

261—35.6(82GA,SF302) Application review and approval procedures.

35.6(1) The review committee shall read and score all applications.

35.6(2) The review committee shall review applications to ensure that the following program eligibility requirements are met: the application is from an eligible applicant; the advertising will be placed out of state in a market targeted by the office of tourism; a 50 percent match in cash is available; an advertising plan has been developed; and a method to measure the effectiveness of the advertising has been developed.

35.6(3) The review committee shall recommend to the department the applications to be approved for funding.