



STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor
Joel Brennan, Secretary
Jana Steinmetz, Administrator

November 10, 2021

RE: Destination Marketing Organization (Program) – NOTICE OF
AWARD

The Department of Administration (DOA), on behalf of the State of Wisconsin (State), intends to issue grant awards to recipients in the table following this announcement.

This letter constitutes the intent to issue grant awards only and is not a contractual commitment.

Following receipt of this notice, the recipients identified in the award table will be contacted by the State to formalize a contractual commitment. Grant awards are contingent upon successful negotiations and the State's determination of its best interests. The State remains the sole determinant of its best interests. All Program costs and grant agreements must adhere to applicable State Statute, the Program Grant Announcement, American Rescue Plan Act provisions and guidance from the U.S. Department of the Treasury.

Successful applicants will receive an email providing information regarding the next steps in the process for receiving the award.

Questions can be directed to Destination Marketing Organization Grant Program at DestinationMarketingOrgs@wisconsin.gov

Awardee	City	State	Zip Code	Award Amount
Adams County Chamber of Commerce Inc.	Adams	WI	53910	\$37,500.00
Algoma Chamber of Commerce	Algoma	WI	54201	\$10,000.00
Langlade County Economic Development Corporation	Antigo	WI	54409	\$58,147.00
Antigo/Langlade County Chamber of Commerce	Antigo	WI	54409	\$45,102.00
Fox Cities Convention & Visitors Bureau, Inc.	Appleton	WI	54914	\$652,088.00
Beaver Dam Area Chamber of Commerce	Beaver Dam	WI	53916	\$46,504.91
Visit Beloit, Inc.	Beloit	WI	53511	\$257,112.25
Boulder Junction Chamber of Commerce, Inc.	Boulder Junction	WI	54512	\$77,000.00
Brookfield Convention & Visitors Bureau	Brookfield	WI	53005	\$408,874.50
Greater Brookfield Chamber of Commerce	Brookfield	WI	53005	\$15,012.00
Cable Area Chamber of Commerce	Cable	WI	54821	\$40,737.50
Cassville Tourism Committee	Cassville	WI	53806	\$4,250.00
Chippewa Falls Area Chamber of Commerce	Chippewa Falls	WI	54729	\$75,000.00
Columbus Chamber of Commerce, Inc	Columbus	WI	53925	\$7,970.25
City of Columbus Tourism Commission	Columbus	WI	53925	\$8,684.22
Forest County Chamber of Commerce	Crandon	WI	54520	\$36,399.50
Ice Age Trail Alliance, Inc.	Cross Plains	WI	53528	\$150,392.64
Burnett County Tourism Coalition, Inc.	Danbury	WI	54830	\$5,587.00
Walworth County Visitors Bureau	Delavan	WI	53115	\$78,379.00
The Delavan and Delavan Lake Area Chamber of Commerce, Inc.	Delavan	WI	53115	\$30,000.00
Pepin County Land Conservation and Planning Department	Durand	WI	54736	\$7,785.00
Eagle River Area Chamber of Commerce and Visitors Center, Inc.	Eagle River	WI	54521	\$200,000.00
Vilas County Tourism & Publicity	Eagle River	WI	54521	\$75,584.00
East Troy Area Chamber of Commerce	East Troy	WI	53120	\$23,717.75
Eau Claire Area Convention & Visitors Bureau Inc.	Eau Claire	WI	54701	\$767,524.50
Village of Elkhart Lake	Elkhart Lake	WI	53020	\$185,497.43
ELROY AREA ADVANCEMENT CORPORATION	ELROY	WI	53929	\$2,190.00
Wisconsin Association of Campground Owners (WACO)	Ettrick	WI	54627	\$57,508.68
Fennimore Chamber of Commerce Inc.	Fennimore	WI	53809	\$11,650.00
Wisconsin Mississippi River Parkway Commission	Ferryville	WI	54628	\$11,941.00
Florence County Economic Development (FCED)	Florence	WI	54121	\$28,563.00
Destination Lake Winnebago Region	Fond du Lac	WI	54935	\$250,822.93
Fort Atkinson Area Chamber of Commerce	Fort Atkinson	WI	53538	\$27,560.51
Greater Green Bay Convention and Visitors Bureau Inc.	Green Bay	WI	54307	\$1,000,000.00
On Broadway, Inc.	Green Bay	WI	54303	\$46,775.65
Green Lake Area Chamber of Commerce	Green Lake	WI	54941	\$52,500.00
Hayward Lakes Visitors & Convention Bureau, Sawyer County, WI USA Inc	Hayward	WI	54843	\$89,833.58
Hudson Area Chamber of Commerce & Tourism Bureau	Hudson	WI	54016	\$42,794.93

Janesville Area Convention & Visitors Bureau Inc.	Janesville	WI	53545	\$167,000.00
Jefferson County Area Tourism Council, Inc	JEFFERSON	WI	53549	\$4,447.25
Village of Johnson Creek Tourism Department	Johnson Creek	WI	53038	\$12,214.00
Kenosha Tourism Corporation	Kenosha	WI	53140	\$322,589.00
Downtown Kenosha Inc	Kenosha	WI	53140	\$13,040.37
La Crosse County Convention & Visitors Bureau	La Crosse	WI	54601	\$451,500.00
Madeline Island Chamber of Commerce	La Pointe	WI	54850	\$40,555.35
Native American Tourism of Wisconsin	Lac du Flambeau	WI	54538	\$50,000.00
Rusk County	Ladysmith	WI	54848	\$21,221.00
Lake Geneva Chamber of Commerce, Inc.	Lake Geneva	WI	53147	\$327,904.00
Lancaster Area Chamber of Commerce	Lancaster	WI	53813	\$16,600.00
Lodi & Lake Wisconsin Chamber of Commerce INC	Lodi	WI	53555	\$11,523.00
Clark County Economic Development Corporation & Tourism Bureau	Loyal	WI	54446	\$54,225.00
Greater Madison Convention & Visitors Bureau Inc.	Madison	WI	53703	\$1,000,000.00
Manitowoc Area Visitor & Convention Bureau	Manitowoc	WI	54220	\$256,516.00
Marinette County	Marinette	WI	54143	\$27,674.20
Marshfield Convention & Visitors Bureau	Marshfield	WI	54449	\$113,989.00
Greater Menomonie Area Chamber of Commerce	Menomonie	WI	54751	\$140,544.80
City of Middleton Tourism	Middleton	WI	53562	\$388,306.00
Bicycle Federation of Wisconsin Educational Foundation, Inc	Milwaukee	WI	53207	\$71,624.18
Circle Wisconsin	Milwaukee	WI	53219	\$22,035.65
Greater Milwaukee Conventions & Visitors Bureau	Milwaukee	WI	53203	\$1,000,000.00
Monona Chamber of Commerce	Monona	WI	53716	\$48,043.89
County of Green	Monroe	WI	53566	\$40,650.00
Main Street Monroe, Inc	Monroe	WI	53566	\$11,032.10
Visit Rome, WI, INC	Nekoosa	WI	54457	\$39,125.00
New Berlin Tourism Commission	New Berlin	WI	53151	\$24,825.00
New Glarus Chamber of Commerce, Inc.	New Glarus	WI	53574	\$112,673.00
City of Oconomowoc	Oconomowoc	WI	53066	\$47,384.43
Oconto County Economic Development Corporation	Oconto	WI	54153	\$112,859.50
Oshkosh Convention & Visitors Bureau	Oshkosh	WI	54901	\$456,858.00
Park Falls Area Chamber of Commerce	Park Falls	WI	54552	\$23,837.25
Positively Pewaukee, Inc	Pewaukee	WI	53072	\$14,198.77
Phelps Chamber of Commerce	Phelps	WI	54554	\$18,283.46
Phillips Area Chamber of Commerce	Phillips	WI	54555	\$22,741.00
Grant County Tourism Council, Inc.	Platteville	WI	53818	\$2,371.46
Platteville Regional Chamber	Platteville	WI	53818	\$82,572.75
Pleasant Prairie Convention & Visitors Bureau, Inc.	Pleasant Prairie	WI	53158	\$53,686.00
Port Washington Tourism Council, Inc.	Port Washington	WI	53074	\$45,700.00
Greater Portage Area Chamber of Commerce	Portage	WI	53901	\$57,542.50
Columbia County Economic Development Corporation	Portage	WI	53901	\$26,664.25
Prairie du Chien Area Chamber of Commerce, Inc.	Prairie du Chien	WI	53821	\$57,370.90
Driftless Wisconsin, Inc	Prairie du Chien	WI	53821	\$13,000.00

PRESQUE ISLE CHAMBER OF COMMERCE, INC	PRESQUE ISLE	WI	54557	\$2,077.50
Rhineland Area Chamber of Commerce	Rhineland	WI	54501	\$125,341.99
Richland Center Tourism	Richland Center	WI	53581	\$8,461.35
RIPON AREA CHAMBER OF COMMERCE	RIPON	WI	54971	\$66,545.20
Village of Rothschild	Rothschild	WI	54474	\$62,633.75
Shawano Country Chamber of Commerce, Inc.	Shawano	WI	54166	\$85,041.50
Visit Sheboygan Inc	Sheboygan	WI	53081	\$208,534.13
SHEBOYGAN FALLS CHAMBER.MAIN STREET, INC.	Sheboygan Falls	WI	53085	\$47,786.50
Siren Chamber of Commerce	Siren	WI	54872	\$16,756.25
Skiing Wisconsin, INC	Skinger	WI	53086	\$11,573.98
Washburn County Tourism Assoc., Inc.	Spooner	WI	54801	\$55,667.25
Polk County Tourism Council, Inc	St. Croix Falls	WI	54024	\$33,563.00
St. Germain Chamber of Commerce	St. Germain	WI	54558	\$114,360.00
Stevens Point Area Convention & Visitors Bureau, Inc.	Stevens Point	WI	54481	\$430,539.50
Stockholm Improvement Association	Stockholm	WI	54769	\$5,552.75
Stoughton Chamber of Commerce	Stoughton	WI	53589	\$10,012.50
Racine County Convention and Visitors Bureau, Inc.	Sturtevant	WI	53177	\$426,687.88
Sun Prairie Chamber of Commerce	Sun Prairie	WI	53590	\$65,500.00
Superior-Douglas County Visitor Bureau, Inc.	Superior	WI	54880	\$135,920.25
THREE LAKES AREA CHAMBER OF COMMERCE & WELCOME CENTER, INC	THREE LAKES	WI	54562	\$23,000.00
Tomahawk Regional Chamber of Commerce	Tomahawk	WI	54487	\$51,200.00
TOURISM COMMISSION - TOWN OF PLOVER - PORTAGE COUNTY	TOWN OF PLOVER	WI	54467	\$10,777.00
Verona Area Chamber of Commerce	Verona	WI	53593	\$70,000.00
VIROQUA CHAMBER - A MAIN STREET CITY, INC.	Viroqua	WI	54665	\$12,101.10
Washburn Area Chamber of Commerce	Washburn	WI	54891	\$27,500.25
Watertown Area Chamber of Commerce	Watertown	WI	53094	\$20,886.25
Waukesha Pewaukee Convention & Visitor Bureau	Waukesha	WI	53188	\$135,693.04
Waupaca Area Convention and Visitors Bureau Inc	Waupaca	WI	54981	\$65,902.79
Wisconsin Bed & Breakfast Association	Waupaca	WI	54981	\$11,951.44
Wausau/Central Wisconsin Convention & Visitors Bureau	Wausau	WI	54403	\$375,502.00
City of Wauwatosa	Wauwatosa	WI	53213	\$146,011.50
Wisconsin State Golf Association, Inc.	West Allis	WI	53214	\$157,654.70
Wisconsin Golf Course Association, Inc.	West Allis	WI	53214	\$11,310.85
Downtown West Allis Inc	West Allis	WI	53214	\$8,350.07
City of West Bend Tourism Commission	West Bend	WI	53095	\$95,775.00
County of Trempealeau	Whitehall	WI	54773	\$19,693.50
Wisconsin Dells Visitor & Convention Bureau, Inc.	Wisconsin Dells	WI	53965	\$1,000,000.00
Wisconsin Rapids Area Convention & Visitors Bureau, Inc.	Wisconsin Rapids	WI	54494	\$78,567.00
St. Croix Valley Regional Tourism Alliance	Woodville	WI	54028	\$9,029.75
	Total Awards			\$14,995,379.31