



## WISCONSIN LEGISLATIVE COUNCIL AMENDMENT MEMO

**2011 Assembly Bill 205**

**Assembly Amendment 1**

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**2011 Assembly Bill 205** creates an income and franchise tax credit equal to 10% of the amount that a taxpayer spends in the taxable year on advertising outside of this state to promote the taxpayer's hospitality business located in this state. If the tax credit claimed exceeds the taxpayer's tax liability, no refund check will be issued, but the taxpayer may carry the remaining credit over to subsequent taxable years to offset future tax liabilities.

**Assembly Amendment 1 to Assembly Bill 205** modifies the original bill by creating a definition of advertising. The amendment defines advertising as radio and television commercials and advertising that appears in printed form, including bill boards and advertisements in newspapers and magazines. The amendment also clarifies that the cost of the advertising claimed as the tax credit must be directly incurred by the claimant's business operations in Wisconsin.

### **Legislative History**

Assembly Amendment 1 was recommended for adoption and Assembly Bill 205 was recommended for passage, as amended, by the Assembly Committee on Tourism, Recreation and State Properties on October 19, 2011, by a vote of Ayes, 13; Noes, 0.

DWS:ksm