

Committee Name:
Senate Committee –
Higher Education and Tourism
(SC–HET)

Appointments

03hr_SC–HET_Appt_pt01

Committee Hearings

03hr_SC–HET_CH_pt00

Committee Reports

03hr_SC–HET_CR_pt00

Clearinghouse Rules

03hr_SC–HET_CRule_03–

Executive Sessions

03hr_SC–HET_ES_pt00

Hearing Records

03hr_ab0000

03hr_sb0000

Misc.

03hr_SC–HET_Misc_pt00

Record of Committee Proceedings

03hr_SC–HET_RCP_pt00



State Senator Sheila Harsdorf

Senator Chvala
Room 130 South

PAPER BALLOT

Bras, Armando A.

Of Richfield, as a member of the Educational Communications Board, to serve for the term ending May 1, 2005.

Chuck Chvala _____
AYE NO

Please return to Senator Harsdorf's office by 5:00 PM, Wednesday, January 22, 2003.



State Senator Sheila Harsdorf

Senator Breske
Room 310 South

PAPER BALLOT

Bras, Armando A.

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AYE

NO

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State Senator Sheila Harsdorf

Senator Cowles
Room 122 South

PAPER BALLOT

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AYE

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State Senator Sheila Harsdorf

Senator Schultz
Room 18 South

PAPER BALLOT

Bras, Armando A.

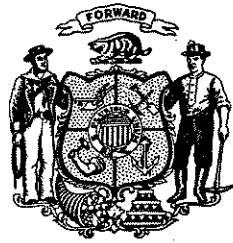
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AYE

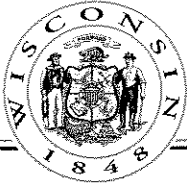
NO

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END



END



State Senator Sheila Harsdorf

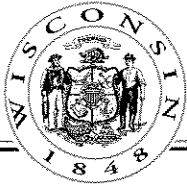
PAPER BALLOT

Confirmation of Shibilski, Kevin

Of Stevens Point, as Secretary of the Department of Tourism, to serve for the term ending at the pleasure of the Governor.

X Chuck Chwala _____
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State Senator Sheila Harsdorf

PAPER BALLOT

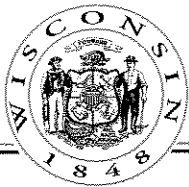
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State Senator Sheila Harsdorf

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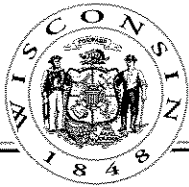
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OAAW

OUTDOOR ADVERTISING ASSOCIATION OF WISCONSIN

44 EAST MIFFLIN STREET, SUITE 101
MADISON, WISCONSIN 53703
608-286-0764

Date: January 22, 2003

To: Members of the Senate Committee on Higher Education and Tourism
Senator Sheila Harsdorf, Chairperson

From: Kathi Kilgore, Lobbyist
Outdoor Advertising Association of Wisconsin

Re: Support Appointment of Kevin Shibilski

The members of the Outdoor Advertising Association of Wisconsin strongly support the appointment of Kevin Shibilski as Secretary of the Department of Tourism.

As a State Senator, Senator Shibilski was an outspoken advocate for tourism issues and has a strong understanding of the importance of tourism on Wisconsin's economy.

When his appointment was announced, Senator Shibilski said in his remarks that he would be "a walking billboard for Wisconsin." We concur and believe he is the ideal candidate to lead the Department of Tourism.

We commend Governor Doyle on his selection of Kevin Shibilski as Secretary of the Department of Tourism and urge the Committee to support his appointment.



Serving the
Lodging Industry
for Over 100 Years

January 21, 2003

MEMO TO: Senate Higher Education and Tourism Committee
Senator Sheila Harsdorf, Chairman

FROM: Trisha A. Pugh, CAE
President, CEO
Kathi Kilgore, WIA Lobbyist

RE: Testimony of Support for Kevin Shibilski

On behalf of the over 1,300 members of the Wisconsin Innkeepers Association, representing hotels, motels, resorts, inns, and bed & breakfasts around the state of Wisconsin, we would like to express our full support of the confirmation of Kevin Shibilski as Secretary of the Department of Tourism.

In his recent role as state senator, Senator Shibilski was quick to understand the issues and concerns of Wisconsin's tourism industry.

In fact, in October of 2001, the Wisconsin Innkeepers Association bestowed a "WIA Legislative Merit Award" upon Senator Shibilski for his efforts on opposing a request that would have had a negative impact on the tourism industry across the state.

With tourism as one of the top three industries in our state, it is imperative that someone with strong analytical and leadership skills lead the Department of Tourism.

We commend Governor Doyle on his selection of Kevin Shibilski as the Secretary of the Department of Tourism and respectfully request this Committee to support this selection as well.

cc: WIA Executive Committee

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Fax# 262/782-0550
wia@execpc.com
<http://www.lodging-wi.com>



TAP/jmp/01/21/03



Date: January 22, 2003

To: Members of the Senate Committee on Higher Education and Tourism,
Senator Sheila Harsdorf, Chair

From: Paul W. Merline, Government Relations Specialist
Wisconsin Restaurant Association

Re: Testimony in Support of the Appointment of Kevin Shibilski as Secretary of the
Wisconsin Department of Tourism

Good Afternoon Chairperson Harsdorf and Committee Members. My name is Paul Merline and I am here today on behalf of the Wisconsin Restaurant Association to speak in support of the appointment of Kevin Shibilski as Secretary of the Wisconsin Department of Tourism.

The Wisconsin Restaurant Association represents approximately 7,000 foodservice outlets across the state, ranging from fast service to fine dining establishments. It is our firm belief that Kevin Shibilski is an excellent choice to lead the Department of Tourism.

Information from a study entitled the *Economic Impact of Traveler Expenditures on Wisconsin*, conducted by the group Davidson-Peterson for the Department of Tourism, indicates that in 2001, the tourism industry accounted for \$11.4 billion in total annual travel-related expenditures in Wisconsin. Further, this \$11.4 billion generated \$1.8 billion in state and local taxes and fees for our state. It is clear that tourism-related spending in Wisconsin is one of the key contributors to keeping our state's economy strong and healthy.

It is now more important than ever to maintain or even increase the investment in promoting Wisconsin tourism given the extended recession, the aftermath of the 9/11 terrorist attacks and the potential for war. Because Wisconsin is considered a drive-to destination and a safe haven for travelers throughout the Midwest, this provides an opportunity to maintain or increase market share while providing residents of the Great Lakes area a wonderful vacation destination.

Throughout his career in the legislature, Kevin Shibilski has been an outspoken supporter of all of the industries that make Wisconsin a popular tourism destination, including our abundance of the arts, cultural and historical points of interest, our four-season outdoor recreational opportunities, and of course our diverse and high-quality dining experiences. He understands the wealth of wonderful assets Wisconsin has to offer, as well as the critical role the tourism industry plays in driving Wisconsin's economy.

Because of this, the Wisconsin Restaurant Association requests an expeditious confirmation of Secretary Shibilski. We also look forward to his continued leadership and support and to working with him to promote Wisconsin as a tourism destination that enhances the quality of life for both residents and travelers alike.

Thank you for your consideration.

MY NAME IS LAUREL CANAN. I AM THE EXECUTIVE DIRECTOR OF THE JANESVILLE CONCERT ASSOCIATION IN JANESVILLE, WISCONSIN.

THE ARTS ARE GOOD BUSINESS FOR THE TOURISM INDUSTRY IN WISCONSIN AND SO IS SENATOR KEVIN SHIBILSKI AS OUR SECRETARY OF TOURISM.

SENATOR SHIBILSKI HAS WORKED TIRELESSLY TO SUPPORT THE ARTS ACROSS WISCONSIN. ALL OVER THE STATE, FROM SMALL COMMUNITIES TO MILWAUKEE , THE PERFORMING ARTS, VISUAL ARTS, MUSEUMS AND OTHER CULTURAL DESTINATIONS HAVE BENEFITED FROM SENATOR SHIBILSKI'S TIRELESS EFFORTS TO CREATE THE ENDOWMENT FOR THE ARTS IN OUR STATE.

The arts ALSO mean GOOD business! Ten Wisconsin communities including (Janesville), and the entire state of Wisconsin, were included in "Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts

Organizations and Their Audiences”, a landmark survey released in summer 2002 by Americans for the Arts of the economic impact of the arts across America.

Wisconsin's survey showed that the state's nonprofit arts industry generates \$289.8 million in economic activity every year, including \$38 million in local and state tax revenues. The \$289.8 million total includes \$190.5 million in spending by arts organizations and \$99.3 million in event-related spending by arts audiences (excluding ticket revenue). In addition, Wisconsin's nonprofit arts industry supports nearly 9,500 full-time equivalent jobs.

The Arts Promote Tourism! Partners in Tourism commissioned the Travel Industry Association of America to add a series of questions to its January 2001 National Travel Survey. The purpose was to determine the length of time that travelers extend

their trips because of cultural activities or events. This included travelers who added time either when they were planning or while on the trip. This study underscores the importance of arts, culture and heritage as an effective product for tourism professionals to market their communities both domestically and internationally. Sixty-five percent of U.S. adult travelers (92.7 million) included a cultural, arts, heritage or historic activity while on a trip of 50 miles or more, one-way, during the past year. Visiting a historic site such as a historic community or building was the most popular activity among travelers, followed by visiting a museum, seeing live theater and visiting an art gallery.

Door County has built its distinguished tourism industry on the visual and performing arts. The annual "Fall Art Tour" of four rural southwestern Wisconsin communities (Mineral Point,

Dodgeville, Spring Green and Baraboo) and the Western Wisconsin Studio Tour in Colfax, Downsville, and Menomonie, to name two art events, attract thousands of visitors who observe artists and artisans at work, purchase artwork, stay at local hotels and inns, and eat in local restaurants. Senator Shibilski understands the link between the arts and a healthy tourism industry.

WISCONSIN HAS MANY other vital INDUSTRIES THAT RELY ON A STRONG PROMOTION OF TOURISM. SENATOR SHIBILSKI'S LEADERSHIP AS TOURISM SECRETARY WILL INSURE A CONTINUING FOCUS ON EXISTING TOURIST INDUSTRIES AND FOSTERING NEW OPPORTUNITIES FOR TOURISM IN OUR GREAT STATE. I STRONGLY RECOMMEND AND SUPPORT SENATOR SHIBILSKI IN HIS CONFIRMATION AS SECRETARY OF TOURISM.

Thank You.

TESTIMONY TO SENATE HIGHER EDUCATION AND TOURISM COMMITTEE

in support of Kevin Shibilski's nomination as Secretary of the Department of Tourism
January 22, 2003

My name is Kelly DeHaven. I am a resident of West Salem, Wisconsin, and am a vocalist who has performed throughout the state for a number of years. I am also a staff member of the Wisconsin Assembly for Local Arts, the statewide organization which represents Wisconsin's multi-dimensional, diverse and growing statewide arts industry. I am here today to enthusiastically support Kevin Shibilski's appointment as Secretary of the Department of Tourism.

As the state's service and advocacy organization for the arts, the Assembly represents, promotes, strengthens and supports artists, and arts organizations, facilities, programs, services, and opportunities in all of Wisconsin's communities. The Assembly and its constituents have worked closely with Secretary Shibilski, in the past few years to raise the visibility and stability of the arts across Wisconsin. He proved to be an astute and articulate supporter and promoter of the arts in every corner of the state.

Recent research from Americans for the Arts and the Wisconsin Arts Board proved that Wisconsin's arts industry has a \$289 million economic impact and supports nearly 9,500 full time jobs. From the Kenosha Public Museum to the Lucius Woods Performing Arts Center in Solon Springs, the arts are an increasingly important component of the state's tourism industry. Nearly 100 new and renovated cultural facilities have been introduced in the past ten years, and visitors are increasingly drawn to our theaters, museums, musical organizations, and studio art tours, in our cities and our rural areas.

Secretary Shibilski's enthusiasm, energy, creativity and optimism make him an excellent candidate for this position, since the tourism industry thrives on ideas, image, and a healthy dose of optimism. He knows that tourism is integral to Wisconsin's economic and social well-being, and that myriad opportunities exist to enhance the reputation of the state as a fabulous place to work and play.

We believe that Secretary Shibilski will be a forceful advocate not only for Wisconsin's cultural riches, but for the many and diverse recreational and social opportunities Wisconsin provides. We urge you to approve his nomination as Secretary of the Wisconsin Department of Tourism. Thank you.



Serving the
Lodging Industry
for Over 100 Years

January 21, 2003

MEMO TO: Senate Higher Education and Tourism Committee
Senator Sheila Harsdorf, Chairman

FROM: Trisha A. Pugh, CAE
President, CEO
Kathi Kilgore, WIA Lobbyist

RE: **Testimony of Support for Kevin Shibilski**

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cc: WIA Executive Committee

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Fax# 262/782-0550
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TAP/jmp/01/21/03



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Senator Sheila Harsdorf, Chair

From: Paul W. Merline, Government Relations Specialist
Wisconsin Restaurant Association

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