



2015 ASSEMBLY BILL 512

November 13, 2015 – Introduced by Representatives NOVAK, MASON, TRANEL, BARNES, BERCEAU, BOWEN, E. BROOKS, CONSIDINE, GENRICH, HINTZ, HORLACHER, KAHL, KESSLER, KITCHENS, KOLSTE, KOYENGA, MEYERS, MURPHY, PETRYK, RIEMER, RIPP, ROHRKASTE, SINICKI, SUBECK, C. TAYLOR, VANDERMEER, WACHS, WEATHERSTON and ZEPNICK, cosponsored by Senators MARKLEIN, CARPENTER, LASEE, MILLER, OLSEN, RISSER, L. TAYLOR, WANGGAARD and WIRCH. Referred to Committee on Tourism.

1 **AN ACT to amend** 20.380 (1) (b) and 20.380 (1) (kg); and **to create** 41.25, 84.10255
2 and 86.19 (1u) of the statutes; **relating to:** designating and marking a specified
3 highway route in the counties of Kenosha, Racine, Milwaukee, Waukesha,
4 Jefferson, Dane, Iowa, Sauk, and Richland as the Frank Lloyd Wright Trail and
5 making an appropriation.

Analysis by the Legislative Reference Bureau

This bill directs the Department of Transportation to designate and mark a specified highway route in the counties of Kenosha, Racine, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland as the “Frank Lloyd Wright Trail” to identify to motorists the location of specified buildings designed or constructed by Frank Lloyd Wright that are open to the public. This bill also requires the Department of Tourism to promote, advertise, and publicize such buildings.

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:

6 **SECTION 1.** 20.380 (1) (b) of the statutes is amended to read:

ASSEMBLY BILL 512**SECTION 1**

1 20.380 (1) (b) *Tourism marketing; general purpose revenue.* Biennially, the
2 amounts in the schedule for tourism marketing service expenses and the execution
3 of the functions under ss. 41.11 (4) ~~and, 41.17, and 41.25.~~ In each fiscal year, the
4 department shall expend for tourism marketing service expenses and the execution
5 of the functions under ss. 41.11 (4) and 41.17 an amount that bears the same
6 proportion to the amount in the schedule for the fiscal year as the amount expended
7 under par. (kg) in that fiscal year bears to the amount in the schedule for par. (kg)
8 for that fiscal year. Of the amounts under this paragraph, not more than 50% shall
9 be used to match funds allocated under s. 41.17 by private or public organizations
10 for the joint effort marketing of tourism with the state.

11 **SECTION 2.** 20.380 (1) (kg) of the statutes is amended to read:

12 20.380 (1) (kg) *Tourism marketing; gaming revenue.* Biennially, the amounts
13 in the schedule for tourism marketing service expenses and the execution of the
14 functions under ss. 41.11 (4) and 41.17. In each fiscal year, the department shall
15 expend for tourism marketing service expenses and the execution of the functions
16 under ss. 41.11 (4) and 41.17 an amount that bears the same proportion to the
17 amount in the schedule for the fiscal year as the amount expended under par. (b) for
18 those purposes in that fiscal year bears to the amount in the schedule for par. (b) for
19 that fiscal year, minus the amount expended under s. 41.25. All moneys transferred
20 from the appropriation account under s. 20.505 (8) (hm) 6. shall be credited to this
21 appropriation account. Notwithstanding s. 20.001 (3) (b), the unencumbered
22 balance on June 30 of each odd-numbered year shall revert to the appropriation
23 account under s. 20.505 (8) (hm).

24 **SECTION 3.** 41.25 of the statutes is created to read:

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1 **41.25 Frank Lloyd Wright promotion.** (1) From the appropriation under
2 s. 20.380 (1) (b), the department shall expend \$500,000 biennially to promote,
3 advertise, and publicize buildings designed or constructed by Frank Lloyd Wright
4 that are open to the public.

5 **SECTION 4.** 84.10255 of the statutes is created to read:

6 **84.10255 Frank Lloyd Wright Trail.** (1) The department shall designate
7 and, subject to subs. (2) and (3), mark the following route, through Kenosha, Racine,
8 Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland counties, as the
9 “Frank Lloyd Wright Trail”:

10 (a) Commencing in Kenosha County, where I 94 enters Wisconsin and
11 proceeding on I 94 to Dane County.

12 (b) In Dane County, proceeding on I 94; exiting to and proceeding on STH 30;
13 exiting to USH 151 and then proceeding on USH 151 south; exiting to USH 14 west
14 and then proceeding on USH 14 west to Richland County.

15 (c) In Richland County, proceeding on USH 14 west, ending at the junction of
16 USH 14 and CTH “Q.”

17 (d) In Sauk County, in addition to the route described in par. (b), turning from
18 USH 14 onto STH 23 south and proceeding on STH 23 south to Iowa County.

19 (e) In Iowa County, proceeding on STH 23 south, ending at the junction of STH
20 23 and CTH “C” nearest to the Frank Lloyd Wright Visitor Center.

21 **(2)** The department shall erect and maintain all of the following markers along
22 the route specified in sub. (1):

23 (a) At the end of the route in Kenosha County, one marker facing each direction
24 of travel to identify to motorists the designation of the route as the “Frank Lloyd
25 Wright Trail.”

ASSEMBLY BILL 512**SECTION 4**

1 (b) In Racine County, at the interchange of I 94 and STH 20, one marker facing
2 each direction of travel to identify to motorists the location of the SC Johnson
3 Administration Building and Research Tower at the headquarters of S.C. Johnson
4 and Son, Inc., in the city of Racine and Wingspread in the village of Wind Point.

5 (c) In Dane County, on USH 151, one marker facing each direction of travel to
6 identify to motorists the location of Monona Terrace in the city of Madison and the
7 First Unitarian Society Meeting House in the village of Shorewood Hills.

8 (d) In Sauk County, at the junction of USH 14 and STH 23, one marker facing
9 each direction of travel to identify to motorists the continuation of the route and
10 Taliesin in Iowa County.

11 (e) In Iowa County, on STH 23, one marker facing each direction of travel to
12 identify to motorists the designation of the route as the “Frank Lloyd Wright Trail”
13 and the location of the Frank Lloyd Wright Visitor Center and Taliesin in the town
14 of Wyoming.

15 (f) In Richland County, at the junction of USH 14 and CTH “Q,” a marker facing
16 each direction of travel to identify to motorists the designation of the route as the
17 “Frank Lloyd Wright Trail” and the location of the Richland Museum and Visitors
18 Center in the city of Richland Center.

19 **(3)** The department may erect and maintain markers along the route specified
20 in sub. (1) to identify to motorists the location of buildings designed or constructed
21 by Frank Lloyd Wright that are open to the public and that are within 15 miles of the
22 route specified in sub. (1).

23 **SECTION 5.** 86.19 (1u) of the statutes is created to read:

