

Chapter DBD 1

**REGIONAL TOURISM DEVELOPMENT
CORPORATIONS AND TOURISM ORGANIZATIONS**

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DBD 1.01 Definitions. As used herein, and in subchapter II, chapter 560, Wis. Stats., the following words have the designated meanings:

(1) "Project" means:

(a) A one time activity, event, publication or production

(b) In the case of media advertising, a public relations campaign, or other ongoing activity, for purposes of reimbursing the applicant, a one calendar-month segment of the ongoing program.

(2) "Advertising" means:

(a) Regional directories

(b) Media advertising

(c) Shows and exhibitions

(d) Public relations, production of news releases, feature stories, and photographs

(e) Familiarization tours

(f) Convention, meeting, and special event promotional needs

(g) Sales aids

(h) Other

History: Cr. Register, January, 1977, No. 253, eff. 2-1-77.

DBD 1.02 Tourism regions. The state of Wisconsin is hereby divided into 7 tourism regions, as designated and shown on the map appearing at the end of this chapter, which is incorporated herein by reference and made a part thereof. The regional descriptions are:

(1) Northwest

(2) Northeast

(3) Central

(4) East Central

(5) Southwest

(6) Southeast

(7) Metropolitan

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DBD 1.03 Books and records. A regional tourism development corporation which receives funding under section 560.29, Wis. Stats. (Cooperative marketing and advertising), shall keep its books and records in accord with generally accepted accounting procedures. Such books and records shall show:

(1) All monies pertaining to cooperative marketing and advertising funds.

(2) All those matters covered by and described in paragraphs (a) through (d) section 560.29 (3), Wis. Stats. Separate records shall be kept for each allocation by type of media or promotional activity and supported by appropriate documentation.

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DBD 1.04. Cooperative advertising funds applications; form contents; plan and budget submission; organization and registration. (1) The division shall draft a set of guidelines to assist organizations in making application for cooperative advertising funds. Such guidelines shall be available at the time of the publication of the state marketing plan.

(2) Each organization intending to apply for cooperative advertising funds must register with the division of tourism by January 1 of each year, submitting the name and address of its representative.

(3) Each organization which intends to apply shall file a marketing plan and budget with such division, by February 1 of each year, covering the fiscal year: July 1 - June 30.

(4) Applications for cooperative advertising funds shall be deemed unacceptable unless they contain the minimum information required in section 560.29 (3), Wis. Stats. (Cooperative marketing and advertising written agreements), and other necessary data, and are submitted on a form provided by the division of tourism, department of business development, available from the division. Such form shall designate the promotion to be covered and the last acceptable date for application.

(5) Applications for cooperative advertising funds submitted by organizations which have failed to meet either the registration deadline of January 1, or the filing deadline of February 1, or both shall be kept on file and receive consideration only when unallocated funds are available.

History: Cr. Register, January, 1977, No. 253, eff. 2-1-77.

DBD 1.05 Allocations of cooperative advertising funds. (1) MARKETING ADVISORY COMMITTEE. (a) A marketing advisory committee may be established annually, to be made up of 5 members appointed by the executive director of the division of tourism, and shall be constituted as follows:

1. One representative of the division of tourism
2. One representative of the division of tourism advertising agency

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3. Three others selected on the basis of their expertise and capability

(b) The committee shall evaluate all applications for cooperative advertising funds and shall make recommendations for allocations. Such evaluations shall be based on the quality of the program and conformance to the state marketing objectives.

(2) **FORMULA FOR ALLOCATIONS.** Use of state funds must conform to state rules of allowable expenditure. All cooperative advertising funds shall be divided into 3 equal portions and allocated as follows:

(a) The first one-third shall go to regional tourism development corporations, this amount shall be divided equally among each of the tourism regions.

(b) The second one-third of such funds shall go to regional tourism development corporations on the basis of the quality of their proposed advertising projects and on the basis of need. No more than 20% of this one-third of such funds may be allocated to any one of such corporations.

(c) The last one-third of such funds shall go to non-profit public or private organizations on the basis of the quality of their proposed advertising projects, the general conformance of such projects to the marketing program of the division of tourism, and on the basis of need.

1. This one-third may be increased by augmenting it from funds not previously allocated from the first and second one-third.

2. A copy of the application for funds from this one-third shall be sent to the regional tourism development corporation representing the area of the applicant. This provision shall not apply to an application made by an organization with state-wide membership.

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