



1997 ASSEMBLY BILL 878

March 5, 1998 - Introduced by Representatives HAHN, SYKORA, SCHAFER, SPILLNER, FREESE, MUSSER, HANDRICK, SERATTI, GUNDERSON, ZUKOWSKI, OTT, PORTER, AINSWORTH, PLOUFF and TURNER, cosponsored by Senators RUDE and FITZGERALD. Referred to Committee on Tourism and Recreation.

1 **AN ACT to amend** 41.19 (2m) (c) (intro.); and **to create** 20.380 (1) (gm), 25.40 (1)
2 (a) 18. and 84.02 (5) (am) of the statutes; **relating to:** the sale of advertising
3 space in folded highway maps, the heritage tourism program and making an
4 appropriation.

Analysis by the Legislative Reference Bureau

Under current law, the department of transportation (DOT) publishes highway service maps, which show the state trunk highway system and other main highways and features, and sells these maps for a price not less than the cost of producing them. Current law also requires DOT to publish folded versions of the maps for free distribution to the public.

This bill requires DOT to sell commercial advertising space in the folded highway maps. DOT must try to sell the space for advertising attractions that will promote tourism in this state. Advertisements must be consistent with the goals, purposes and functions of DOT and of the department of tourism and may not include political advertisements. The bill directs all proceeds from the sale of advertising space to the heritage tourism pilot program administered by the department of tourism to promote the enjoyment of historic and prehistoric resources.

For further information see the *state and local* 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:

1 **SECTION 1.** 20.380 (1) (gm) of the statutes is created to read:

2 20.380 (1) (gm) *Heritage tourism program supplement.* All moneys received
3 under s. 84.02 (5) (am), to operate the heritage tourism program under s. 41.19.

4 **SECTION 2.** 25.40 (1) (a) 18. of the statutes is created to read:

5 25.40 (1) (a) 18. Moneys received under s. 84.02 (5) (am) that are deposited in
6 the general fund and credited to the appropriation under s. 20.380 (1) (gm).

7 **SECTION 3.** 41.19 (2m) (c) (intro.) of the statutes is amended to read:

8 41.19 (2m) (c) (intro.) Subject to par. (d), from the appropriation accounts under
9 s. 20.380 (1) (bm) and (gm), the department shall award a grant to the applicant on
10 behalf of an area of the state selected under par. (a) if all of the following apply:

11 **SECTION 4.** 84.02 (5) (am) of the statutes is created to read:

12 84.02 (5) (am) The department shall sell commercial advertising space in
13 folded highway maps produced under par. (a). To the greatest extent practicable, the
14 department shall endeavor to sell advertising space for attractions that will promote
15 and stimulate tourism in this state. Advertisements published in folded highway
16 maps shall be consistent with the goals, purposes and functions of the department
17 of transportation and of the department of tourism and may not include political
18 advertisements. All proceeds received under this paragraph shall be deposited in the
19 general fund and credited to the appropriation account under s. 20.380 (1) (gm).

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(END)