documents, and topics that you are requesting not be released on the DOA-3027 form.
- Click "Finish" to submit.

Additional Helpful Links for DocuSign Troubleshooting:

Please be sure that your internet browser is up to date if you have any technical issues. DocuSign supports the most commonly used internet browsers. <https://support.docusign.com/guides/signer-guide-signing-system-requirements>

Additional DocuSign Help links are listed below:

Common Signing Issues: <https://docusigncommunity.force.com/en/articles/Common-signing-issues>

Adopting a signature: <https://support.docusign.com/en/guides/signer-guide-signing-adopt-new>

DocuSign Support Center: <https://docusigncommunity.force.com/en/home>

General DocuSign Walkthrough: <https://support.docusign.com/en/videos/New-Signing-Experience>