

# Destination Marketing Organizations Grant Program



Wisconsin  
**DESTINATION  
MARKETING**  
Grant Program

## APPLICATION

Program Webpage:

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

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](mailto:DestinationMarketingOrgs@wisconsin.gov) with any questions regarding this form.

## SECTION 1. APPLICANT INFORMATION

Organization Legal Name: Fennimore Chamber of Commerce Inc.

Doing Business As (Optional): Fennimore Area Chamber of Commerce

Organization Street Address: 850 Lincoln Avenue

Organization City: Fennimore

Organization State: WI Organization Zip code: 53809

Contact Person: Jessica Helms Title: Community Development Manager

Phone: 608-822-3599 Email: promo@fennimore.com

Organization Website, if any (URL): www.fennimore.com

DFI Entity ID: 6F03841 EIN: 39-6158227

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**SECTION 1. APPLICANT INFORMATION** *(continued)*

Remit Contact Person (If different from contact person above): \_\_\_\_\_

Remit Organization Street Address: 850 Lincoln Avenue  
\_\_\_\_\_

Remit City: Fennimore  
\_\_\_\_\_

Remit State: WI  
\_\_\_\_\_

Remit Zip code: 53809  
\_\_\_\_\_

Please list the Wisconsin counties in which the organization operates:

Grant  
\_\_\_\_\_

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**SECTION 2. NARRATIVE**

The purpose of this section is to provide the State with a basis for determining an applicant’s eligibility for funding. Please be specific when answering the following question. Applicants shall concisely provide the types of tourism promotion and tourism development services which they provide as well as the area(s) in Wisconsin their efforts benefit. Additionally DMO’s who lost meetings and conventions, trade shows and sporting events to the pandemic will provide details about events and revenue lost. Applicants shall provide no more than 1750 characters (approximately 300 words) for each response.

**Destination Marketing Narrative**

**2.1.1 Tourism and Tourism Promotion Services.** Describe the degree to which tourism and tourism promotion services are a component of the organization’s mission or goals and how the organization will use the grant funds to address needs exacerbated by COVID-19:. (1750 characters maximum, approx. 300 words)

Our mission is to support businesses while marketing and growing the community as a great place to live, work, and play. Tourism is a major component to fulfilling this mission. The support provided is vital to our businesses and allows us to showcase our community as a viable destination for individuals to stay for a weekend or a lifetime. Our vision is to be a fan of Fennimore by partnering with the city, businesses, and organizations to provide a positive environment while inspiring growth. Developing partnerships unites us as a community and encouraging tourism is how we are going to achieve growth. The funds requested in this grant will be utilized to support two separate initiatives that promote tourism and encourage collaboration. The first initiative is a holiday light display. We will collaborate with a Chamber business, Pagel Services, to feature a light display in one or more of our community parks. We will encourage businesses and organizations to contribute to the display throughout the community by decorating their storefronts, adopting and decorating a tree or display in the parks, and hosting fundraisers and holiday events. We envision this display to take place from November 27 through December 31. The second initiative is to reinvent our community festival. Our goal is to create an event that inspires tourism and showcases our community. We will collaborate with local organizations to host a tournament to draw teams from outside our community, coupled with an ATV/UTV scavenger hunt ride that would target a different demographic, offer food from local vendors, and live music event. We believe the different audiences and the draw of live music will create an event that would draw others to our community.

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**2.1.2 Area(s) for which Services are Provided.** Describe the geographic area(s) in Wisconsin for which the organization is responsible for promoting tourism or tourism development and how the organization markets the destination to regional, national or international visitors. (1750 characters maximum, approx. 300 words)

Fennimore is located in Grant County. While the primary responsibility of the Fennimore Area Chamber of Commerce is to promote tourism in our community, we understand and appreciate the need to promote our region as a destination. As the Community Development Manager, I am a member of the Grant County Tourism Council, attend meetings hosted by the Grant County Economic Development Corporation, and the Southwest Wisconsin Chamber Alliance. Through all of these organizations, our goal is to collaborate with our colleagues in Southwest Wisconsin to encourage tourism and growth. Our typical marketing strategy has been a combination of radio and print advertising campaigns throughout our region, extending into the tri-state area. At the Chamber, our goal for the last six months and moving forward is to combine a more advanced digital strategy through the use of search engine marketing, social media marketing, and video production to target a broader audience with cost effective solutions. For example, we produced a video featuring fly fishing and used Facebook advertising to target users who expressed an interest in fly fishing that live in Illinois, Iowa, Minnesota, and Wisconsin. This video ad campaign has been seen over 32,000 times by more than 20,000 users at a total cost to date of \$62.90. By creating campaigns similar to this one, we are able to target specific interests, reach people who are interested in the content, measure our goals, all at an affordable cost. We believe this targeted strategy is going to grow tourism in our community and our region.

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**2.1.3 Meetings, Conventions and Sports Promotion.** 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 attendees and anticipated consumer spending events would have provided). *(1750 characters maximum, approx. 300 words, please indicate N/A if does not apply)*

The COVID pandemic has created challenges for all of us and the Fennimore Area Chamber of Commerce has been no exception. Although we did not have any national events scheduled, our events from March 2020 through the end of the year were either cancelled or delivered in an alternative format. 2021 has been complicated, as well, to determine whether events should take place in person, virtually, or not at all. Our annual community festival, FunFest, was cancelled for both 2020 and 2021, which has been a huge tourism opportunity for us in the past. Our annual Chicken BBQ was downsized and converted to drive-up only in 2020. Our Citywide Garage Sale was cancelled in 2020 and was not as successful in 2021 due to the confusion of whether an event was safe yet in 2021. Similarly, our Back to School event was cancelled in 2020 and was less successful than pre-COVID years. In addition, many of our local organizations had to cancel events that create tourism like the annual Fisher's Breakfast, golf outings, large holiday celebrations like Easter and Mother's Day, and the list goes on. COVID has been devastating for our businesses and our community.

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**SECTION 3. BUDGET**

In Section 3, 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.

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.

Further details are found in the Grant Announcement and application instructions.

The budget table follows on page 7.

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<b>Section 3.1: Destination Marketing Programming Budget</b>		
Identify eligible expenses for which grant funding is requested (March 3, 2021 through December 31, 2022). Similar expenses may be grouped. For example, salary and fringe for multiple staff performing similar duties may be combined on a single line. Please contact the program if you require additional budget pages.		
<b>Anticipated Expense Date</b>	<b>Expense Description</b>	<b>Anticipated Expense Amount</b>
12/1/21	Installation of holiday light display (labor and materials) Anticipated vendor: Pagel Services	5650
1/15/22	Advertising and promotion of holiday light display This will be a combination of vendors	1000
9/1/22	Festival live music and entertainment Vendor: TBD	4000.00
9/1/22	Festival advertising and promotion This will be a combination of vendors	1000
		0.00
		0.00
		0.00
		0.00
		0.00
		0.00
		0.00
		0.00
		0.00
		0.00
	<b>Anticipated Total for Eligible Expenses:</b>	<b>11,650.00</b>

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**SECTION 3.2. BUDGET SUMMARY**

\$ 46605 Applicant's 2019 Fiscal Year Operating Expenses

\$ 11,651.25 (Auto-populated) 25% of Applicant's 2019 Fiscal Year Operating Expenses

\$ 11,650.00 (Auto-populated) Total Grant Amount Requested

**SECTION 4. ATTESTATIONS AND REQUIRED SIGNATURE****Section 4.1. Attestations**

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 the following:

YES NO

X		1. The applicant is a nonprofit organization with 501(c)3, 501(c)4 or 501(c)6 tax-exempt status, or a Wisconsin Tribal Government, or 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.
X		2. If required, the applicant is registered with the Wisconsin Department of Financial Institutions and has one of the following statuses as of the Grant Announcement closing date: "restored to good standing", "incorporated/qualified/ registered", "organized", or "registered".
X		3. The applicant conducts operations and has an administrative presence in Wisconsin.
X		4. The organization will maintain for at least five years records sufficient to demonstrate that the expenses were compliant with applicable American Rescue Plan Act provisions.
X		5. The organization has exercised reasonable care and made all reasonable efforts to obtain and submit accurate information.



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**Section 4.2. Applicant Authorized Representative**

The signatory below certifies that, to the best of his/her knowledge and belief, the information contained in the ARPA Destination Marketing Organization Program Application, including all attestations and attachments, is true, accurate and complete. The undersigned has authority to make the above attestations and the intent and legal authorization to agree to them on the organization's behalf.

Signature:  \_\_\_\_\_  
2E3A6271E9F340E...

Date: 9/28/2021 | 11:59 AM CDT

Name: Jessica Helms

Title: Community Development Manager

Phone: 608-822-3599

Email: promo@fennimore.com

*Note: If more than one authorized representative is required to sign the application, please contact the program at [DestinationMarketingOrgs@wisconsin.gov](mailto:DestinationMarketingOrgs@wisconsin.gov) to add an additional authorization page.*

**Certificate Of Completion**

Envelope Id: C41A4F147D854DE7A1F26A68A13831CC	Status: Completed
Subject: Please DocuSign: Destination Marketing Organizations Grant Application	
Source Envelope:	
Document Pages: 9	Signatures: 1
Certificate Pages: 5	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	Destination Marketing Org Grants
Time Zone: (UTC-06:00) Central Time (US & Canada)	101 E. Wilson St.
	Madison, WI 53703
	DestinationMarketingOrgs@wisconsin.gov
	IP Address: 64.83.163.2

**Record Tracking**

Status: Original	Holder: Destination Marketing Org Grants	Location: DocuSign
9/28/2021 10:48:03 AM	DestinationMarketingOrgs@wisconsin.gov	
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: DOA	Location: DocuSign

**Signer Events**

Jessica Helms  
 promo@fennimore.com  
 Security Level:  
 DocuSign.email  
 ID: 1  
 9/28/2021 10:48:06 AM

**Signature**

DocuSigned by:  
  
 2E3AC271C9F340C...  
 Signature Adoption: Pre-selected Style  
 Using IP Address: 64.83.163.2

**Timestamp**

Sent: 9/28/2021 10:48:05 AM  
 Viewed: 9/28/2021 10:48:19 AM  
 Signed: 9/28/2021 11:59:55 AM

**Electronic Record and Signature Disclosure:**  
 Accepted: 9/28/2021 9:22:54 AM  
 ID: 076750a8-be17-4c42-869e-e2e5a99b88b4

In Person Signer Events	Signature	Timestamp
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Editor Delivery Events	Status	Timestamp
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Agent Delivery Events	Status	Timestamp
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Intermediary Delivery Events	Status	Timestamp
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Certified Delivery Events	Status	Timestamp
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Carbon Copy Events	Status	Timestamp
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Destination Marketing Orgs destinationmarketingorgs@wisconsin.gov Security Level: Email, Account Authentication (None)	<b>COPIED</b>	Sent: 9/28/2021 11:59:58 AM
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**Electronic Record and Signature Disclosure:**  
 Not Offered via DocuSign

Jessica Helms promo@fennimore.com Security Level: Email, Account Authentication (None)	<b>COPIED</b>	Sent: 9/28/2021 11:59:59 AM
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**Electronic Record and Signature Disclosure:**  
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Witness Events	Signature	Timestamp
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Notary Events	Signature	Timestamp
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<b>Envelope Summary Events</b>	<b>Status</b>	<b>Timestamps</b>
Envelope Sent	Hashed/Encrypted	9/28/2021 10:48:05 AM
Certified Delivered	Security Checked	9/28/2021 10:48:19 AM
Signing Complete	Security Checked	9/28/2021 11:59:55 AM
Completed	Security Checked	9/28/2021 11:59:59 AM

<b>Payment Events</b>	<b>Status</b>	<b>Timestamps</b>
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<b>Electronic Record and Signature Disclosure</b>
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## **ELECTRONIC RECORD AND SIGNATURE DISCLOSURE**

From time to time, Carahsoft OBO Wisconsin Department of Administration (we, us or Company) may be required by law to provide to you certain written notices or disclosures. Described below are the terms and conditions for providing to you such notices and disclosures electronically through the DocuSign system. Please read the information below carefully and thoroughly, and if you can access this information electronically to your satisfaction and agree to this Electronic Record and Signature Disclosure (ERSD), please confirm your agreement by selecting the check-box next to 'I agree to use electronic records and signatures' before clicking 'CONTINUE' within the DocuSign system.

### **Getting paper copies**

At any time, you may request from us a paper copy of any record provided or made available electronically to you by us. You will have the ability to download and print documents we send to you through the DocuSign system during and immediately after the signing session and, if you elect to create a DocuSign account, you may access the documents for a limited period of time (usually 30 days) after such documents are first sent to you. After such time, if you wish for us to send you paper copies of any such documents from our office to you, you will be charged a \$0.00 per-page fee. You may request delivery of such paper copies from us by following the procedure described below.

### **Withdrawing your consent**

If you decide to receive notices and disclosures from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format. How you must inform us of your decision to receive future notices and disclosure in paper format and withdraw your consent to receive notices and disclosures electronically is described below.

### **Consequences of changing your mind**

If you elect to receive required notices and disclosures only in paper format, it will slow the speed at which we can complete certain steps in transactions with you and delivering services to you because we will need first to send the required notices or disclosures to you in paper format, and then wait until we receive back from you your acknowledgment of your receipt of such paper notices or disclosures. Further, you will no longer be able to use the DocuSign system to receive required notices and consents electronically from us or to sign electronically documents from us.

### **All notices and disclosures will be sent to you electronically**

Unless you tell us otherwise in accordance with the procedures described herein, we will provide electronically to you through the DocuSign system all required notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you during the course of our relationship with you. To reduce the chance of you inadvertently not receiving any notice or disclosure, we prefer to provide all of the required notices and disclosures to you by the same method and to the same address that you have given us. Thus, you can receive all the disclosures and notices electronically or in paper format through the paper mail delivery system. If you do not agree with this process, please let us know as described below. Please also see the paragraph immediately above that describes the consequences of your electing not to receive delivery of the notices and disclosures electronically from us.

**How to contact Carahsoft OBO Wisconsin Department of Administration:**

You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

To contact us by email send messages to: [matthewj.limoges@wisconsin.gov](mailto:matthewj.limoges@wisconsin.gov)

**To advise Carahsoft OBO Wisconsin Department of Administration of your new email address**

To let us know of a change in your email address where we should send notices and disclosures electronically to you, you must send an email message to us at [matthewj.limoges@wisconsin.gov](mailto:matthewj.limoges@wisconsin.gov) and in the body of such request you must state: your previous email address, your new email address. We do not require any other information from you to change your email address.

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**To request paper copies from Carahsoft OBO Wisconsin Department of Administration**

To request delivery from us of paper copies of the notices and disclosures previously provided by us to you electronically, you must send us an email to [matthewj.limoges@wisconsin.gov](mailto:matthewj.limoges@wisconsin.gov) and in the body of such request you must state your email address, full name, mailing address, and telephone number. We will bill you for any fees at that time, if any.

**To withdraw your consent with Carahsoft OBO Wisconsin Department of Administration**

To inform us that you no longer wish to receive future notices and disclosures in electronic format you may:

- i. decline to sign a document from within your signing session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent, or you may;
- ii. send us an email to [matthewj.limoges@wisconsin.gov](mailto:matthewj.limoges@wisconsin.gov) and in the body of such request you must state your email, full name, mailing address, and telephone number. We do not need any other information from you to withdraw consent.. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process..

### **Required hardware and software**

The minimum system requirements for using the DocuSign system may change over time. The current system requirements are found here: <https://support.docusign.com/guides/signer-guide-signing-system-requirements>.

### **Acknowledging your access and consent to receive and sign documents electronically**

To confirm to us that you can access this information electronically, which will be similar to other electronic notices and disclosures that we will provide to you, please confirm that you have read this ERSD, and (i) that you are able to print on paper or electronically save this ERSD for your future reference and access; or (ii) that you are able to email this ERSD to an email address where you will be able to print on paper or save it for your future reference and access. Further, if you consent to receiving notices and disclosures exclusively in electronic format as described herein, then select the check-box next to ‘I agree to use electronic records and signatures’ before clicking ‘CONTINUE’ within the DocuSign system.

By selecting the check-box next to ‘I agree to use electronic records and signatures’, you confirm that:

- You can access and read this Electronic Record and Signature Disclosure; and
- You can print on paper this Electronic Record and Signature Disclosure, or save or send this Electronic Record and Disclosure to a location where you can print it, for future reference and access; and
- Until or unless you notify Carahsoft OBO Wisconsin Department of Administration as described above, you consent to receive exclusively through electronic means all notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you by Carahsoft OBO Wisconsin Department of Administration during the course of your relationship with Carahsoft OBO Wisconsin Department of Administration.