



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, Secretary

Request for Proposals
Wisconsin Department of Agriculture
2019 Alice in Dairyland Host County

Summary of Project

Coordinate and host

- Up to 12 part day promotional and education events utilizing Alice in Dairyland in the host county June 2018- May 2019 to build interest and knowledge of the program and host county.
- One 2-day Alice in Dairyland Briefing event and Press Conference in March 2019
- One 3-day Alice in Dairyland Final Interview event in May 2019

Requirements

- Must be a Wisconsin county
- A pair of counties may host together if they share a border.
- Representatives from numerous county organizations join steering committee and sub-committees to complete all facets of the project and events
- Committee must cover costs associated with all events (suggested at least \$25,000)
- Host county must remain confidential until they are formally announced at the year prior's Selection Finale
- Must not have hosted an Alice finals event in the last 10 years; preference will be given to counties who have never hosted
- Receipt of completed proposal at DATCP by Monday, June 19, 2017.
- Submitted proposals may also be considered for 2020 and 2021 host county years

Background

Alice in Dairyland is a one-year, contracted public relations and communications professional employed by the Wisconsin Department of Agriculture, Trade and Consumer Protection. During the year, Alice travels to approximately 400 events throughout the state promoting Wisconsin agriculture to a diverse demographic range of audiences in both rural and urban settings. Alice also works extensively with the media to fulfill the mission of educating Wisconsin residents about the agriculture industry in the state they reside.

The process and program of selecting the next Alice in Dairyland is called, "the finals" and is held in a different county every May ("host county"). The finals consist of a three-day public interview process highlighting the agriculture industry of the host county. During the year leading up to the finals, the current Alice will visit the host county approximately once a month to learn about the agri-businesses and production unique to that county, promote those industries and promote the hosting of the finals to residents and beyond via multiple media sources. Additionally, the county will host a two-day event in March, culminating in a press conference announcing up to six candidates for the upcoming Alice position. The Alice selected in 2019 will be the 72nd Alice in the program's history. The host county for Alice will work closely with DATCP to organize, plan and

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execute the process of selecting Alice in Dairyland while generating statewide media coverage for the county's agriculture industry over the course of one year.

Project Responsibilities

Organize and facilitate a volunteer committee to develop the hosting plan for the county. The county will be responsible for promotions, event development and logistics. A representative from DATCP will assist in the planning process. A comprehensive list of suggested committee responsibilities is included as Appendix A.

12 Partial-day Events

Alice will visit the host county monthly, or as close to as possible, from June 2018-May 2019 to promote the county's unique agricultural businesses, products and economy. Visits will be scheduled and coordinated with DATCP. Each visit will be distinctive and can include any of the following as organized by the county planning committee: agri-business tours, media interviews, school visits, dairy breakfasts, county fair, agri-tourism events, or other agriculturally related events. Alice will also cut down the first ceremonial Christmas Tree at an in-county tree farm in November. These events will assist in promotions for the county as well as the Alice finals. Events do *not* need to be organized by the committee if the county already hosts and plans events that meet the above criteria (i.e. a dairy breakfast, county fair,) Alice may appear as part of these ongoing events.

The Briefing

Up to six candidates are selected for the position of Alice through a rigorous hiring process at DATCP and are announced to the public for the first time at a press conference held in, and organized by, the host county. This two-day event happens on a Thursday and Friday at the end of March. It begins with a day of educational workshops and training at DATCP organized by DATCP. Thursday evening the candidates and Alice will travel to the host county for dinner and day two which is organized by the county and includes individual and group photos of the candidates, press conference, "meet and greet" candidates reception with media and the host county, and optional agri-business tours.

The Finals

Held entirely in the host county in May, the candidates will participate in an intense and extensive three-day, partially-public, interview process which includes speeches, interviews, media spots, presentations and tours all highlighting agriculture. DATCP coordinates the selection process while the host county is responsible for coordinating the itinerary logistics, venues and event details during the finals. After the rigorous process, a new Alice in Dairyland is selected. Two weeks later Alice officially begins her position with DATCP. Key highlights of the finals:

Agri-Business Tours

The host county promotes several of its major industries by touring no less than six agri-businesses. The candidates learn about the various businesses and are responsible for giving a 60 second summary presentation on one at the Selection Finale event. Each tour should last approximately 1 hour in length. Each of the tour stops are also highlighted in the Selection Finale Keepsake Program.

Discussion Panel

The discussion panel is an opportunity for the public to meet the candidates and watch a portion of the selection process. The session displays the candidate's ability to express ideas clearly in front of an audience and to think quickly. This program occurs the evening of the second day of the finals.

Typically, it is a ticketed event, open to the public with a social hour and light refreshments followed by the formal discussion panel. The county may choose to host this as a dinner event.

Selection Finale

This event takes place on the third day of the Finals and can occur on a Friday or Saturday evening. DATCP supplies an outline of the program which includes: a three-minute speech by each candidate; a 60-second highlight on an agri-business tour by each candidate; a farewell presentation by the current Alice; and a representative of the Department of Agriculture, Trade and Consumer Protection to announce the next Alice in Dairyland. The host county coordinates with DATCP to develop the script, select an emcee and coordinate a rehearsal of the finale. The county is also responsible for any promotional pieces they would like in the presentation (limited to 3 minutes in length) and developing the PowerPoint presentation to be run at the Selection Finale. The final promotional piece developed by the host county is the “Keepsake Program” which encompasses the finals process, highlights the county’s agriculture industry, features each of the candidates and thanks industry partners and sponsors. DATCP works with the host county to provide text and approve the final program prior to printing.

Application for consideration is below. Please submit completed proposals to Ti Gauger at the address below by **June 19, 2017**. Call 608-224-5115 or email Ti.Gauger@wisconsin.gov with additional questions or concerns. A sample agreement, with complete contractual details, between the Wisconsin Department of Agriculture, Trade and Consumer Protection and the host county is available upon request.

Ti Gauger
Alice in Dairyland Program Director
Wisconsin Department of Agriculture, Trade and Consumer Protection
2811 Agriculture Drive
PO Box 8911
Madison, WI 53708
Ti.Gauger@wisconsin.gov
608-224-5115

Alice in Dairyland

Application for 2019 Alice in Dairyland Host County

County/Counties _____

Coordinating Group(s) _____

Submitted by _____

Main Contact _____

Phone _____ Email _____

Address _____

City, State, Zip _____

1. Provide details on a selection of the following resources available in your county that may be utilized for Alice events:
 - a. Hotel(s): Name, location, number of rooms, number of meeting rooms available, restaurants, continental breakfast, parking, business center, high speed internet and state rate availability.
 - b. Selection Finale program and reception location(s): Name, location, meeting/banquet rooms with capacity, catering, high-speed internet access, A/V services, staging area, other misc. services

2. List Agriculture, Tourism, Government and Civic groups you will reach out to for collaboration, support, and potential committee members if your county is selected.
3. Provide a listing of area media and note who you think will cover “Alice” events. Include name, address, contact information and media type (TV, Radio, Daily or weekly newspaper, Online).
4. Provide a listing of potential agri-business tours that would highlight a wide range of the agriculture industry in your county. Please include a business/site name, address, type of business and brief description.
5. Why would your county/counties be the best host site for the 2019 Alice finals? What unique county features would you highlight as host?
6. The county hosting the Alice in Dairyland Finals will need to cover the costs associated with hosting each of the events. (Suggested \$25,000+, including in-kind donations; a more comprehensive list can be made available upon request). How would your county respond to these efforts? Are there any other major projects that might interfere with your ability to do so?
7. We would **not** like to be considered as a host county for 2020 or 2021.
8. Any additional information or comments:

Please submit completed proposals to Ti Gauger at the address below by **June 19, 2017**.

Call 608-224-5115 or email Ti.Gauger@wisconsin.gov with additional questions or concerns.

A sample agreement between the Wisconsin Department of Agriculture, Trade and Consumer Protection and county is available upon request.

Ti Gauger, Alice in Dairyland Program Director
Wisconsin Department of Agriculture, Trade and Consumer Protection, PO Box 8911 Madison, WI 53708
Ti.Gauger@wisconsin.gov 608-224-5115

APPENDIX A

A1 **FINALS COMMITTEE STRUCTURE**

The County's Alice in Dairyland Committee shall include a Steering Committee and five sub-committees to plan and conduct the Alice in Dairyland Briefing and Finals. The Steering Committee and sub-committees shall meet as deemed necessary by the co-chairpersons. The committee and chairperson structure is as follows:

- 1.00 Steering Committee - Includes co-chairpersons, one or more of whom is a member of the County's Alice in Dairyland Committee and another is a Department employee. The Steering Committee shall also include the County chairpersons of the five (5) sub-committees. A secretary (maintains minutes) and treasurer (maintains finances and produces final reports) for the Steering Committee shall be elected from among the five County sub-committee chairpersons.

Steering Committee responsibilities:

- 1.01 Manages and directly controls all phases of the planning, operation, budget, and progress of the Alice Briefing and Finals to a successful conclusion.
- 1.02 Ensures that all Sub-committees work with the Promotions Sub-committee in advertising each event.

- 1.10 Steering Committee County Chair – Lead, assist, advise, and manage to make sure that each sub-committee chairperson and his/her committee is performing its tasks. The chairpersons maintain the progress, direct, and assist in meeting the committee responsibilities identified in Appendix A. The County Chairs plan, schedule, and conduct steering committee meetings. May be a joint position between two people creating co-chairs.

Steering Committee County Chair responsibilities:

- 1.11 Appoint a chairperson from the County for each sub-committee.
- 1.12 Guide sub-committees in planning and budgeting for all details associated with the Alice in Dairyland Briefing and Finals.
- 1.13 Set time lines for completion of arrangements and tasks assigned to sub-committees.
- 1.14 Oversee communications between sub-committees to avoid duplication of efforts, double solicitation of sponsors, etc.
- 1.15 Provide the Department with copies of all correspondence from the Steering Committee and copies of minutes from all Steering Committee and sub-committee meetings.
- 1.16 Provide the Department with a report from the Steering Committee and each sub-committee within two months after the Finals are completed.
- 1.17 Ensure constant and consistent communication is maintained with the Department.

1.20 Finale and Tickets Sub-Committee - Consists of a chairperson who is a member of the County's Alice in Dairyland Steering Committee. The County's Alice in Dairyland Steering Committee appoints additional members to this sub-committee.

Finale and Tickets Sub-Committee responsibilities:

1.21 County Showcase Video/Presentation

At County's discretion, hire and supervise a videographer to produce a County PowerPoint/Video highlighting the County to be played during the Finale Selection Program and/or to be used in additional marketing efforts.

1.22 Invitations

Invite former Alices, sponsors, and local elected officials to the Finale. (The Department will invite elected state officials who are not from the local area and will distribute information to the candidates and their families.)

1.23 Finale Program & Scripts

In coordination with the Department representative develop the program itinerary for the event, powerpoint presentation outline and the script. With assistance from the Steering Committee, select the Master of Ceremonies to host the Finals Selection Program. Master of Ceremonies must be approved by the Department. Organize volunteers and resources necessary to execute the event.

1.24 Location/ Venue Details

Determine and secure the site(s) for the Finale Selection Program. Coordinate all arrangements (with assistance of General Arrangements Sub-Committee) for the Finale Selection Program and Reception. Obtain approval from the Department before details of the Finale Selection Program are confirmed. Finals site needs to include (but is not limited to) room for the program, rooms for social gathering, separate press room with high-speed internet availability, and reception area. In addition, coordinate the following:

Decorations: stage design, decorations, event assistants (i.e. 4-H or FFA).

Equipment: projectors, screen, microphones, etc.

Meal for the event.

Tables and set-up with all reserved tables (includes 1 for each candidate, 1-Alice, 1- next year's county, 2-Department, and current county). Create reserved signs for tables as needed.

1.25 Technical Support

Provide technical support person(s) and equipment including laptops, projectors, sound equipment, lighting, microphones, easels, etc. as requested by the Department for the Briefing and Finals. Technical support person will coordinate, create, and run Alice Finale Selection Program to include County highlights and PowerPoints of Candidates, current Alice, TV interviews clips, etc. The Finals Sub-committee is also responsible for ensuring the equipment is in proper working

order. Sub Committee may be asked by the Department to provide technical support to videotape mock TV interviews and record radio interviews during Finals, at County expense.

- 1.26 Tickets
Develop, print and distribute (in cooperation with Promotions and Special Events Sub-Committees) all tickets for events held in conjunction with the Finale Selection Program.
- 1.27 Videographer
Hire and supervise a videographer to record, with sound, the Finale Selection Program. A total of 15 DVDs will need to be created and made available to the Department within 1 month of the program.
- 1.30 Finance Sub-Committee - Consists of a chairperson who is a member of the County's Alice in Dairyland Steering Committee. The County's Alice in Dairyland Steering Committee appoints additional members to this sub-committee.

Finance Sub-Committee responsibilities:

- 1.31 Budget
Establish a budget and keep an accurate account of all transactions. The Finance Sub-Committee will also pay bills generated from hosting the Briefing and Finals and ensure that financial statements are accurate. The Committee shall keep a current balance sheet and a list of expected bills to ensure adequate funds are available throughout the planning and conducting of the Briefing and Finals.
- 1.32 Fundraising
Coordinate fundraising activities, materials for collection donations and compile complete list of donors to ensure proper recognition. Note: Approximately \$25,000 is needed for costs associated with hosting the Briefing and Finals.
- 1.33 Insurance
Obtain and pay for a general liability insurance umbrella policy to cover the Briefing and Finals events. The County or a local dairy committee may be able to assist the Sub-Committee with insurance needs. Note: Policy should include at least \$1,000,000 aggregate, \$500,000 per any occurrence annual, \$500,000 personal & advertising injury each occurrence, \$50,000 fire damage-any one fire, \$5,000 medical expense-any one person.
- 1.34 Tax Exempt Status
Explore application for tax-exempt status for the Finals Committee, in consultation with the Steering Committee Note: Achieving tax exempt status requires a lengthy process and is not mandatory.
- 1.35 Ticket Price

With assistance from other Committees, determine Finals Program ticket prices no later than January 1, 2018.

- 1.40 General Arrangements Sub-Committee - Consists of a chairperson who is a member of the County's Alice in Dairyland Steering Committee. The County's Alice in Dairyland Steering Committee appoints additional members to this sub-committee.

General Arrangements Sub-Committee responsibilities:

1.41 Interview Locations

Arrange for a location to tape radio and television interviews on the first day of the Finals. These interviews are not live. Note: TV and radio stations work well or work with the Department to accommodate the possibilities of the county. Secure a location that can be used during all three days of the finals for the three-member selection panel to meet to review materials and meet with candidates (a conference room at the hotel fits these needs well).

1.42 Lodging

Recommend locations and reserve lodging for the candidates for the Briefing and Finals and for the three-member selection panel for the Finals. State rate must be available.

1.43 Meals

Arrange and schedule meals during the Briefing and Finals. Note: It may be beneficial to pre-order meals if possible.

1.44 Name Badges

Provide professional name badges for each candidate to be worn during the Briefing and Finals. Also prepare nametags for steering and sub-committee members, and volunteers to be used during the Briefing and Finals.

1.45 Photographs

1. Select a local photographer and pay for the photographer's services to take individual candidate studio head and shoulder shots and a group photo of the candidates and Alice on the second day of the Briefing. Note: Photos should be taken in the morning of the second day of the briefing. A CD of these images must be available to the Department that same day for release following the press conference. The group photo is to be used on the cover of the Finals' souvenir program. The group photo may be in studio or on location. Approval of the photo location is required by the Department.

1.46 Tours

Schedule six (6) tours at local agri-businesses, agriculture-related historical sites and/or tourist attractions to occur during the Finals. Tours should not be confirmed for the days of the Finals without approval by the Department contact person. Additional tours can be planned if time allows during the Briefing. The candidates will prepare a presentation on each of the tours to be presented at the finals selection program. Ask all tour stops in advance for stock

photos to be included in selection program presentation, bio for the finale program and possibility of media attending the tour.

1.47 Transportation

Coordinate transportation for the six candidates, their props, timekeepers, three (3) Department employees, and the three (3) member Selection Panel throughout the Finals. Provide the first tentative itinerary including addresses, phone numbers, and actual drive times between tours, meals, etc. to the Department.

1.50 Promotions Sub-Committee - Consists of a chairperson who is a member of the County's Alice in Dairyland Finals Steering Committee. The County's Alice in Dairyland Steering Committee appoints additional members to this sub-committee.

Promotions Sub-Committee responsibilities:

1.51 Finale Program Booklet

Develop the Souvenir Finals Program booklet. The Department must approve the program prior to printing. County responsibility includes: List of all volunteers and sponsors; photographs and information on each tour; letter from Steering Committee Chairperson, letter from County Board (and or other dignitary), cover details and entire program layout. County may include advertising, other information, and photographs with approval from the Department. The Department provides the text for: candidate biographies; letters from Governor, DATCP Secretary, and current Alice; pictures/names/years of all previous Alices; background of Alice Program, the selection process as well as the program partners.

1.52 Logo

Develop and promote the Alice in Dairyland Finals Logo specific to the county to be used in conjunction with the DATCP Alice in Dairyland program logo. Logo must be approved by the Department prior to printing.

1.53 Media & Advertising

Establish working relationships with local newspapers, radio, and television stations. The Promotions Sub-Committee, with the assistance of Department staff, shall generate media coverage before, during and after the Finals. The Department will compile press packets on the six candidates for release to the media. Early promotion of the Finals will help increase ticket sales and attendance. Sponsors of the Finals shall be appropriately recognized in pre- and post-Finals publicity. It is recommended that all Sub-Committees submit a list of contributions they received to the Promotions Sub-Committee, promptly and periodically, to ensure proper recognition.

1.54 Press Conference & Press Room

1. Provide a room for the press conference for the Briefing announcement of the candidates and, in collaboration with the Department, invite media. The current Alice in Dairyland will serve as the Master of Ceremonies, but the County will need to develop a script of local supports, officials and others who should participate. The room shall have a space for interviews.

2. Provide a press room at the Finale program for a press conference immediately following the Finals with the new and outgoing Alice.

1.55 Promotional Materials

Work with the Committees on all public events associated with the Finals to ensure appropriate media coverage and notice of the events to the public. This can include press release, developing posters, signage, etc.

1.56 Website

Maintain and update the Alice in Dairyland finals website (www.aliceindairyland.com), including payment of the fee for maintaining/owning the domain for a year, in addition to updating the site's content.

1.60 Special Events Sub-Committee - Includes a chairperson who is a member of the County's Alice in Dairyland Steering Committee. The County's Alice in Dairyland Steering Committee appoints additional members to this sub-committee.

Special Events Sub-Committee responsibilities:

1.61 Community Events

Look for functions for the current Alice to attend that may be held in conjunction with an already established community event during the same time period. Identify annual area events where Alice in Dairyland can speak about the program and the upcoming Finals. Past special events in other counties have included visits to professional clubs (i.e. Kiwanis, Lions), schools, county dairy breakfasts and agricultural showcases held prior to or after the Alice in Dairyland Finals.

1.62 Events to Promote the Finals

Plan special events held in conjunction with the Finals, other than with the Finals Program itself. Special events should be community-focused and for people of all ages. An annual event that coincides with this is the First Christmas Tree Cutting. The county will select a local tree farm which is a member of the Wisconsin Christmas Tree Producers Association for the First Official Christmas Tree Cutting of the Season to be held in mid-November 2017. The county will coordinate the event. It is also this committee's responsibility to invite media (with assistance from Promotions) a school group and the public to the tree cutting and to plan a reception immediately following this event.

1.63 Discussion Panel

Plan this event for the night prior to the Finals Program. A location, meal, décor, and panel area with microphones will need to be organized by the Special events committee. This is often a ticketed event and always open to the public. The Committee will comply with Department procedures set for this benchmark in the interview process.

Note: This event can be held in conjunction with an established community event or can stand on its own.