

CR 91-56

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CERTIFICATE

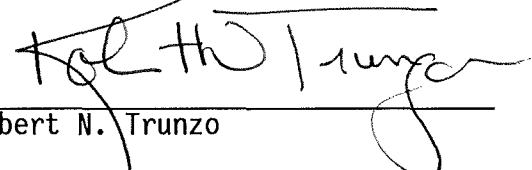
SEP 19 1991  
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Revisor of Statutes  
Bureau

STATE OF WISCONSIN )  
DEPARTMENT OF DEVELOPMENT ) SS

I, Robert N. Trunzo, Secretary and custodian of the official records of the Department of Development, do hereby certify that the annexed rules relating to Joint Effort Marketing were duly approved and adopted by this Department on September 18, 1991.

I further certify that said copy has been compared by me with the original on file in this Department and that the same is a true copy thereof, and of the whole of the original.

IN TESTIMONY WHEREOF, I have hereunto set my hand as Secretary at 123 West Washington Avenue in the City of Madison, this 18th day of September, 1991.

  
Robert N. Trunzo

18-007

11-1-91

ORDER OF THE DEPARTMENT OF DEVELOPMENT

CREATING CHAPTER DOD 21

The Wisconsin Department of Development adopts an order to create Chapter DOD 21 relating to the joint effort marketing program.

Analysis Prepared by the Department of Development

Section s. 560.29, Stats., creates a joint effort marketing program and s. 560.29(4)(g), Stats., authorizes the Department to adopt rules required to administer the program.

The program provides for grants to non-profit organizations engaged in tourism activities. Grant funds may be used for the development of publicity and the production and media placement of advertising that are part of a project and overall advertising plan of the applicant organization intended to increase tourism in Wisconsin.

To receive funding, proposals will need to evidence an advertising plan and budget for the project, demonstrate the ability to finance its share of the cost of the project, be new and innovative and, in comparison to competing applications, generate a substantial increase in tourist activity and be closely coordinated with the department's tourism marketing plan.

The department will make a grant determination approximately 2 months after the receipt of the application and following the review and recommendation of the marketing committee of the council on tourism.

Funds for any project are limited to one half of the publicity and advertising costs of that project.

The rules provide for contracts between the department and the grant recipient and include reporting requirements.

Text of rule

SECTION 1. Chapter DBD 1 is repealed.

SECTION 2. Chapter DOD 21 is created to read:

JOINT EFFORT MARKETING

DOD 21.01 PURPOSE  
DOD 21.02 DEFINITIONS  
DOD 21.03 USE OF FUNDS

DOD 21.04 APPLICATION PROCEDURES  
DOD 21.05 DEPARTMENT DETERMINATION  
DOD 21.06 CONTRACTS  
DOD 21.07 REPORTING AND RECORD KEEPING

DOD 21.01 PURPOSE. The purpose of this chapter is to establish the procedures and guidelines for the distribution of department funding for joint effort marketing.

DOD 21.02 DEFINITIONS. In this chapter:

- (1) "Council" means the council on tourism created under s. 560.24(1), Stats.
- (2) "Department" means the department of development.
- (3) "Eligible applicant" means any public or private organization not organized or incorporated for profit.
- (4) "Marketing committee" means the group selected by the council under s. 560.24(1), to recommend a statewide marketing strategy.
- (5) "Marketing plan" means the statewide marketing strategy recommended by the marketing committee and adopted by the department.
- (6) "Project" means an activity the purpose of which is to increase tourism, which includes the development of publicity and the development and media placement of advertising and which is a part of the advertising plan of the applicant.

DOD 21.03 USE OF FUNDS. (1) Grant funds received by an eligible applicant may only be used for those project costs related to the development of publicity and the production and media placement of advertising.

(2) The use of grant funds are also subject to the limitations under s. 560.29(4)(a) to (f), Stats.

DOD 21.04 APPLICATION PROCEDURES. (1) An eligible applicant may submit an application no less than 90 days prior to the date on which the project proposed in the application is scheduled to begin.

(2) An application for funding under this chapter shall be in such form as the department may require and shall include all of the following:

(a) The name, address, telephone number and contact person for the applicant and its advertising agency, if any.

(b) A description of the project including the market to be reached, the media to be used and the date or dates during which the advertising will appear in the media.

(c) An advertising plan and a budget for the project.

(d) An explanation of how the proposed project coordinates with the marketing plan.

(e) A description of the innovative quality of the project.

(f) A description of the proposed benefits of the project including any increase in tourist visits to Wisconsin or tourism expenditures in Wisconsin.

Note: Application materials can be obtained by writing to the Wisconsin Department of Development, Division of Tourism, P.O. Box 7970, Madison, Wisconsin 53707

DOD 21.05 DEPARTMENT DETERMINATION. (1) A group consisting of the marketing committee members and a representative of the department's advertising agency shall review all applications and make funding recommendations to the department.

(2) A funding determination shall be made by the department with regard to an application no later than the last day of the second month following receipt of the application by the department.

(3) Before awarding a grant under this chapter, the department shall determine the following:

(a) That the applicant has developed an advertising plan and a budget for the project.

(b) That, in comparison with all other applications received during the same month, the proposed project coordinates effectively with the marketing plan.

(c) That the project is new and innovative.

(d) That, in comparison to all other applications reviewed during the same month, the proposed project will generate a substantial increase in tourist visits to Wisconsin or a substantial increase in spending by tourists in Wisconsin.

(e) That the applicant has the ability to finance its share of the cost of the project.

DOD 21.06 CONTRACTS. Each successful applicant shall enter into a contract with the department. The contract shall be signed by the secretary of the

department and the chief executive officer of the applicant or by their authorized representatives, shall specify at a minimum the items contained in s. 560.29(3)(a) to (d), Stats., and incorporate the limitations contained in s. 560.29(4)(a) to (f), Stats.

DOD 21.07 REPORTING AND RECORDKEEPING. (1) Each successful applicant shall submit a written evaluation of the project within 45 days of completion of all project activity in such form as the department may require.

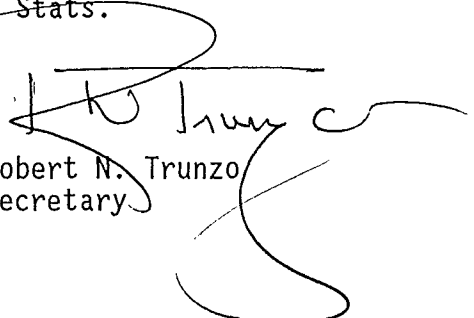
(2) Each successful applicant shall maintain those records necessary for the department to determine that grant funds were expended in accordance with the terms of the contract required under DOD 21.06.

EFFECTIVE DATE. The regulations set forth in this order shall be effective on the first day of the month following publication in the administrative register as provided in s. 227.22 (intro.), Stats.

Dated:

9/18/91

Agency:

  
Robert N. Trunzo  
Secretary