

## Chapter Tour 2

### HERITAGE TOURISM PILOT PROGRAM

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**Tour 2.01 Purpose.** The purpose of this chapter is to establish procedures for the administration of the heritage tourism pilot program as provided by s. 41.19, Stats.

**History:** Cr. Register, January, 1994, No. 457, eff. 2-1-94; correction made under s. 13.93 (2m) (b) 7., Stats., Register, February, 1996, No. 482.

**Tour 2.02 Definitions.** In this chapter:

- (1) "Department" means the department of tourism.
- (2) "Heritage tourism" has the meaning provided in s. 41.19 (1) (a), Stats.
- (3) "Heritage tourism committee" means a committee created under s. 41.19 (3), Stats., and s. Tour 2.05.

(4) "Nonprofit organization" means a nonprofit corporation as defined in s. 181.0103 (17), Stats., and any organization qualified under section 501 (c) (3) of the internal revenue code for the exemption from federal income tax under section 501 (a) of the internal revenue code.

(5) "Political subdivision" means a town, village, city or county.

**History:** Cr. Register, January, 1994, No. 457, eff. 2-1-94; corrections made under s. 13.93 (2m) (b) 6. and 7., Stats., Register, February, 1996, No. 482; **correction in (4) made under s. 13.93 (2m) (b) 7., Stats., Register August 2001, No. 548.**

**Tour 2.03 Application procedures.** (1) Any nonprofit organizations or political subdivision located in the proposed area may apply to request that the department select an area of the state to participate in the heritage tourism pilot program.

(2) An application made under this chapter shall be in such form as the department may require and shall include all of the following:

(a) A description of the proposed area including a listing of the political subdivisions wholly or partially within the area, the total population and a map.

(b) A description of the proposed heritage tourism project for the area.

(c) Identification of the funding commitment to the project by the applicant and a description of potential sources of other funding for the project.

(d) A list of existing tourism and historical organizations in the proposed area including a description of interest and experience among those organizations to preserve and promote the area's historic and prehistoric resources.

(e) A list of historic sites and districts on the national register of historic places.

(f) A list of current major tourist attractions including visitor centers, hotels, restaurants, retail centers, natural and human made attractions, festivals and other special events.

(g) A description of the historical and cultural attractions, resources or events in the proposed area.

(h) A visitor profile and visitation statistics for the proposed area.

(i) A description of the interest and experience of the applicant to preserve and promote the area's historic and prehistoric resources.

(j) A budget, including the anticipated sources of funds, for the proposed grant activities.

(k) Any other information the department may require to make a determination under this chapter and s. 41.19 (2m), Stats.

**History:** Cr. Register, January, 1994, No. 457, eff. 2-1-94; correction in (2) (k) made under s. 13.93 (2m) (b) 7., Stats., Register, February, 1996, No. 482.

**Tour 2.04 Department determination.** With the advice of the heritage tourism committees, the department may select no more than 2 areas of the state in a fiscal biennium to participate in the heritage tourism pilot program. Before selecting an area under this chapter, the department shall determine all of the following:

(1) That the applicant will contribute cash, from a source other than the state in an amount at least equal to the grant requested under s. 41.19 (2m) (d), Stats. and sub. (2).

(2) That the applicant shall use the grant and matching cash contribution only to promote heritage tourism within the area.

(3) That, in comparison to other applicants, the applicant has the interest and experience to preserve and promote the area's historic or prehistoric resources.

(4) That, in comparison to other applications, it is desirable to preserve the area's historic and prehistoric resources when considering their authenticity, educational value, current state of preservation and protection, local capacity and priority for heritage preservation and promotion and cooperation among tourism businesses, operators of historic sites and political subdivisions for heritage tourism.

(5) That, in comparison to other applications, the proposed area contains a cohesive grouping of historic or prehistoric resources that can be effectively managed as a single local heritage tourism project.

**History:** Cr. Register, January, 1994, No. 457, eff. 2-1-94; correction in (1) made under s. 13.93 (2m) (b) 7., Stats., Register, February, 1996, No. 482.

**Tour 2.05 Heritage tourism committees.** (1) Membership of each heritage tourism committee shall be appointed by the secretary of the department and shall include the following:

(a) The administrator of the division of tourism.

(b) Two members from a list of names submitted by the director of the historical society.

(c) Four public members that have been or are actively involved in heritage tourism activities.

(d) One state senator selected by the majority leader of the senate, one state senator selected by the minority leader of the senate, one state representative selected by the speaker of the assembly and one state representative selected by the minority leader of the assembly.

(2) Each member shall be appointed for a 2 year term.

**History:** Cr. Register, January, 1994, No. 457, eff. 2-1-94.

**Tour 2.06 Contracts.** Each successful applicant shall enter into a contract with the department which shall be signed by the secretary of the department and the chief executive officer of the applicant or the applicant's authorized representative.

**History:** Cr. Register, January, 1994, No. 457, eff. 2-1-94.

**Tour 2.07 Reporting and record keeping.** (1) Each successful applicant shall submit a written evaluation of the project, in such form as the department may require, within 45 days of the close of each fiscal year in which the applicant received a grant.

(2) Each successful applicant shall maintain those records necessary for the department to determine that the grant funds were expended in accordance with the terms of the contract

required under s. Tour 2.06. The records shall be maintained for a minimum of 3 years following the award of grant funds under this chapter.

**Note:** Application materials for the heritage tourism program are available from the Department of Tourism, P.O. Box 7976, Madison, Wisconsin 53707, telephone number 608/ 266-7299.

**History:** Cr. Register, January, 1994, No. 457, eff. 2-1-94; correction in (2) made under s. 13.93 (2m) (b) 7., Stats., Register, February, 1996, No. 482.