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(FORM UPDATED: 08/11/2010)

WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2005-06

(session year)

Senate

(Assembly, Senate or Joint)

Committee on ... Job Creation, Economic Development and Consumer Affairs (SC-JCEDCA)

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
 - (**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
 - (**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

Senate

Record of Committee Proceedings

Committee on Job Creation, Economic Development and Consumer Affairs

Senate Bill 563

Relating to: creating income and franchise tax credits for expenses related to film production services and for capital investments made by a film production company, requiring the exercise of rule-making authority, and making an appropriation.

By Senators Kanavas, Darling, Kedzie, Lassa, Risser and Plale; cosponsored by Representatives Gielow, Wasserman, Zepnick, Kerkman, F. Lasee, Vos, Loeffelholz, Strachota, Sherman, Lehman, Stone, Fields, Berceau, Sheridan, Pettis, Newcomer, Cullen, Seidel, Molepske, Toles, Pope-Roberts and Kleefisch.

February 03, 2006 Referred to Committee on Job Creation, Economic Development and Consumer Affairs.

February 7, 2006 **PUBLIC HEARING HELD**

Present: (4) Senators Kanavas, Zien, Reynolds and Lassa.
Absent: (1) Senator Decker.

Appearances For

- Ted Kanavas, Brookfield — State Senator, WI State Senate - 33rd District
- Alberta Darling, Madison — Senator, Wisconsin State Legislature
- Doug Neilson, Milwaukee — Visit Milwaukee
- Brad Pruitt, Milwaukee
- Lori Lins, Milwaukee — Lori Lins LTD
- Michael Graf, Madison — Spot Film Works & Film Wisconsin
- Daniel Moore, Chicago — Directors Guild of America
- Scott Robbe, Madison — Film Wisconsin
- George Tzougros, Madison — Wisconsin Arts Board

Appearances Against

- None.

Appearances for Information Only

- None.

Registrations For

- Julia Hertel — Wisconsin Convention & Visitor Bureaus
- Steven White, Milwaukee
- Scott Thom, Madison
- Michael Wautier, Milwaukee — Milwaukee International Film Festival
- David Fantle, Bayside — Visit Milwaukee

- Patricia Algiers, Shorewood
- Steve Bass, Milwaukee — MMAC
- Jan Brethawaur, Milwaukee — Jennifer's Talent
- Jason Johns, Madison — National Association of Theatre Owners of WI & Upper Michigan

Registrations Against

- None.

February 9, 2006

EXECUTIVE SESSION HELD

Present: (4) Senators Kanavas, Zien, Reynolds and Lassa.

Absent: (1) Senator Decker.

Moved by Senator Kanavas, seconded by Senator Zien that **Senate Amendment 1** be recommended for adoption.

Ayes: (4) Senators Kanavas, Zien, Reynolds and Lassa.

Noes: (0) None.

Absent: (1) Senator Decker.

ADOPTION OF SENATE AMENDMENT 1 RECOMMENDED, Ayes 4, Noes 0

Moved by Senator Kanavas, seconded by Senator Zien that **Senate Bill 563** be recommended for passage.

Ayes: (4) Senators Kanavas, Zien, Reynolds and Lassa.

Noes: (0) None.

Absent: (1) Senator Decker.

PASSAGE RECOMMENDED, Ayes 4, Noes 0

James Michel
Committee Clerk

SENATE BILL 563 (LRB -4176)

An Act to amend 71.05 (6) (a) 15., 71.08 (1) (intro.), 71.10 (4) (i), 71.21 (4), 71.26 (2) (a), 71.34 (1) (g), 71.45 (2) (a) 10. and 77.92 (4); and to create 20.835 (2) (bm), 71.07 (5f), 71.07 (5h), 71.10 (4) (en), 71.28 (5f), 71.28 (5h), 71.30 (3) (epp), 71.30 (3) (epr), 71.47 (5f), 71.47 (5h), 71.49 (1) (epp) and 71.49 (1) (epr) of the statutes; relating to: creating income and franchise tax credits for expenses related to film production services and for capital investments made by a film production company, requiring the exercise of rule-making authority, and making an appropriation.

2006

02-03.	S.	Introduced by Senators Kanavas, Darling, Kedzie, Lassa, Risser and Plale ; cosponsored by Representatives Gielow, Wasserman, Zepnick, Kerkman, F. Lasee, Vos, Loeffelholz, Strachota, Sherman, Lehman, Stone, Fields, Berceau, Sheridan, Pettis, Newcomer, Cullen, Seidel, Molepske, Toles, Pope-Roberts and Kleefisch.	
02-03.	S.	Read first time and referred to committee on Job Creation, Economic Development and Consumer Affairs	582
02-07.	S.	Public hearing held.	
02-08.	S.	Senate amendment 1 offered by Senator Kanavas (LRB a2253)	588
02-09.	S.	Fiscal estimate received.	
02-09.	S.	Fiscal estimate received.	
02-09.	S.	Executive action taken.	
02-14.	S.	Report adoption of Senate Amendment 1 recommended by committee on Job Creation, Economic Development and Consumer Affairs, Ayes 4, Noes 0	596
02-14.	S.	Report passage recommended by committee on Job Creation, Economic Development and Consumer Affairs, Ayes 4, Noes 0	596
02-14.	S.	Available for scheduling.	
02-24.	S.	Withdrawn from committee on Senate Organization and rereferred to joint committee on Finance, pursuant to Senate Rule 46 (2)(c)	632
03-30.	S.	Executive action taken.	
03-31.	S.	Report adoption of Senate Amendment 1 recommended by joint committee on Finance, Ayes 16, Noes 0 ..	760
03-31.	S.	Report introduction and adoption of Senate Amendment 2 recommended by joint committee on Finance, Ayes 16, Noes 0 (LRB a2859)	760
03-31.	S.	Report passage as amended recommended by joint committee on Finance, Ayes 15, Noes 1	760
03-31.	S.	Available for scheduling.	
04-24.	S.	Placed on the April 2006 Extraordinary Session call by committee on Senate Organization	790
04-24.	S.	Placed on calendar 4-25-2006 by committee on Senate Organization.	
04-25.	S.	Read a second time	790
04-25.	S.	Senate amendment 1 adopted	790
04-25.	S.	Senate amendment 2 adopted	790
04-25.	S.	Ordered to a third reading	790
04-25.	S.	Rules suspended	790
04-25.	S.	Read a third time and passed , Ayes 27, Noes 6	790
04-25.	S.	Ordered immediately messaged	792
04-25.	A.	Received from Senate	1045
04-25.	A.	Read first time and referred to calendar	1046
05-02.	A.	Read a second time	1105
05-02.	A.	Ordered to a third reading	1105
05-02.	A.	Rules suspended	1105
05-02.	A.	Read a third time and concurred in	1105
05-02.	A.	Ordered immediately messaged	1105
05-03.	S.	Received from Assembly concurred in	827
05-15.	S.	Report correctly enrolled on 5-15-2006	850
05-23.	S.	Presented to the Governor on 5-23-2006	866
05-30.	S.	Report approved by the Governor on 5-30-2006. 2005 Wisconsin Act 483	875
06-02.	S.	Published 6-13-2006	877

Vote Record

Committee on Job Creation, Economic Development
and Consumer Affairs

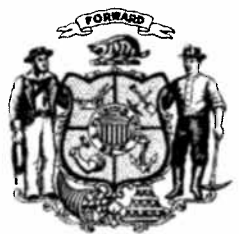
Date: _____
Bill Number: SB 563 Sen Amend 1
Moved by: Kanavas Seconded by: Zien
Motion: _____

<u>Committee Member</u>	<u>Aye</u>	<u>No</u>	<u>Absent</u>	<u>Not Voting</u>
Senator Ted Kanavas, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator David Zien	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Thomas Reynolds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Julie Lassa	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Russell Decker	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Totals:	_____	_____	_____	_____

Motion Carried Motion Failed



WISCONSIN STATE LEGISLATURE





State of Wisconsin • DEPARTMENT OF REVENUE

2135 RIMROCK RD. • P.O. BOX 8933 • MADISON, WISCONSIN 53708-8933
PHONE (608) 266-6466 • FAX (608) 266-5718 • <http://www.dor.state.wi.us>

Jim Doyle
Governor

Michael L. Morgan
Secretary of Revenue

Senate Job Creation Committee Hearing, February 7, 2006

Senate Bill 563 - Film Wisconsin – Tax Credits for Certain Expenses Related to Film Production

Description of Current Law and Proposed Change

The bill would create two credits that would have to be certified by the Department of Commerce for certain expenses related to film production. The film production services income and franchise tax credit would have three components: (1) a nonrefundable component for 25% of certain salary and wages paid to employees for services rendered in the state for film, video or television production, (2) a refundable component for certain production expenditures, and (3) a nonrefundable component for sales and use tax paid on certain expenditures. The film production company investment credit would provide a nonrefundable credit for 15% of certain expenditures during the first three years a company was doing business in the state.

Neither credit would be available for the following types of programs: news, current events or public programming that includes weather or market reports, talk shows, game, questionnaire or contest shows, sports events, gala presentation or awards shows, a production that solicits funds, productions for industrial, corporate or institutional purposes, or productions that have record keeping requirements under 18 U.S.C. 2257.

Fairness/Tax Equity

- The bill would allow credits for a significant amount of expenditures that are normal operating expenses of film production, such as wardrobes, make-up, photography, sound recording, synchronization and mixing, lighting, editing, film processing and transferring, special and visual effects, renting or leasing facilities, equipment or motor vehicles, food, lodging, investments in depreciable property and construction and remodeling expenses.

This type of credit is not available for other industries.

Impact on Economic Development

- The bill would allow the credits for expenditures after December 31, 2005. Awarding credits retroactively would not encourage investment. Credits could be limited to expenses incurred the day after publication of the bill. For real property, this could be for property acquired the day after publication or for construction begun the day after publication of the bill.
- To the extent that film production companies may not have Wisconsin income or franchise tax liability to offset, the nonrefundable portions of the credits would not encourage film production in the state. Many businesses in the state do not have income and franchise tax

liability. As such, the credits would do little to encourage activities in the state by those companies.

- A refundable credit for expenses may encourage film production in the state. To the extent that location decisions are made on factors other than tax incentives, the credits would have little impact or reward behavior that would otherwise occur. The credits may influence decisions on the margin.

Administrative Impact/Fiscal Effect

- Data is not available to estimate the fiscal effect of the credits.
- The order of computation for the film production services credit lists the credit with the refundable credits in section 71.10(4)(i). Only the portion of the credit in section 1.07(5f)(b)2 that is refundable and should be listed in section 71.10(4)(i). The portion of the credit in paragraphs (b)1 and (b)3 should be listed above section 71.10(4)(h).
- Because section 71.07(5f)(b)2 is refundable, it should be allowed to offset minimum tax. Section 71.07(5f)(d)2 should include references to section 71.08 as well as section 71.02.
- Sections 71.07(5f)(c)3, 71.28(5f)(c)3, and 71.47(5f)(c)3, as created by this bill, should state that no credit may be allowed unless the claimant submits a copy of the approved application from the Department of Commerce with the claimant's tax return.

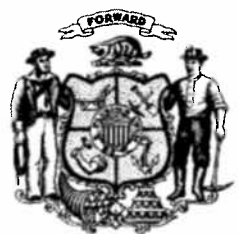
February 6, 2006

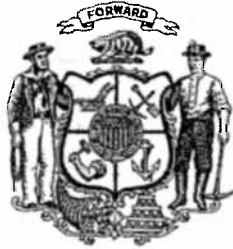
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WISCONSIN STATE LEGISLATURE





STATE OF WISCONSIN

BARBARA LAWTON
LIEUTENANT GOVERNOR

Statement on SB 563 – “Film Incentives Legislation”
Senate Committee on Job Creation, Economic Development and Consumer Affairs
February 7, 2006

I am sorry I couldn't be here in person today, but my attendance at the National Lieutenant Governors Association winter meeting in Washington D.C., gives me cause to communicate my support through this statement.

I am grateful to Senator Kanavas for his leadership to ensure such strong bipartisan cooperation for this new legislation that provides tax incentives for the film, television, commercial and video game industry. That Republicans and Democrats are working together on this important issue demonstrates our shared commitment to elevate our state's visibility and grow our economy.

I also want to thank the Wisconsin Arts Board and the members of Film Wisconsin for their leadership in educating policymakers, media and the public about how incentives for the film, television, commercial and video game industry can ignite our state's creative economy. Their collective passion for this issue is infectious. And the rationale makes great economic sense for communities and for the creative professionals who live and work there.

As Lieutenant Governor, I work to ensure that economic development touches all that I do each day. As Chair of the Wisconsin Arts Board, I am sensitive to the special role that our state's creative economy plays in increasing our competitiveness and prosperity now and in the future. We'll never turn our backs on the sectors that made our state great, but we must expand our horizons to embrace new technologies, industries and ideas if we want to remain relevant and successful in a 21st century economy. Creative industries like film, television, commercial and video gaming are part of the dynamic, 21st century economy.

Unfortunately, our state is behind the times when it comes to being a film friendly. Wisconsin is currently one of only a handful of states that do not offer tax incentives for the development of the film, television, commercial and video game industry. And without incentives, motion picture studios and other production companies won't come to Wisconsin. Instead, they go to Illinois, New Mexico, Louisiana, North Carolina and New York – places where revenues jumped anywhere from \$125 to \$600 million due to incentives. With our natural beauty and urban landscapes, we, too, can reap the economic benefits.

5%

95%

→ all done if right

→ non-compliance

→ compliance

→ all will make if less complex

• What

• Temporary Sues

→ They asked - didn't like it

→ why did the Governor change T. avoid tax?

Film incentives are revenue positive because they attract economic activity that would otherwise continue to go elsewhere. So, we'll give a little to gain a lot from an industry where incentives are a part of doing business. We have a strong core of businesses connected to the production industry that will increase our state's appeal. And filmmakers from major Hollywood studios tell us they are inclined to come if it makes good business sense.

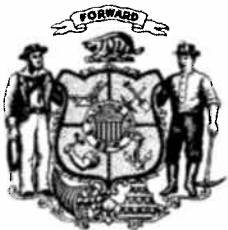
Strong, bipartisan support for film incentives sends a clear signal to Hollywood studios and other creative industries that Wisconsin is serious about becoming a film-friendly state. I welcome this committee's leadership on breathing new life into our creative industries.

Truly Yours,

Barbara Lawton



WISCONSIN STATE LEGISLATURE



From the Desk of
SCOTT THOM

SB 563?
Date?

Here are a few films that have bypassed filming all or parts of their films in Wisconsin. Reasons typically given were that filming "on location" was either too expensive for their "lower budget" films, or that other states offered incentive packages or tax breaks that made filming outside of Wisconsin more attractive.

An untold number of feature and low budget films have been lost to other states simply due to the lack of incentives, as compared to CANADA (which they are often told can duplicate scenery of the Midwest, as well as have economic incentives), or other states — that just have incentives. The playing field is not level, so it is very difficult to compete. With no film "office" to tout all the non-economic reasons to film in Wisconsin, our state will simply fall by the wayside for almost all serious feature filmmaking endeavors, unless they have a producer or director or financier who is a champion of filming in Wisconsin.

The examples below are just a few listings from 1998 to 2005, when the film office closed and even minimal contact/record keeping was ended.

I conservatively estimate that Wisconsin lost over \$50 million simply due to not having proper staffing in the film office for scouting/education purposes, and primarily because we had no economic incentives to compete against Canada and other incentive offering states.

Of the entities that we kept records on from 1998 to 2004, there were about 600 projects, films, videos, corporate industrials, special projects, etc. There were probably another 200 projects that fell outside of the primary record keeping during that time period, and probably another 200 contacts per year that had little or no record maintained (i.e. A phone call asking: Do you have incentives? We explained no, and what we did have, then they ended the call with no further contact information provided).

In no particular order here are 15 standout projects that I worked with, or developed into major films. In 7 years, we lost \$50,000,000 at least:

1. The Fountain

Est. \$35 million.

Estimated loss = \$2+ million.

Contacted us in 2002 looking for an interesting house on a lake. Midwest theme (Chicago/Wisconsin?). Gave them some info for follow up, but we did not get the picture. Went to Australia and Canada (most likely due to economic incentives). Stars Hugh Jackman (see X-Men III, below).

2. X-Men III: The Last Stand

Est. \$150,000,000.

Estimated loss = \$10-\$15 million for six weeks of estimated filming.

Filmed in California and Canada.

Wanted two –three square blocks to duplicate Washington D.C. Parts of Downtown Milwaukee

and "The Valley" in that city were recommended. NOTE: Cotter Smith, actor and producer in Milwaukee, played the President, in X-Men II.

3. Untitled low budget Kevin Costner Project (pre-development)

Est. \$6 million.

Estimated loss = \$3 million.

Wanted a Midwestern city with economic incentives. Milwaukee friends of the producer tried to make this project happen, but it has either been postponed or shelved at this time. Economic incentives would have bumped it to the forefront. Mr. Costner is friends with the Kohler family in Sheboygan, as well!

4. The Night Listener

Est. \$3 million budget.

Estimated loss = \$200,000.

We lost half dozen key scenes that were to take place in/around Madison, as well as some establishing shots of rural Wisconsin. Filming entirely in NY due to their recently implemented incentive packages. This budget is so low that the star, Robin Williams, himself paid to have baseball caps with the movie's logo printed and given out to the crew. Without WI incentives they couldn't convince the producers to film in Wisconsin.

5. Last Kiss (American version)

Est. \$10 million. Spent in Wisconsin = \$200,000.

Estimated loss = \$2+million.

Filmed primarily in Canada. Two of the producers, one from UW-Madison, was able to convince the financiers to film the university and city establishing shots in Madison Wisconsin.

The director, Tony Goldwyn, had just recently *acted* in an ultra low budget feature film "The Godfather of Green Bay" in Northern Wisconsin, unbeknownst to the producers until the Film Office (i.e. Me) mentioned it to them. P.S. Paul Haggis (the writer) wrote Million Dollar Baby.

6. Amityville Horror (remake)

\$16 million. Estimated spent directly in Wisconsin -- \$500,000 (some of which, as a location fee, went back to the IL home owners).

Estimated loss = and additional \$8 million. Due to Illinois' incentive programs for crew hires, the personnel were all from IL/Chicago area.

All of the primary interior/exterior of the lake home filmed in Wisconsin over six weeks with the entire crew driving up from Chicago each day. Wisconsin only got opportunity because of an inability to film at an original Chicago location that became unavailable at the last minute. The vacation lake home that was used in Kenosha turned out to be owned by an IL resident. The original location was in Long Island. Wisconsin can stand in for lots of locations!

7. Mr. 3000

Est. \$30 million total budget. \$4 million direct expenditures estimated spent in Wisconsin.

Estimated loss = an additional \$12 million.

Only filmed Miller Park sequences here. Most of the other "Milwaukee" scenes filmed at locations in New Orleans due to incentives. On the Mr. 3000 DVD commentary, the director, Charles Stone, III. Stated he didn't really want to do that, but for economic reasons the

production company chose to do so. Star Bernie Mac, from Chicago, was happy to film back in the Midwest, and did pre-production promotions in Milwaukee.

8. Bad Santa

Est. \$18 million.

Estimated loss = \$500,000

Billy Bob Thornton's five minute opening scenes take place in a Milwaukee shopping mall.

The film did not shoot in Wisconsin, and they dropped the name of the Mall from the film, except in the credits where you see an actor listed as "Milwaukee Security Guard". NOTE:

Billy Bob Thornton co-starred in A Simple Plan (see below), and Bernie Mac was in Mr. 3000 (see above).

9. A Simple Plan

Est. \$17 million. \$2 million estimated spent in Wisconsin.

Estimated loss = an additional \$3 to \$6 million.

Filmed about three weeks in Wisconsin with the entire crew. The film was originally intended to film entirely in Minneapolis area, but the ran out of snow. Ashland, WI and Oscar Award winning snowmaker Dieter Sturm (of Lake Geneva), were able to step in and fill the bill that year with lots of snow on the ground, both natural and man-made. Minnesota's "snowbater" may have had something to do with them choosing MN initially over WI.

10. Dawn of the Dead (Remake).

Est. \$28 million.

Estimated loss = \$5+ million. Nothing filmed in Wisconsin.

The original story took place in Pittsburgh, PA shopping mall. The update was rewritten entirely for a Milwaukee, WI shopping mall and suburb (for some unknown reason). They changed the name of Milwaukee to a fictitious city in Wisconsin (population 700,000 in the trailers, however) when they decided to film completely in CANADA due to the production company incentives and rate of exchange on the U.S. Dollar. The art department went so far as to request Milwaukee County Transit allow them to use official bus logos for scenes in the film (I believe this was denied, as they didn't film in Wisconsin).

11. Love, Actually

Est. \$30 million. Estimated spent in Wisconsin = \$1000 for a location scout/photographer to send email images of Milwaukee locations.

Estimated loss = \$200,000.

Filmed in England, and faked location scenes of the Milwaukee Airport, a Milwaukee bar, and a Milwaukee Southside duplex.

12. DOGMA

Est. \$10 million.

Estimated loss = \$100,000.

Opening scene was to take place at the General Mitchell International Airport. Ben Affleck and Matt Damon instead had to duplicate the scene and film at the Pittsburgh Airport (see Dawn of the Dead. Apparently Milwaukee and Pittsburgh are consider "urban" blue collar towns).

13. Dreamcatcher

Est. \$68 million.

Estimated loss = \$15 million. We could have gone almost the entire location filming. Wound up filming in Canada.

Stephen King's horror story of aliens, covert black ops military hunt and destroy teams, and one mentally challenged man who can save the world. The location manager had previously scouted Wisconsin with the old Film Office for a different picture, and liked the look of the Wausau, north/central Wisconsin area. Initial suggestions sent to them were well received, but they needed to be able to find more crew closer to the center of filming. Eventually filmed almost entirely in Canada.

14. Milwaukee's Chip Duncan's feature film (formerly in pre-development)

Est. \$3 million.

Estimated lost = \$2 million.

Feature film was in predevelopment, with a major star scouting northern Wisconsin with the Film Office. Lack of incentives shelved the project.

15. Racine's Jim Kreutzer's feature film(s)

Est. \$3-\$6 million each.

Est. loss = \$5 to \$10 million over 5 years.

Producer Jim Kreutzer has produced a number of multi-million dollar films, including FEVER LAKE, and LAST GREAT RIDE (both in Wisconsin). He would be able to secure more financing for future films if there were financial incentives in Wisconsin.

Even TV shows would like economic incentives to film long term events/projects in Wisconsin communities. Recent examples include:

ESPN's Great Outdoor Games (Madison could not offer enough economic incentive to keep them for additional years).

MTV's Beach House (a producer, a native of Wisconsin, championed filming in Milwaukee during Summerfest, but Milwaukee could not offer an economic incentives).

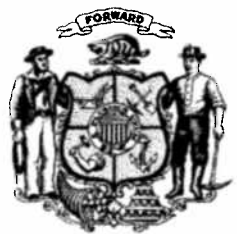
Sincerely,

Scott Thom

Former Wisconsin Film Office Operations Assistant 1996-2005



WISCONSIN STATE LEGISLATURE

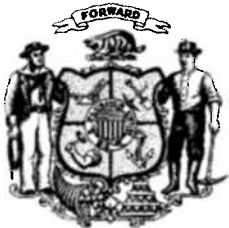


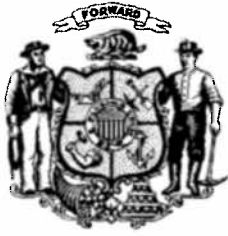
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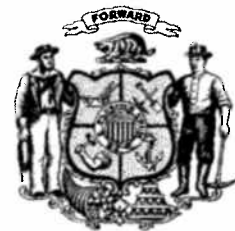
SB 563

The following DVD was included with this committee record. Because of its format we are unable to include it here.

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F I L M
W I S C O N S I N

Created For Film Wisconsin by Avant Guardian Films
Melissa Musante & Steven White
www.avant-guardian.net

Additional Footage Provided by:
Visit Milwaukee
Brooke Maroldi
Mark G.E.

Graphics Provided by:
Planet Propaganda

PLEASE VOTE YES! SB563
www.filmwisconsin.net