

Clearinghouse Rule 00-037

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CERTIFICATE

STATE OF WISCONSIN)
) SS
DEPARTMENT OF TOURISM)

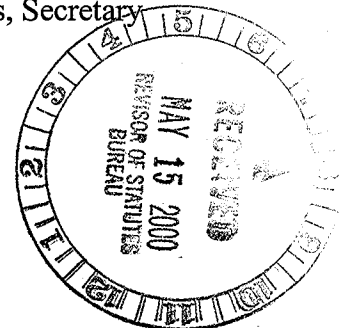
I, Moose Speros, Secretary and Custodian of the official records of the Department of Tourism, do hereby certify that the annexed rules relating to use of the Joint Effort Marketing Program were duly approved and adopted by the Department on May 12, 2000.

I further certify that said copy has been compared by me with the original on file in the Department offices and that the same is a true copy thereof, and the whole of the original.

IN TESTIMONEY WHEREOF, I have here unto set my hand as Secretary at 201 West Washington Avenue in the City of Madison, this 12th day of May 2000.

Moose Speros

Moose Speros, Secretary



7-1-00
00-037

ORDER OF THE DEPARTMENT OF TOURISM

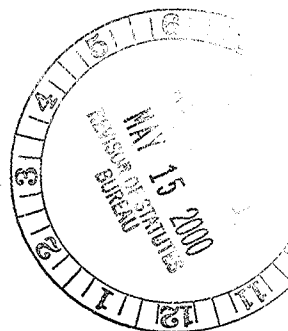
The Department of Tourism adopts an order to amend s. Tour 1.03 (3) (a) relating to the Joint Effort Marketing Program.

Analysis Prepared by the Department of Tourism

Section 41.17, Stats., creates a joint effort marketing program and s. 41.17 (4) (g), Stats., authorizes the Department to adopt rules required to administer the program. The program provides for grants to non-profit organizations engaged in tourism activities. Grant funds may be used for the development of publicity, the production and media placement of advertising, direct mail, and for destination marketing projects certain expenses related to attendance at trade shows. To be eligible, expenditures must be part of a project and overall advertising plan of the applicant organization intended to increase tourism in Wisconsin.

The current rules authorize funding for projects that relate to tourism events, promotions and destination marketing projects. An example of an event might be a town festival. An example of a promotion might be the advertising of discounted entry and accommodation fees within an area for a limited period of time intended to attract tourists to a destination during shoulder or off season. Destination marketing is advertising that is not necessarily connected to an event or promotion, but that advertises a region of the state to a market that is identified in the statewide marketing plan as regional or extended regional, or that advertises a region of the state to potential meeting and convention or motorcoach visitors. Destination marketing advertising must be intended to attract tourists during a time that has not traditionally attracted substantial tourism to the area, and the proposal must be from an applicant representing a region made up of three or more municipalities. Funding under the Destination Marketing category is limited to \$5,000 per municipality represented in an application and no more than \$20,000 total per application.

The proposed rule increases the maximum limits for destination marketing projects to \$10,000 per municipality represented and a total maximum per destination marketing project equal to the lesser of \$40,000 or 7% of the fiscal year budget for destination marketing projects. It also makes clear that the 7% limit for all JEM projects is based upon the applicable share of the annual JEM budget. 1999 Wisconsin Act 9 (the recently adopted biennial budget) directs the Department of Tourism to increase the budget for Joint Effort Marketing to not less than \$1,130,000 each year. The Joint Effort Marketing Program budget for the last year of the previous biennium was \$700,000. One result of the mandated increase was to increase the maximum funding for all Joint Effort Marketing categories other than Destination Marketing. The rule produces a similar increase for Destination Marketing.



Text of Rule:

SECTION 1. TOUR 1.03 (3) (a) is amended to read:

TOUR 1.03 (3) (a) For projects described in s. TOUR 1.02 (6) (a) to (d), no more than 7% of the applicable joint effort marketing fiscal year budget. For a project described in s. TOUR 1.02 (6) (f) no more than ~~\$5,000~~ \$10,000 for each municipality served by the project and no more than a total of ~~\$20,000~~ the lesser of \$40,000 or 7% of the applicable joint effort marketing fiscal year budget.

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.

STATE OF WISCONSIN
DEPARTMENT OF TOURISM

Dated: 5/12/00

Agency: Moose Speros
Moose Speros, Secretary