

**Chapter NR 70****VACATION AND TRAVEL SERVICE COOPERATIVE  
PROMOTION PROGRAM**

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**NR 70.01 Scope.** (1) The state will work with regional or local groups in co-sponsoring publicity projects for bonafide media representatives including but not limited to tours related to opening of the fishing season, the governor's Chicago press luncheon or free lancers working at special assignments. Expenses for accommodations, meals and travel will be shared pro-rata, except the state will not participate in any way in providing alcoholic beverages. Similar cost sharing projects for travel agents, tour operators and other recognized groups promoting travel to the state will be eligible for partial funding if the department finds a substantial benefit under NR 70.02 (1) and (2) Wis. Adm. Code may be anticipated.

(2) Guidelines applicable to state employe travel vouchers shall provide a general guide for payment of these expenses.

History: Cr. Register, August, 1974, No. 224, eff. 9-1-74.

**NR 70.02 Eligible groups.** (1) Under the annual appropriation for cooperative promotion under section 20.370 (4) (c), Wis. Stats., projects may be proposed for cooperation by the department, by prospective cooperators, or by outside persons or organizations.

(2) Eligible prospective cooperators include, but are not limited to:

(a) Organized, multi-county, regional groups within Wisconsin.

(b) Chambers of commerce, convention bureaus, resort associations, business or businessman's organizations, nonprofit community groups, service clubs.

(c) Corporations, partnerships, individual proprietorships engaged in legitimate business within Wisconsin, but not necessarily domiciled in Wisconsin.

(d) Combinations of the above.

History: Cr. Register, August, 1974, No. 224, eff. 9-1-74.

**NR 70.03 Eligibility criteria.** Eligibility for partial funding for cooperative promotion projects under section 20.370 (4) (c), Wis. Stats., shall be determined by the department under the following criteria:

(1) The project will have a favorable effect on tourism or outdoor recreation in the area or at the location of the cooperator.

(2) The project will increase the overall statewide volume of tourism and outdoor recreation.

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(3) The additional tourist traffic anticipated as a result of the project, and other effects which are generated or anticipated, shall involve a minimum of detrimental environmental impact or undesirable pressure on public facilities or natural resources.

(4) Publications shall be eligible for partial funding only if the subject matter and distribution have statewide impact.

History: Cr. Register, August, 1974, No. 224, eff. 9-1-74.

**NR 70.04 Written agreement.** Each cooperative promotion project shall be implemented by written agreement, which shall at a minimum include:

(1) Name, address, and contact person for cooperating agency (agencies) or organization (organizations).

(2) Narrative description of project, to include:

(a) Intended purpose of project and expected local and statewide benefits.

(b) Media or technique to be used.

(c) Date or inclusive dates of project.

(d) Geographic location or area to be reached by the promotion.

(3) Estimated total cost of the project, itemized as follows:

(a) Fixed costs of equipment, supplies, rentals, etc.

(b) Time charges and estimated time involved.

(c) Media costs, per page, line, minute, etc.

(d) Production costs, creative charges, service fees, agency commissions, estimates.

(4) Payment dates—upon completion or periodically—percentage of total up to 50% of total project costs.

History: Cr. Register, August, 1974, No. 224, eff. 9-1-74.

**NR 70.05 Payment.** (1) Upon completion of eligible approved project, or at intervals during conduct of a project if agreed to under section NR 70.04, Wis. Adm. Code, the department shall initiate payment for up to 50% of the total project costs, or for specific parts of the program up to 50% of the total approved cost.

(2) The department will require as part of its regular auditing procedure for each approved project:

(a) Affidavits of performance, time sheets, tear sheets, or other evidence of completion.

(b) Cancelled checks, receipts, or other evidence of payment.

(c) That state payment be made direct to third parties rather than to the cooperator, for service or materials supplied by those third parties, when the department deems this advisable.

(3) The department may also require:

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(a) That payment by the state be at less than 50% of the total, if for instance, the unencumbered balance of the appropriation under section 20.370 (4) (c), Wis. Stats. is determined to be insufficient to cover a full 50% of approved projects. In such instances, the cooperator shall be notified of this situation prior to initiation of the project.

(b) That, in accordance with standard advertising agency practice, commissions paid by media to agencies involved shall be based on proportionate participation by the department of natural resources and cooperators, and their respective agencies.

**History:** Cr. Register, August, 1974, No. 224, eff. 9-1-74.