

## Chapter DOD 21

## JOINT EFFORT MARKETING

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Note: Chapter DBD 1 as it existed on October 31, 1991 was repealed and new chapter DOD 21 was created effective November 1, 1991.

**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.

History: Cr. Register, October, 1991, No. 430, eff. 11-1-91.

**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), Stats., 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.

History: Cr. Register, October, 1991, No. 430, eff. 11-1-91.

**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.

(3) The total grant amount that may be awarded to any applicant during a fiscal year is limited to no more than 7% of the total amount to be awarded during the year.

History: Cr. Register, October, 1991, No. 430, eff. 11-1-91; cr. (3), Register, November, 1992, No. 443, eff. 12-1-92.

**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:

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(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.

History: Cr. Register, October, 1991, No. 430, eff. 11-1-91.

**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.

History: Cr. Register, October, 1991, No. 430, eff. 11-1-91.

**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.

History: Cr. Register, October, 1991, No. 430, eff. 11-1-91.  
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**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 s. DOD 21.06.

History: Cr. Register, October, 1991, No. 430, eff. 11-1-91.