

Fiscal Estimate Narratives
DATCP 3/16/2007

LRB Number 07-1160/2	Introduction Number SB-089	Estimate Type Original
Description Marketing agricultural products, a grant program to promote purchase of food produced locally, providing an exemption from emergency rule procedures, granting rule-making authority, and making appropriations		

Assumptions Used in Arriving at Fiscal Estimate

STATE OPERATIONS-SALARIES AND FRINGES/FTE:

Personnel includes salary and benefits for 2 FTE DATCP economic development consultants who will manage program development and coordination, training, education and technical assistance and information technology. Positions have a starting salary of \$50,000 with 44.15% fringe benefit rate, and are indexed by 2% per year cost of living increase. Total of \$144,150.

STATE OPERATIONS - OTHER COSTS:

Supplies, services, travel and training includes office equipment and supplies, travel and training for 2 FTE positions. Total of \$30,000.

Marketing funds will be used to develop and produce branding and image materials. Funds will also be used for marketing and promotion campaigns that will be developed in collaboration with the Department of Tourism and implemented by both agencies. Tourism's commitment to the program will be at a baseline of at least \$20,000 worth of marketing and public relations in-kind support. This support could include marketing consultation, web promotion, public and media relations, graphics and advertising agency service, fulfillment, publications, advertising and special promotions. Total of \$40,000.

Evaluation funds will be used to track and report performance indicators for all elements of the program. DATCP will sign a memorandum of understanding with the University of Wisconsin - Extension Center for Community Economic Development to provide data tracking and evaluation analysis on the programs. Total of \$10,000.

Education programs include workshops, training programs, conferences, and other educational mechanisms to help producers, suppliers, regional coordinating organizations and consumers to build capacity to fulfill the Buy Local, Buy Wisconsin program goals. Dollar amounts are indexed according to the number of trails that will be in operation and their maturity in the program. Total of \$30,850.

Information Technology includes hardware and software expenses, time and expertise for developing online databases and websites. Costs will cover research and development and systems enhancements. To facilitate the development of statewide local food networks, online electronic resources are critical to program success. Total of \$70,000.

AIDS TO INDIVIDUALS OR ORGANIZATIONS:

Grants include three-year commitments for each successful region to participate in the Food & Culture Tourism Trails. The three-year commitment is for \$20,000 in Year 1, \$20,000 in Year 2, and \$10,000 in Year 3 for a total of \$50,000 per trail. Two trails will be designated in Year 1, three additional trails in Year 2, and three additional trails in Year 3, for a total of eight trails. Grants also include a general pool of funds that will be distributed competitively as mini-grants to fund innovative models for regional food system development. Total of \$225,000.

Total State Cost:
GPR-\$550,000

Long-Range Fiscal Implications

Fiscal Estimate Worksheet - 2007 Session

Detailed Estimate of Annual Fiscal Effect

Original
 Updated
 Corrected
 Supplemental

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Description Marketing agricultural products, a grant program to promote purchase of food produced locally, providing an exemption from emergency rule procedures, granting rule-making authority, and making appropriations			
I. One-time Costs or Revenue Impacts for State and/or Local Government (do not include in annualized fiscal effect):			
II. Annualized Costs:		Annualized Fiscal Impact on funds from:	
		Increased Costs	Decreased Costs
A. State Costs by Category			
State Operations - Salaries and Fringes		\$144,150	\$
(FTE Position Changes)		(2.0 FTE)	
State Operations - Other Costs		180,850	
Local Assistance			
Aids to Individuals or Organizations		225,000	
TOTAL State Costs by Category		\$550,000	\$
B. State Costs by Source of Funds			
GPR		550,000	
FED			
PRO/PRS			
SEG/SEG-S			
III. State Revenues - Complete this only when proposal will increase or decrease state revenues (e.g., tax increase, decrease in license fee, etc.)			
		Increased Rev	Decreased Rev
GPR Taxes		\$	\$
GPR Earned			
FED			
PRO/PRS			
SEG/SEG-S			
TOTAL State Revenues		\$	\$
NET ANNUALIZED FISCAL IMPACT			
		State	Local
NET CHANGE IN COSTS		\$550,000	\$
NET CHANGE IN REVENUE		\$	\$
Agency/Prepared By		Authorized Signature	Date
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