



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

Request for Proposals

For Alice in Dairyland Finals Host Counties in
2024 – 77th Alice in Dairyland selection
2025 – 78th Alice in Dairyland selection
2026 – 79th Alice in Dairyland selection
2027 – 80th Alice in Dairyland selection

Summary of Project

Coordinate and host the Alice in Dairyland selection process for the year you will host, including:

- Up to 12 promotional and education events utilizing Alice in Dairyland in the host county in June - May preceding the final events, to build interest and knowledge of the program and host county.
- One 2-day Alice in Dairyland Briefing event and Press Conference in March 2024, 2025, 2026, or 2027
- One 3-day Alice in Dairyland Finals Selection event in May 2024, 2025, 2026, or 2027

Requirements

- Applicants must identify a Wisconsin county to serve as the host county
- Applicants may identify up to two bordering Wisconsin counties to jointly serve as host counties
- Chosen applicants organize a committee, steering committee and subcommittees to complete all facets of the project and events
- Committee must cover costs associated with all events (suggested minimum \$40,000.) Committee must raise funds to support the events through donations and sponsorships
- Identified county or counties must not have hosted an Alice finals event in the last 10 years
- Receipt of completed proposal at DATCP by Monday, October 20, 2022
- Submitted proposals will be considered for 2027 – 80th Alice host year first, then 2024, 2025 and 2026 will be filled.

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 consumers about the agriculture industry in the state.

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 and selection 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. She will also 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 2024 will be the 77th Alice in the program's history, 2025 will be the 78th Alice, 2026 will be the 79th Alice and 2027 will be the 80th Alice in Dairyland.

The host county for Alice will work closely with DATCP to organize, plan and execute the process of selecting Alice in Dairyland.

Impact

Hosting an Alice in Dairyland finals within your county can generate extensive interest in agricultural industries both locally and throughout the state. Alice in Dairyland utilizes her statewide platforms, including social media, print articles, radio and television appearances, to promote the host county's agricultural economy. Recent host counties have found extensive support from local agricultural businesses excited to highlight their products through the Alice in Dairyland program.

Project Responsibilities

Organize and facilitate a volunteer committee to develop the hosting plan for the county. The committee 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 Monthly Events (Leading Up to Finals)

Alice will visit the host county monthly (or as close to as possible) from June–May leading up to the finals, to promote the county's unique agricultural businesses, products and economy. Alice 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 for the Wisconsin Christmas Tree Growers Association 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 committee already hosts and plans events that meet the above criteria (e.g. a dairy breakfast or a county fair) that Alice may appear at 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 committee. This two-day event happens on a Friday to Saturday in mid to late March. During the briefing event, the committee will organize and coordinate with DATCP several parts of the schedule, which includes individual and group photos of the candidates, press conference, "meet and greet" candidates reception with media and the committee, and optional agri-business tours. This event also includes educational workshops and training organized and conducted by DATCP to prepare candidates for the Alice Finals selection process. Friday evening, the candidates and Alice will meet the host county committee for dinner.

The Finals

The Finals are held entirely in the host county in May. At the finals, 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

committee 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. Alice officially begins her position with DATCP in July. Key highlights of the finals:

Agri-Business Tours

The committee promotes several of the host county's major industries by touring up to 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. Each tour should last no more than one hour in length. Each of the tour stops is also highlighted in the Finale Program Booklet.

Question & Answer (Q&A) Event

The Q&A Event is an opportunity for the public to meet the candidates and watch a portion of the selection process. The event 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 Q&A session. The committee may choose to host this as a dinner event.

Finale Program (final selection of new Alice)

This event takes place on the third day of the Finals and can occur on a Friday or Saturday evening. It typically includes a reception, a banquet and the Finale program. 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 committee coordinates with DATCP to develop the script, select an emcee and coordinate a rehearsal of the finale. The committee is also responsible for any promotional pieces they would like in the presentation (limited to three minutes in length) and developing the PowerPoint presentation to be run at the Selection Finale. The final promotional piece developed by the committee is the "Program Booklet" that attendees receive as a keepsake, which encompasses the finals process, highlights the county's agriculture industry, and 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 Debbie Gegare at the address below by **October 20, 2022**. Call 608-224-5116 or email Debbie.Gegare@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 committee is available upon request.

Debbie Gegare
Alice in Dairyland Program Manager
Wisconsin Department of Agriculture, Trade and Consumer Protection
2811 Agriculture Drive
PO Box 8911
Madison, WI 53708
debbie.gegare@wisconsin.gov
608-224-5116



Application for 2024, 2025, 2026 & 2027 Alice in Dairyland Host Committee Position
Attach additional sheets or sample resources as necessary

County/Countries _____

Coordinating Group(s) _____

Submitted by _____

Main Contact _____

Phone _____ **Email** _____

Address _____

City, State, Zip _____

1. Provide details (visuals encouraged where appropriate) on a selection of the following resources available in your county that may be considered for Alice in Dairyland selection 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. Finale Banquet, 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
 - c. Q&A Event 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 application 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 Alice in Dairyland selection finals? What unique county features would you highlight as host?
6. The committee hosting the Alice in Dairyland Finals will need to cover the costs associated with hosting each of the events (suggested \$40,000+, including in-kind donations; a more comprehensive list can be made available upon request). How would your committee respond to these efforts? Are there any other major projects that might interfere with your ability to do so?
7. Rank your top choices for host year: 1, 2, 3, 4 or N/A

2024 _____
2025 _____
2026 _____
2027 _____

8. Any additional information or comments:

Please submit completed proposals to Debbie Gegare at the address below by **October 20, 2022**.

Debbie Gegare, Alice in Dairyland Program Manager
Wisconsin Department of Agriculture, Trade and Consumer Protection, PO Box 8911, Madison, WI 53708
debbie.gegare@wisconsin.gov; 608-224-5116

APPENDIX A

A1 FINALS COMMITTEE STRUCTURE



The County's Alice in Dairyland Committee shall include a Steering Committee and five subcommittees to plan and conduct the Alice in Dairyland Briefing and Finals. The Steering Committee and subcommittees 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 chairpersons of the five subcommittees. A secretary (maintains minutes) and treasurer (maintains finances and produces final reports) for the Steering Committee shall be elected from among the five subcommittee 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 subcommittees work with the Promotions Subcommittee in advertising each event.

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

Steering Committee Chair responsibilities:

- 1.11 Appoint a chairperson from the committee for each subcommittee.
- 1.12 Guide subcommittees in planning and budgeting for all details associated with the Alice in Dairyland Briefing and Finals.
- 1.13 Set timelines for completion of arrangements and tasks assigned to subcommittees.
- 1.14 Oversee communications between subcommittees 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 subcommittee meetings.
- 1.16 Provide the Department with a report from the Steering Committee and each subcommittee 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 Subcommittee - 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 subcommittee.

Finale and Tickets Subcommittee responsibilities:

- 1.21 County Showcase Video/Presentation
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 Subcommittee) 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 (e.g. 4-H or FFA).
Equipment: projectors, screen, microphones, etc.
Meal for the event.
Tables and set-up with some reserved tables arranged
- 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 Subcommittee is also responsible for ensuring the equipment is in proper working order. Subcommittee may be asked by the Department to provide technical support to record mock television and radio interviews during Finals, at Committee expense.



1.26 Tickets
Develop, print and distribute (in cooperation with Promotions and Special Events Subcommittees) 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 25 DVDs will need to be created and made available to the Department within 1 month of the program.

1.30 Finance Subcommittee - 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 subcommittee.

Finance Subcommittee responsibilities:

1.31 Budget
Establish a budget and keep an accurate account of all transactions. The Finance Subcommittee will also pay bills generated from hosting the Briefing and Finals and ensure that financial statements are accurate. The subcommittee 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 collecting donations and compile complete list of donors to ensure proper recognition. Note: Approximately \$40,000 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 Committee or a local dairy committee may be able to assist the Subcommittee with insurance needs. Note: Policy must 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 of the host year.



1.40 General Arrangements Subcommittee - 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 subcommittee.

General Arrangements Subcommittee responsibilities:

1.41 Interview Locations

Arrange for a location to record 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- or four-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 or four-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 subcommittee members and volunteers to be used during the Briefing and Finals.

1.45 Photographs

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 at the Briefing. Subcommittee must secure an agreement with the photographer that assigns the copyright for the photos to the Department. Digital files 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 tours at local agri-businesses, ag-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. 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 finale program. Ask all tour stops in advance for stock photos to be included in selection program presentation, biography for finale program and possibility of media attending the tour.

1.47 Transportation

Coordinate transportation for the six candidates, their props, timekeepers, three Department employees, and up to four selection Panel members throughout the Finals. Provide the first

tentative itinerary including addresses, phone numbers, and actual drive times between tours, meals, etc. to the Department by January 1 of host year.



1.50 Promotions Subcommittee - 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 subcommittee.

Promotions Subcommittee responsibilities:

1.51 **Finale Program Booklet**

Develop the official souvenir Finale Program Booklet, a keepsake for attendees. The Department must approve the program prior to printing. Content responsibility includes: List of all volunteers and sponsors, photographs and information on each tour, letter from Steering Committee Chairperson, letter from County Board (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; and 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 Subcommittee, 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 Subcommittees submit a list of contributions they received to the Promotions Subcommittee, 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 Committee 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 Finale with the new and outgoing Alice.

1.55 Promotional Materials
Work with the Committees and Subcommittees 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 releases, developing posters, signage, etc.

1.56 Website and Social Media
Maintain and update content on the Alice in Dairyland finals website (www.aliceindairyland.com). Maintain and update content on the Alice in Dairyland Finals Facebook page.

1.60 Special Events Subcommittee - 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 subcommittee.

Special Events Subcommittee 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. The county will coordinate the event. It is also this committee's responsibility to invite media (with assistance from Promotions) and the public to the tree cutting and to plan a reception immediately following this event.

1.63 Q&A Event
Plan this event for the night prior to the Finale 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.