

CERTIFICATE

STATE OF WISCONSIN)
) SS
DEPARTMENT OF DEVELOPMENT)

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 May 20, 1996.

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 20th day of May 1996.

Moose Speros
Moose Speros



18-007

Text of Rule:

SECTION 1. TOUR 1.02 (3m) is created to read:

TOUR 1.02 (3m) "Event" means an activity or group of activities sponsored by a non-profit organization that occur within an identified period of limited duration and which are likely to attract the interest of visitors from outside of the local area where the activities are conducted.

SECTION 2. TOUR 1.02 (6) is amended to read:

TOUR 1.02 (6) "Project" means an activity the purpose of which is to increase tourism, which "Project" includes the development of publicity, and the development and media placement of advertising, or direct mail and which is a part of the advertising plan of the applicant, and which accomplishes any of the following-:

(a) The project publicizes an event which has never before been held in the community or area, which the applicant intends to repeat regularly and which is beyond the scope of the daily operations of the applicant.

(b) The project involves the placement of advertising in a geographic area where advertising for the event has not previously been placed or the placement of advertising which reaches a demographic audience not previously reached.

(c) The project involves the placement of advertising in a media where advertising for the event has not previously been placed.

(d) The project involves a sales promotion that offers a significant incentive during a limited period of time intended to persuade the targeted customer to visit the community or area.

(e) The project publicizes a one-time one of a kind event of major significance that has the potential to generate media coverage at least throughout the midwest.

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

TOUR 1.03 (3) (a) ~~No~~ For projects described in s. TOUR 1.02 (6) (a) to (d), no more than 7% of the joint effort marketing fiscal year budget.

(b) No more than 50% of the ~~project's~~ related event's fiscal year budget.

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

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

SECTION 3. TOUR 1.03 (3) (f) is created to read:

TOUR 1.03 (3) (f) For a project described in s. TOUR 1.02 (6) (e) no more than one time funding for not more than 5% of the joint effort marketing fiscal year budget.

SECTION 4. TOUR 1.03 (3m) is created to read:

TOUR 1.03 (3m) The department may provide funding for one project per event.

SECTION 4. TOUR 1.03 (4) is amended to read:

TOUR 1.03 (4) A project described in s. TOUR 1.02 (6) (a), 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 5. TOUR 1.05 (3) (d) to (f) are amended to read:

TOUR 1.05 (3) (d) That the proposed project will generate increased ~~travel~~ visitors into or within the state, and, if the project relates to an existing event, that the increase is substantial in comparison to the visitors previously generated by the event.

(e) The applicant has the ability to finance its share of the cost of the project, and all income generated by the event publicized by the project is being used to finance the event.

(f) That the project will make a positive economic impact in the local area, and, if the project relates to an existing event, that the impact is substantial in comparison to the impact previously produced by the event.

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: May 20, 1996

Agency: Moose Speros
Moose Speros
Secretary

