

Form #2

Oct 25 11 05 AM '94

OFFICE OF WEST VIRGINIA
SECRETARY OF STATE

NOTICE OF A COMMENT PERIOD ON A PROPOSED RULE

AGENCY: WV Division of Tourism TITLE NUMBER: 144

RULE TYPE: Procedural; CITE AUTHORITY 5B-1-9(b)

AMENDMENT TO AN EXISTING RULE: YES___ NO^{XX}

IF YES, SERIES NUMBER OF RULE BEING AMENDED: _____

TITLE OF RULE BEING AMENDED: _____

IF NO, SERIES NUMBER OF NEW RULE BEING PROPOSED: Series II

TITLE OF RULE BEING PROPOSED: Direct Advertising Grants

IN LIEU OF A PUBLIC HEARING, A COMMENT PERIOD HAS BEEN ESTABLISHED DURING WHICH ANY INTERESTED PERSON MAY SEND COMMENTS CONCERNING THESE PROPOSED RULES. THIS COMMENT PERIOD WILL END ON December 2, 1994 AT 4:30 pm. ONLY WRITTEN COMMENTS WILL BE ACCEPTED AND ARE TO BE MAILED TO THE FOLLOWING ADDRESS.

West Virginia Division of Tourism

2101 Washington Street, East

Charleston, WV 25305

ATTEN: Tom Gillooly

THE ISSUES TO BE HEARD SHALL BE LIMITED TO THIS PROPOSED RULE.

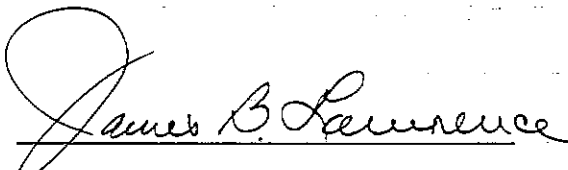
James B. Lawrence
Commissioner

ATTACH A **BRIEF** SUMMARY OF YOUR PROPOSAL

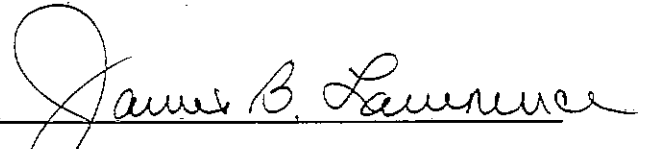
3.80

AUTHORIZATION TO FILE FOR PUBLIC COMMENT
A PROPOSED PROCEDURAL RULE

The Division of Tourism is authorized to file for public comment a proposed procedural rule titled Direct Advertising Grants, Title 144, Series II.



James B. Lawrence
Commissioner
Bureau of Commerce



James B. Lawrence
Commissioner
Division of Tourism

10/25/94

Date

TITLE 144
PROCEDURAL RULES
DIVISION OF TOURISM
SERIES II
DIRECT ADVERTISING GRANTS

S U M M A R Y

The proposed rules govern the procedures for making available moneys deposited in the Tourism Promotion Fund for direct advertising within the state's eight regional development districts. The rule establishes eligibility, application guidelines, evaluation criteria, match requirement and accountability for a cooperative advertising program.

FACTS & CIRCUMSTANCES

WV Code 5B-1-9(b) directs that the above rule be promulgated by the Division of Tourism.

APPENDIX B

FISCAL NOTE FOR PROPOSED RULES

Rule Title: DIRECT ADVERTISING GRANTS
Type of Rule: Legislative Interpretive XX Procedural
Agency: Division of Tourism
Address: 2101 Washington Street, East
Charleston, WV 25305

1. Effect of Proposed Rule

	ANNUAL FISCAL YEAR				
	INCREASE	DECREASE	CURRENT	NEXT	THEREAFTER
<u>ESTIMATED TOTAL COST</u>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
PERSONAL SERVICES					
CURRENT EXPENSE					
REPAIRS & ALTERATIONS					
EQUIPMENT					
OTHER					

2. Explanation of above estimates:

Program will utilize existing staff and minimal expenses related to staff time and mailing costs. Costs to come from existing and future budgets available.

3. Objectives of these rules:

The proposed rules govern the procedures for making available moneys deposited in the Tourism Promotion Fund for direct advertising within the state's eight regional development districts. The rule establishes eligibility, application guidelines, evaluation criteria, match requirement and accountability for a cooperative advertising program.

Rule Title: DIRECT ADVERTISING GRANTS

4. Explanation of Overall Economic Impact of Proposed Rule.

A. Economic Impact on State Government.

(See Below)

B. Economic Impact on Political Subdivisions; Specific Industries; Specific groups of Citizens.

(See Below)

C. Economic Impact on Citizens/Public at Large.

(See Below)

Date: October 25, 1994

Signature of Agency Head or Authorized Representative

James B. Lawrence, Comm.

There is no discernable fiscal impact from the procedural rules themselves. A positive fiscal impact on state government, eligible grantees and the public at large will come from the program itself as directed by the legislative act. The program will allow financial support to eligible grantees for the cost of direct tourism advertising through a matching grant.

This will produce a broader tourism promotion effort throughout the various regions of the state.

FILED

OCT 25 11 05 AM '94

Title 144
Procedural Rules
Division of Tourism & Parks
Series 2
Direct Advertising Grants

OFFICE OF WEST VIRGINIA
SECRETARY OF STATE

144-2-1 General

- 1.1 Scope -- These procedural rules govern the application and award criteria for disbursement of direct advertising grants for regional advertising from the "tourism promotion fund."
- 1.2 Authority -- West Virginia Code 5B-1-9(b)
- 1.3 Filing Date
- 1.4 Effective Date

144-2-2 Definitions

- 2.1 "Qualified Applicant" means an organization whose purpose, in whole or in part, is to promote the tourism industry of West Virginia; which demonstrates the ability to provide the required match when invoiced; which represents a city, county, region or regions, or tourism industry or activity; and which in the judgment of the Commission adequately represents the interests of the regional development district or districts which the applicant's application covers.
- 2.2 "Tourism Promotion Fund Commission" (Commission) means the eight-member commission created by West Virginia Code 5B-1-9(c)(1).
- 2.3 "Division" means the West Virginia Division of Tourism and Parks, or any successor agency or office.
- 2.4 "Total project cost" means the total of all proposed project expenditures.

144-2-3 Applications

- 3.1 An applicant shall apply for tourism promotion funds on forms supplied by the Commission.
- 3.2 The application shall include the complete advertising or marketing project, in sufficient detail to permit evaluation against the required criteria.

- 3.3 The Commission may request such additional information as it determines necessary to evaluate any application, including but not limited to financial and budgetary information related to the application or to the applicant.
- 3.4 Failure to provide the required application information, or failure to provide such additional information as the Commission reasonably requests by a specific date, in order to evaluate any application, may at the Commission's option, disqualify the application.
- 3.5 The Commission may establish application deadlines and dates for grant award cycles. If the Commission does so, it shall disseminate notice of such dates to the West Virginia Hospitality and Travel Association and to any other person or organization requesting to be placed on the Commission's mailing list for such purpose.
- 3.6 Applications and required submissions associated with an awarded project may be public information, to the extent provided in West Virginia Code 29B-1-1 et. seq., the Freedom of Information Act.
- 3.7 All applications and required submissions associated with a project not awarded shall be returned to the applicant; however, evaluation forms and findings made by the Division or the Commission may be public information, to the extent provided in West Virginia Code 29B-1-1 et. seq., the Freedom of Information Act.
- 3.8 In order to assure that funds received by an applicant under this program are not used to fund regular ongoing advertising activities but instead to support new advertising activities, the Commission may require that an applicant furnish financial information as described above in §3.3.
- 3.9 No funds received by an applicant under this program may be used to advertise in the West Virginia, It's You magazine.
- 3.10 The Commission reserves the right to reject an application on the basis of the amount of funding it seeks, to request the applicant to revise an application to a lower or higher level of funding, or to award more or less than the full amount requested in the application.
- 3.11 No application shall be considered by the Commission unless the applicant's share of the project cost is at least \$10,000.00

144-2-4 Review and Evaluations

- 4.1 The Commission will review all applications for completeness and eligibility.
- 4.2 The Commission shall evaluate and score all eligible applications.
- 4.3 Each application will be scored on the basis of 100 points, as detailed in §144-2-5. Individual scores will be totaled and averaged for each application, to produce the final score. Applications shall be awarded in accordance with the scoring and evaluation.

144-2-5 Evaluation Criteria

5.1 Eligible applications shall be evaluated and scored, up to a maximum of 100 points, on the following basis.

1. Up to 20 points -- project demonstrates potential for a strong positive return on investment, is well researched and includes tracking and evaluation measures.
2. Up to 20 points -- project is appropriate to the market selected and complements or carries forward goals or objectives included in the Tourism Strategic Marketing Plan.
3. Up to 20 points -- project encompasses multiple attractions, municipalities, counties, or a regional development district or districts.
4. Up to 20 points -- project is creative, professional in quality and attainable with the funds requested or with additional identified and available funds.
5. Up to 10 points -- project is to a new market or media.
6. Up to 10 points -- project region has not received funding in the past.

144-2-6 Match Requirement

- 6.1 Applicant must provide a minimum of 50% of the project cost.
- 6.2 Cost overruns above the award amount shall be borne by the applicant unless the Commission grants prior approval in writing.
- 6.3 Any changes in the project after award requires prior approval of the Commission and may not materially change the project's objective or goal.
- 6.4 The match shall be a cash match. No in-kind services may be utilized for the match but may be utilized to reduce the overall cost of the project.
- 6.5 State funds from any source may not be used for the match. Non-state funds from any source may be used for the match.

144-2-7 Eligible Expenditures; Ineligible Expenditures

- 7.1 Eligible expenditures are those directly related to direct advertising. Direct advertising includes but is not limited to advertising on television, radio, newspaper, magazines and outdoor advertising (billboards) or any combination thereof.

7.2 Ineligible expenditures include, but are not limited to:

1. Administrative costs of the applicant, including travel costs.
2. Cost associated with preparation of the application.
3. Rent or the purchase of real estate.
4. Construction costs.
5. Political or lobbying activities of any kind.
6. Membership fees or dues to any organization.
7. Events, fairs or festivals.
8. Purchase or rental of any audio/visual equipment.
9. The costs of alcoholic beverages.
10. Expenditures not identified within the project application, unless the Commission grants prior approval in writing.

144-2-8 Audit & Compliance

- 8.1 The state reserves the right to review/audit an applicant's records relating to the project. Records must be retained for a minimum of three years after the close of the project.
- 8.2 The state may terminate any project agreement upon discovery of any violation of the terms of the agreement, these rules, or state or federal law.

144-2-9 Project Agreement

- 9.1 Simultaneously with the award of a project, the Division shall enter into an agreement with the applicant detailing the responsibilities of both parties, the payment schedule, the project timetable, and any other necessary or appropriate conditions.
- 9.2 The agreement shall require the applicant to hold harmless the State of West Virginia for any liability arising from the agreement.