

Dept. of Administration: Applications open for \$15 million destination marketing grant program

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Madison, Wis.- The Wisconsin Department of Administration (DOA) today announced it is accepting applications for a \$15 million grant program designed to assist tourism, convention, and events organizations that were impacted by the COVID-19 pandemic. The Destination Marketing Organization (DMO) Grant Program will provide financial support for destination marketing organizations that promote and develop tourism activities in Wisconsin as part of Wisconsin's continued bounce back from the pandemic.

"Wisconsin is the ideal destination for millions of visitors from around the country. That's why the tourism industry has a significant impact on our economy, our jobs, and our future," said DOA Secretary Joel Brennan. "Thanks to Governor Evers, these grants will assist tourism organizations as well as the organizations that host meetings, conventions, and events throughout the year for entertainment and the business community."

The DMO grant program will provide funding of up to \$1,000,000 per eligible organization, based on expenses incurred between March 3, 2021, and December 31, 2022.

"This grant program is another crucial step to help our industry bounce back stronger," said Department of Tourism Acting Secretary Anne Sayers. "I'm grateful for the support of Governor Evers, who has always valued tourism's great contributions to the state's economy and look forward to seeing these funds get to work helping more travelers discover the unexpected in Wisconsin."

The funds announced today are part of the governor's previously announced more than \$150 million in American Rescue Plan Act (ARPA) funding for Wisconsin's tourism and entertainment industries, including up to:

- \$10 million for local tourism investment projects;
- \$75 million for lodging grants;
- \$11.25 million for movie theaters;
- \$12 million for live event small businesses;
- \$2.8 million for minor league sports teams;
- \$10 million for live venues;
- \$15 million for destination marketing organizations;
- \$8 million for summer camps;
- \$1 million for the Wisconsin Historical Society to assist in reopening historical sites; and
- \$7.5 million to increase marketing support for Wisconsin's tourism industry.

DMO Grants will be administered by the Wisconsin Department of Administration (DOA). Applications for the program are [open now](#) through September 29, 2021. Informational webinars and program FAQ to follow. Grant recipients will be announced later this fall.

Additional information, including grant program criteria, is available on the [Destination Marketing Grant website](#). Applicants and interested parties are encouraged to sign up for the [DMO program email list](#) for Destination Marketing Grant Program updates.

For updates on future Wisconsin grant and aid programs, including other tourism grant opportunities, sign up for [the Badger Bounceback update list](#).