

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**Note:** Chapter DBD 1 as it existed on October 31, 1991 was repealed and new chapter DOD 21 was created effective November 1, 1991.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

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

(4) "Marketing committee" means the group selected by the council under s. 41.12 (1), Stats., to recommend a statewide marketing strategy.

(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.

(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.

**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, the media placement of advertising and direct mail campaigns..

(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) 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.

(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.

**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 (c), (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.

**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) 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.

(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 travel into or within the state.

(e) That the applicant has the ability to finance its share of the cost of the project.

(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.

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.

**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.