

## Chapter Tour 1

### 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Note: Chapter DBD 1 as it existed on October 31, 1991 was repealed and new chapter DOD 21 was created effective November 1, 1991. Chapter DOD 21 was renumbered chapter Tour 1 under s. 13.93 (2m) (b) 1., Stats., Register, February, 1996, No. 482.

**Tour 1.01 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.

**Tour 1.02 Definitions.** In this chapter:

(1) "Council" means the council on tourism created under s. 41.12 (1), Stats.

(2) "Department" means the department of tourism.

(2m) "Eligible advertising" means advertising that will appear outside of the local area where the project will occur.

(3) "Eligible applicant" means any Wisconsin public or private organization not organized or incorporated for profit.

(3m) "Event" means an activity or group of activities sponsored by a non-profit organization that occur within an identified period of limited duration and which are likely to attract the interest of visitors from outside of the local area where the activities are conducted.

(4) "Joint effort marketing committee" means the group selected by the council to review joint effort marketing applications.

(6) "Project" means an activity the purpose of which is to increase tourism. "Project" includes the development of publicity, the development and media placement of advertising, or direct mail, which is a part of the advertising plan of the applicant, and which accomplishes any of the following:

(a) The project publicizes an event which has never before been held in the community or area, which the applicant intends to repeat regularly and which is beyond the scope of the daily operations of the applicant.

(b) The project involves the placement of advertising in a geographic area where advertising for the event has not previously been placed or the placement of advertising which reaches a demographic audience not previously reached.

(c) The project involves the placement of advertising in a media where advertising for the event has not previously been placed.

(d) The project involves a sales promotion that offers a significant incentive during a limited period of time intended to persuade the targeted customer to visit the community or area.

(e) The project publicizes a one-time one of a kind event of major significance that has the potential to generate media coverage at least throughout the midwest.

(f) The project involves the placement of advertising in a geographic area identified in the statewide marketing strategy as regional or extended regional, or involves the attraction of meeting and convention or motorcoach business. For a project under this paragraph to receive funding it shall also have the following features:

1. The advertising shall be placed during a time that the applicant evidences has not traditionally received substantial numbers of tourists in the area.

2. The project proposed in the application shall serve an area that includes not less than 3 municipalities.

(7) "Statewide marketing strategy" means the annual tourism marketing plan for Wisconsin recommended by the marketing committee and adopted by the department.

History: Cr. Register, October, 1991, No. 430, eff. 11-1-91; cr. (2m) and (7), am. (3), r. (5), Register, December, 1995, No. 480, eff. 1-1-96; correction in (1), (2) and (4) made under s. 13.93 (2m) (b) 6. and 7., Stats., Register, February, 1996, No. 482; cr. (3m), am. (6), Register, July, 1996, No. 487, eff. 8-1-96; am. (2m) and (4), cr. (6) (f), Register, June, 1998, No. 510, eff. 7-1-98.

**Tour 1.03 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 and direct mail campaigns, except that for projects described under s. Tour 1.02 (6) (f), grant funds may also be used for booth space, standard booth equipment, photographs and material shipment expenses related to attendance at sports shows.

(2) The use of grant funds are also subject to the limitations under s. 41.17 (4) (a) to (f), Stats.

(3) The total grant amount that may be awarded to any project during a fiscal year is limited to all of the following:

(a) For projects described in s. Tour 1.02 (6) (a) to (d), no more than 7% of the joint effort marketing fiscal year budget. For a project described in s. Tour 1.02 (6) (f), no more than \$5,000 for each municipality served by the project and no more than a total of \$20,000.

(b) No more than 50% of the related event's fiscal year budget.

(c) No more than 75% of the eligible advertising expense for the first year a project receives funds under this chapter.

(d) For projects described in s. Tour 1.02 (6) (a) to (d) and (f), no more than 50% of the eligible advertising expenses for the second year a project receives funds under this chapter.

(e) For a project described in s. Tour 1.02 (6) (a) or (f), no more than 25% of the eligible advertising expenses for the third year a project receives funds under this chapter.

(f) For a project described in s. Tour 1.02 (6) (e) no more than one time funding for not more than 5% of the joint effort marketing fiscal year budget.

(g) For projects described in s. Tour 1.02 (6) (f), the department may grant no more than 50% of the funding for joint effort marketing during each fiscal year unless the secretary determines that there is insufficient demand for the funds under the other grant categories contained in this chapter.

(3m) The department may provide funding for one project per event.

(3r) During each fiscal year, the department may grant up to 35% of joint effort marketing funds available for projects described in s. Tour 1.02 (6) (a) to (e) by September 30, up to 70% by December 31 and up to 90% by March 31 except that the secretary may waive the limits contained in this subsection for a project likely to have a substantial impact upon the state's tourism econ-

omy. The department may grant up to 60% of the joint effort marketing funds available for projects described under s. Tour 1.02 (6) (f) in September and the remainder in April of each fiscal year.

(4) A project described in s. Tour 1.02 (6) (a), or (f), may receive up to 3 years of funding, and the 3 years are not required to be consecutive. A project described in s. Tour 1.02 (6) (d), may receive up to 2 consecutive years of funding. A recipient of funding for a project described in s. Tour 1.02 (6) (d) may apply for another project under s. Tour 1.02 (6) (d) no earlier than the third fiscal year following the fiscal year during which funding was granted. Projects described in s. Tour 1.02 (6) (b) and (c) are limited to one year of funding unless the department determines that a second year of funding is necessary because severe weather, some other natural event or act of God had a substantial negative impact upon the prior year operation of the event. For each year of funding requested, an application shall be submitted and a determination made as provided under this chapter.

(5) An eligible applicant may be awarded no more than 14% of the joint effort marketing budget during any fiscal year.

(6) Funds, other than those provided under this chapter, necessary to undertake the project may not be received from an agency of Wisconsin state government.

**History:** Cr. Register, October, 1991, No. 430, eff. 11-1-91; cr. (3), Register, November, 1992, No. 443, eff. 12-1-92; am. (1), renum. (3) to be (3) (intro.) and am., cr. (3) (a) to (e), (4) to (6), Register, December, 1995, No. 480, eff. 1-1-96; correction in (2) made under s. 13.93 (2m) (b) 7., Stats., Register, February, 1996, No. 482; am. (3) (a), (b), (d), (e) and (4), cr. (3) (f) and (3m), Register, July, 1996, No. 487, eff. 8-1-96; am. (1), (3) (a), (d), (e) and (4), cr. (3) (g) and (3r), Register, June, 1998, No. 510, eff. 7-1-98.

**Tour 1.04 Application procedures.** (1) An eligible applicant may submit an application no less than 90 days prior to the first date advertising supported by funds under this chapter 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, its advertising agency, if any, and its federal employer identification number.

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

(c) An advertising plan, a budget for the project and an income and expense statement for the year of the project and the previous year, if applicable.

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

(e) A timetable for the project.

(f) A description of the project goals and methods to measure their attainment.

**Note:** Application materials can be obtained by writing to the Wisconsin Department of Tourism, P.O. Box 7976, Madison, Wisconsin 53707.

**History:** Cr. Register, October, 1991, No. 430, eff. 11-1-91; am. (1) and (2) (a) to (c), (e) and (f), Register, December, 1995, No. 480, eff. 1-1-96.

**Tour 1.05 Department determination.** (1) The joint effort marketing committee shall review all applications and make funding recommendations to 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 [the project] is consistent with the statewide marketing plan strategy.

(c) That the project has broad appeal and targets markets beyond the local area.

(d) That the proposed project will generate increased visitors into or within the state, and, if the project relates to an existing event, that the increase is substantial in comparison to the visitors previously generated by the event.

(e) That the applicant has the ability to finance its share of the cost of the project, and all income generated by the event publicized by the project is being used to finance the event.

(f) That the project will make a positive economic impact in the local area, and, if the project relates to an existing event, that the impact is substantial in comparison to the impact previously produced by the event.

(g) That the project, except for a project that is a one time unique event, has the potential to be self-sufficient within 3 years.

**History:** Cr. Register, October, 1991, No. 430, eff. 11-1-91; am. (1), (3) (b) to (d), r. (2), cr. (3) (f) and (g), Register, December, 1995, No. 480, eff. 1-1-96; am. (3) (d) to (f), Register, July, 1996, No. 487, eff. 8-1-96; am. (1), Register, June, 1998, No. 510, eff. 7-1-98.

**Tour 1.06 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. 41.15 (3) (a) to (d), Stats., and incorporate the limitations contained in s. 41.17 (4) (a) to (f), Stats.

**History:** Cr. Register, October, 1991, No. 430, eff. 11-1-91; corrections made under s. 13.93 (2m) (b) 7., Stats., Register, February, 1996, No. 482.

**Tour 1.07 Reporting and record keeping.** (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. Tour 1.06.

**History:** Cr. Register, October, 1991, No. 430, eff. 11-1-91; correction in (2) made under s. 13.93 (2m) (b) 7., Stats., Register, February, 1996, No. 482.