

CR 95-134

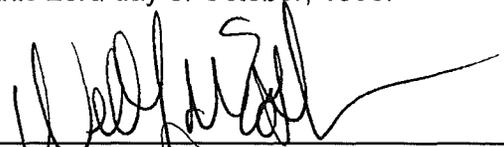
CERTIFICATE

STATE OF WISCONSIN)
) SS
DEPARTMENT OF DEVELOPMENT)

I, William J. McCoshen, Secretary and custodian of the official records of the Department of Development, do hereby certify that the annexed rules relating to the Joint Effort Marketing Program were duly approved and adopted by this Department on October 23, 1995.

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 here-
unto set my hand as Secretary at 123 West
Washington Avenue in the City of Madison,
this 23rd day of October, 1995.



William J. McCoshen

18-007



1-1-96



Text of Rule:

SECTION 1. DOD 21.02 (2m) is created to read:

DOD 21.02 (2m) "Eligible advertising" means advertising that will appear outside of the local area where the project will occur and that either will use a medium that has not been used outside of the local area to publicize the project or advertising that will appear in a market area where the project has not previously been publicized.

SECTION 2. DOD 21.02 (3) is amended to read:

DOD 21.02 (3) "Eligible applicant" means any Wisconsin public or private organization not organized or incorporated for profit.

SECTION 3. DOD 21.02 (5) is repealed.

SECTION 4. DOD 21.02 (7) is created to read:

DOD 21.02 (7) "Statewide marketing strategy" means the annual tourism marketing plan for Wisconsin recommended by the marketing committee and adopted by the department.

SECTION 5. DOD 21.03 (1) is amended to read:

DOD 21.03 (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.

SECTION 6. DOD 21.03 (3) is renumbered 21.03 (3) (intro.) and amended to read:

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

SECTION 7. DOD 21.03 (a) to (e) are created to read:

(a) No more than 7% of the joint effort marketing fiscal year budget.

(b) No more than 50% of the project'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) No more than 50% of the eligible advertising expenses for the second year a project receives funds under this chapter.

(e) No more than 25% of the eligible advertising expenses for the third year a project receives funds under this chapter.

SECTION 8. DOD 21.03 (4), (5) and (6) are created to read:

DOD 21.03 (4) A project may receive up to 3 years of funding, and the 3 years are not required to be consecutive. 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.

SECTION 9. DOD 21.04 (1) and (2) (a), (b), (c), (e) and (f) are amended to read:

DOD 21.04 (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 first date advertising supported by funds under this chapter is scheduled to begin.

(2) (a) The name, address, telephone number and contact person for the applicant ~~and~~ 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 ~~and~~ 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 ~~and~~ a budget for the project and an income and expense statement for the year of the project and the previous year, if applicable.

(e) A ~~description of the innovative quality of~~ timetable for 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~~ goals and methods to measure their attainment.

SECTION 10. DOD 21.05 (1) is amended to read:

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

SECTION 11. DOD 21.05 (2) is repealed.

SECTION 12. DOD 21.05 (3) (b) to (d) are amended to read:

DOD 21.05 (3) (b) That, ~~in comparison with all other applications received during the same month,~~ the proposed project coordinates effectively is consistent with the statewide marketing plan strategy.

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

(d) That, ~~in comparison with 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~~ increased travel into or within the state.

SECTION 13. DOD 21.05 (3) (f) and (g) are created to read:

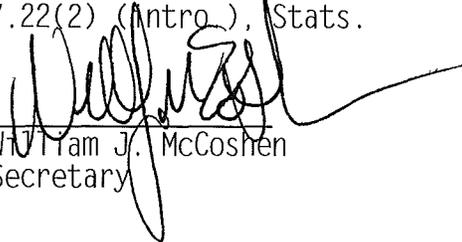
DOD 21.05 (3) (f) That the project will make a positive economic impact in the local area.

(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.

EFFECTIVE DATE. The regulations set forth in this order shall be effective on the first day of the month following publication in the Wisconsin administrative register as provided in s.227.22(2) (Intro.), Stats.

Dated: 10-23-95

Agency:


William J. McCoshen
Secretary