

# TALENT MARKETING COOPERATIVE INITIATIVE

## MISSION

The purpose of WEDC's Talent Attraction & Retention Marketing Cooperative (Co-op) Initiative is to help eligible participants statewide solve their most pressing workforce challenges by magnifying the impact of their own marketing investments.

## ELIGIBLE PARTICIPANTS

- Government, public and nonprofit organizations that promote economic development
- Regional and industry economic development entities
- State government agencies representing key industry sectors (state agencies are exempt from matching requirement; maximum WEDC support of \$75,000 applies)

The following limitations apply to eligibility:

- "Captive" nonprofit organizations that exclusively or predominantly serve the interests of a single entity are ineligible
- Preference will generally be given to new applicants over those who participated in the FY23 co-op program
- Participants in FY23 who spent 50% or less of their program grant are eligible to apply for grants in the FY24 co-op up to the amount of their actual FY23 grant conversion
- Participants must use updated WEDC logos and branding wherever applicable, whether or not materials are related to this initiative

## GUIDELINES

### Eligibility

- All participants must qualify as eligible participants (see above)
- Co-op funds must be used as follows:
  - Advertising to attract talent from outside the state of Wisconsin
    - No advertising, marketing or messages can be targeted to attract workers from within Wisconsin (no "workforce cannibalization")
    - Online advertising forms included: Display, Native, Search, Social

## LEARN MORE

For more information about the WEDC's Talent Attraction & Retention marketing Cooperative Initiative, contact:  
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- All online ads must exclude audiences within the state of Wisconsin
- Print or broadcast media must substantially reach or circulate outside of Wisconsin
  - Talent retention marketing. No retention advertising, marketing or messages can be targeted to attract workers from other industries (no "workforce cannibalization")
  - Other marketing activities: marketing research, audience targeting or development of creative materials for attraction of out-of-state talent or talent retention
- Participation and specific projects must be approved by WEDC's Senior Vice President of Marketing & Brand Strategy or designated member of the Marketing staff
- An application form and contract will be provided and must be fully completed

### Advertising

- All advertising supported through the Co-op must be focused on talent attraction or retention
- Campaign creative concept and representative creative executions must be approved by WEDC marketing
- Marketing supported through the Co-op must include the WEDC logo. This can be accomplished by including the WEDC logo in advertising or on other campaign-related components, such as a website landing page. Method of credit to WEDC must be clearly defined in the participant's application
- Advertising creative requirements
  - Option 1: Use WEDC-supplied advertising
    - WEDC marketing or WEDC's marketing agency of record, Hoffman York, can customize WEDC-supplied creative (creative costs may reduce participant reimbursement)
    - Customization will be approved for:
      - Specific geographies
      - Industry sectors
    - Participants can customize creative, within approved parameters, by using WEDC's Talent Attraction Portal (digital asset management platform)
  - Option 2: participant-created creative that has been approved by WEDC marketing or designated member of the Marketing staff
- Use of all WEDC-supplied creative and assets (such as photography) may be governed by third-party licenses. Participants must discontinue use of creative and assets when notified by WEDC

### Additional marketing activities

- Additional marketing activities, such as market research, audience targeting, and development of creative materials (including, but not limited to, websites, brochures, direct mail, videos, marketing collateral, etc.) are eligible for funding under the Co-op
- All such marketing activities must serve one of two objectives:
  - Talent attraction from out of state
  - Workforce retention
- All additional marketing activities must be approved by WEDC's Senior Vice President of Marketing & Brand Strategy or designated member of the Marketing staff
- Creative materials supported through the Co-op must include the WEDC logo and acknowledge WEDC support

### Funding

- Total funding available through WEDC for this initiative is \$750,000. WEDC can, at its discretion, increase or decrease funding available
  - Eligible expenses are reimbursed on a one-for-one basis (50% match)
  - Maximum reimbursement per participant in FY23: \$75,000
    - Minimum match for a single request is \$500

- Multiple requests will be accepted from the same applicant, up to the \$75,000 limit for the fiscal year
- Multiple requests contingent on the overall availability of Co-op funds
- Preapproved expenses only are eligible for reimbursement
  - Advertising
    - Media planning fees and fulfillment expenses (such as agency or consultant fees) are not eligible for reimbursement
    - Full media costs, including those not reimbursed by WEDC but used to justify matching payments, must comply with all Co-op requirements
      - State agencies are exempt from matching requirement; maximum reimbursement applies
      - WEDC may plan, place and directly fund advertising for state agencies
  - Other marketing activities
    - Full project costs, including those not reimbursed by WEDC but used to justify matching payments, must comply with all Co-op requirements
- Reimbursements will be provided via Bill.com. Participants must use Bill.com to receive reimbursement funds
- Participation will be approved up to the maximum Co-op funding available
  - If the Co-op is nearing or has reached the maximum funding level, conditional applications will be accepted. Conditional participants will receive reimbursement only if funding becomes available (due to lack of performance by previously approved participants). Reimbursement of conditional applications is not guaranteed

### Co-op Dates

- Applications open August 2023 upon initiative launch. Applications must be submitted with an updated IRS Form W9 to be considered
- Participation and specific projects must be approved by WEDC's Senior Vice President of Marketing & Brand Strategy or designated member of the Marketing staff
- Eligible expenses with prior approval must be:
  - For advertising or other marketing activities initiated on or after initiative launch
  - Incurred by May 31, 2024
- Applications for reimbursement must be received by June 14, 2024

### Reimbursement

- Eligible expenses will be reimbursed to the applicant organization after costs are paid
  - Proof of advertising placement must be provided
  - Proof of expenditure and payment must be provided
- All reimbursements subject to confirmation of adherence with Co-op guidelines
- Participants are responsible for all related activities
  - Negotiating, contracting, and executing approved eligible activities
  - Negotiating, contracting, and placing (trafficking) advertising placements
  - Direct media expenses (WEDC is not liable for direct payment of media costs and will not enter or cosign contracts with media outlets)

### WEDC Decisions

- All Co-op-related decisions by WEDC's Senior Vice President of Marketing & Brand Strategy are final