



2005 ASSEMBLY BILL 389

April 27, 2005 - Introduced by Representatives WIECKERT, OWENS, HINES, PRIDEMORE, PETROWSKI, OTT, TOWNSEND, ALBERS, VRAKAS, MURSAU, STONE and JESKEWITZ, cosponsored by Senators ROESSLER and STEPP. Referred to Committee on State Affairs.

1 **AN ACT relating to:** requiring the Department of Administration to study the
2 feasibility of developing a Wisconsin brand.

Analysis by the Legislative Reference Bureau

This bill requires the Department of Administration to conduct a study of the costs and benefits and the feasibility of creating a national brand image for the state.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 **SECTION 1. Nonstatutory provisions.**

4 (1) The department of administration, in consultation with representatives of
5 the private and public sector, shall conduct a feasibility study to determine the costs
6 and benefits to the state of creating a national brand image for the state. The study
7 shall provide a timeline and a recommended process for the creation, promotion, and
8 maintenance of a national brand image. The department shall prepare a report that

ASSEMBLY BILL 389

SECTION 1

1 includes the results and conclusions of the study and submit the report no later than
2 December 31, 2005, to the appropriate standing committees of the legislature in the
3 manner provided under section 13.172 (3) of the statutes and to the governor.

4 (END)