

Clearinghouse Rule 97-155

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 the Joint Effort Marketing Program were duly approved and adopted by this Department on March 16, 1998.

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 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 18th day of March 1998.

Moose Speros

Moose Speros, Secretary

7-1-98
97-155

Text of Rule:

SECTION 1. Tour 1.02 (2m) and (4) are amended to read:

1.02 (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.~~

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

SECTION 2. Tour 1.02 (6) (f) is created to read:

1.02 (6) (f) The project involves the placement of advertising in a geographic area identified in the statewide marketing strategy as regional or extended regional, or involves the attraction of meeting and convention or motorcoach business. For a project under this paragraph to receive funding it shall also have the following features:

1. The advertising shall be placed during a time that the applicant evidences has not traditionally received substantial numbers of tourists in the area.
2. The project proposed in the application shall serve an area that includes not less than 3 municipalities.

SECTION 3. Tour 1.03 (1) and (3) (a), (d) and (e) are amended to read:

Tour 1.03 (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, ~~the~~ and media placement of advertising and direct mail campaigns, except that for projects described under s. Tour 1.02 (6) (f), grant funds may also be used for booth space, standard booth equipment, photographs and material shipment expenses related to attendance at sports shows.

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

(d) For projects described in s. Tour 1.02 (6) (a) to (d) and (f), no more than 50% of the eligible advertising expenses for the second year a project receives funds under this chapter.

(e) For a project described in s. Tour 1.02 (6) (a) or (f), no more than 25% of the eligible advertising expenses for the third year a project receives funds under this chapter.

SECTION 4. Tour 1.03 (3) (g) is created to read:

Tour 1.03 (3) (g) For projects described in s. Tour 1.02 (6) (f), the department may grant no more than 50% of the funding for joint effort marketing during each fiscal year unless the secretary determines that there is insufficient demand for the funds under the other grant categories contained in this chapter.

SECTION 5. Tour 1.03 (3r) is created to read:

Tour 1.03 (3r) During each fiscal year, the department may grant up to 35% of joint effort marketing funds available for projects described in Tour 1.02 (6) (a) to (e) by September 30, up to 70% by December 31 and up to 90% by March 31 except that the secretary may waive the limits contained in this subsection for a project likely to have a substantial impact upon the state's tourism economy. The department may grant up

to 60% of the joint effort marketing funds available for projects described under Tour 1.02 (6) (f) in September and the remainder in April of each fiscal year.

SECTION 6. Tour 1.03 (4) is amended to read:

Tour 1.03 (4) A project described in s. Tour 1.02 (6) (a) or (f), may receive up to 3 years of funding, and the 3 years are not required to be consecutive. A project described in s. Tour 1.02 (6) (d), may receive up to 2 consecutive years of funding. A recipient of funding for a project described in s. Tour 1.02 (6) (d) may apply for another project under s. Tour 1.02 (6) (d) no earlier than the third fiscal year following the fiscal year during which funding was granted. Projects described in s. Tour (6) (b) and (c) are limited to one year of funding unless the department determines that a second year of funding is necessary because severe weather, some other natural event or act of God had a substantial negative impact upon the prior year operation of the event. For each year of funding requested, an application shall be submitted and a determination made as provided under this chapter.

SECTION 7. Tour 1.05 (1) is amended to read:

Tour 1.05 (1) ~~A group consisting of the~~ The joint effort 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.

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: 3-18-78

Agency: MOOSE SPEROS
Moose Speros
Secretary