



HOWARD MARKLEIN

STATE SENATOR • 17TH SENATE DISTRICT

January 21, 2016

TESTIMONY ON SENATE BILL 384

Thank you to Chairman Petrowski and the rest of the Senate Committee on Transportation & Veterans Affairs for the opportunity to testify on Senate Bill 384 and its assembly companion Assembly Bill 512 creating a Frank Lloyd Wright Trail in Wisconsin.

Frank Lloyd Wright was a prolific American architect who designed over 1,000 structures. Many of those structures are historical buildings in Wisconsin. His work and design was praised for being unique and harmonious with the landscape surrounding it. Wright was recognized in 1991 by the American Institute of Architects as “the greatest American architect of all time.” Wright was an architect for over 70 years, serving as a writer and educator to aspiring architects and students at his Taliesin studio and school in my hometown of Spring Green.

It is because of Frank Lloyd Wright and his buildings that Representatives Novak, Mason, and I are introducing Senate Bill 384 and Assembly Bill 512. These bills would create specified and designated highway route in the counties of Kenosha, Racine, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland as the “Frank Lloyd Wright Trail” to identify buildings that have particular significance to Frank Lloyd Wright and his career. The bill would also require the Department of Tourism to market these locations that are open to the public.

This bill would add to the tourism industry in Wisconsin by using and marketing existing structures. Not only would it highlight Frank Lloyd Wright and his prolific career, it would help to market the buildings that already illustrate the beauty and complexity of his design. The provisions in this bill were included in the state budget for 2015-17 but was vetoed by the Governor.

In working with the Department of Transportation and the Department of Tourism, we plan on introducing an amendment that would cover the cost of the signage, remove a requirement that Tourism spend \$500,000 on advertising, and make the trail more compliant with federal standards.

I would like to thank Representatives Mason and Novak for their leadership on this bill. A Frank Lloyd Wright Heritage Trail would be a great addition to both Southeast and Southwest Wisconsin.



STATE REPRESENTATIVE
CORY MASON

WISCONSIN STATE ASSEMBLY
66TH ASSEMBLY DISTRICT
REPRESENTING THE RACINE COMMUNITY

To: Senate Committee on Transportation and Veterans Affairs
From: State Representative Cory Mason
Re: Support of Senate Bill 384, the Frank Lloyd Wright Trail
Date: January 21, 2016

Chairman Petrowski and members of the Committee, thank you for holding today's hearing on the creation of a Frank Lloyd Wright Trail. Senate Bill 384 has attracted a broad, bipartisan group of co-sponsors from across the State of Wisconsin. I am happy to co-sponsor this bill with Representative Todd Novak and Senator Howard Marklein. I appreciate the Committee's willingness to support Wisconsin's tourism economy by promoting one of Wisconsin's most famous sons, the architect Frank Lloyd Wright.

Frank Lloyd Wright is one of the most iconic architects of the twentieth century, and his diverse work on residences, workplaces, churches, and many other buildings can be seen around the world and continues to influence architects to this day.

The Frank Lloyd Wright Trail would pass through parts of Kenosha, Racine, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland Counties, with signs designating some of the most prominent examples of Frank Lloyd Wright's Work. In my own district, Frank Lloyd Wright's notable buildings include the SC Johnson Research Tower and Wingspread, facilities that provide employment to many Wisconsinites and that are now open to tourists from near and far. Among the other sites that will be designated on the Frank Lloyd Wright Heritage Trail are Monona Terrace and the First Unitarian Meeting House in Madison, as well as Taliesin, Wright's former home in Spring Green.

While Frank Lloyd Wright-based tourism in Wisconsin is increasing, the State of Wisconsin has not promoted Frank Lloyd Wright architecture in the focused way necessary to maximize the economic benefit of these cherished cultural assets. An investment in creating and promoting the Frank Lloyd Wright Trail will foster continued growth of Wisconsin's tourism economy.

It is my hope that today's hearing will lead to further bipartisan support for this legislation and that we can move forward collaboratively and quickly to advance this legislation. Thank you.





TODD NOVAK

STATE REPRESENTATIVE • 51ST ASSEMBLY DISTRICT

(608) 266-7502
Toll-Free: (888) 534-0051
Rep.Novak@legis.wi.gov

P.O. Box 8953
Madison, WI 53708-8953

Testimony In Support of Assembly Bill 512/Senate Bill 384
Committee on Transportation and Veterans Affairs

January 21, 2015

Thank you Chairman Petrowski and members of the committee for holding a hearing on SB 384. I am honored to be introducing this bipartisan bill with Representative Cory Mason and Senator Howard Marklein for the creation of a "Frank Lloyd Wright Heritage Trail." This bill would create a driving, heritage trail through the state, highlighting the architectural works of Wisconsin native Frank Lloyd Wright.

Frank Lloyd Wright is one of Wisconsin's most famous sons, his architectural genius shifted an entire industry and still influences builders and architects to this day. Millions of people travel each year to visit Frank Lloyd Wright sites all over the globe. Wisconsin has some of the most renowned Wright sites in the world. By not promoting Frank Lloyd Wright sites, Wisconsin is missing out on an enormous tourism and economic opportunity.

The bill will 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.

As a lifelong resident of southwest Wisconsin, I know how lucky we are to be able to enjoy the many architectural wonders of Frank Lloyd Wright such as Taliesin between Spring Green and Dodgeville which averages between 25,000-30,000 visitors a year to the A.D. German Warehouse in Richland Center. With the creation of the Frank Lloyd Wright Heritage Trail, we'll be able to highlight his many impressive works while also bringing tourism dollars right back to our communities.

I'm excited to have the opportunity to show off these extraordinary buildings, embedded in the fabric of our communities, to visitors from across the world. With this bill, Wisconsin can honor one of its most accomplished residents and invite people from all over the world to enjoy the works of Frank Lloyd Wright. I look forward to welcoming its many visitors to Wisconsin.

Thank You,

A handwritten signature in black ink that reads "TODD NOVAK". The signature is written in a cursive, flowing style.

January 12th, 2016

Dear Members of the Assembly Committee on Tourism:

Thank you for conducting this hearing on AB 512. We're writing to you on behalf of Frank Lloyd Wright Wisconsin, Inc., a 501(c)3 membership organization whose purpose is to "*promote, protect and preserve the heritage of Frank Lloyd Wright in his native state of Wisconsin.*" Our board includes representatives from the public Frank Lloyd Wright sites in Wisconsin, as well as owners of his homes located in Two Rivers and Columbus.

If passed, this legislation reminds us of our roots, a group now known as Wright in Wisconsin, was established in the 1980's by representatives from the Wisconsin Department of Tourism as well as the National Park Service, along with interested individuals in Milwaukee, Madison and across the state. We are one of the few state-based organizations across the US remaining in existence from that era, a testament to the continuing interest in Frank Lloyd Wright in this state.

Since we became self-supporting, we have continued publishing a guide to the publicly-accessible Wright sites, maintaining a web site. We are also promoting and conducting public tours of Frank Lloyd Wright buildings along with those of allied architects, conducting a lecture series in Milwaukee, Madison and Racine and, with the help of donors, purchasing and are restoring four Frank Lloyd Wright American System-Built homes in Milwaukee, one of which operates as a house museum containing furniture designed by Frank Lloyd Wright.

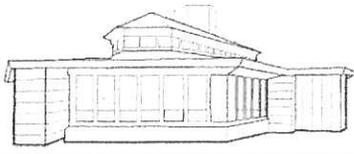
This legislation is important because it provides a necessary coordinating and funding impetus for linking together the public Wright sites by tourism promotion, at a level that currently does not exist and for which the sites lack the capacity to accomplish. Our recent experience with the many requests on how to see and tour Wright sites coming from groups of k-12 teachers, college classes, architects, and the general public suggest that it would be extremely beneficial to make the 60 years of Wright's architecture in Wisconsin more accessible. There is no denying the continuing interest expressed by the public in Frank Lloyd Wright, a relatively untapped state asset. A recent screening last fall of an American Masters film about Pedro Guerrero, Wright's principal photographer, completely filled the auditorium at Wright's Monona Terrace in Madison.

The Wright Heritage Trail is definitely an idea whose time has come, and we applaud the intent of the co-sponsors. Should this legislation pass, we look forward to collaborating with the Wisconsin Department of Tourism and the Department of Transportation in helping to make any legislative direction a reality. Again looking backwards, this legislation builds on Governor Tommy Thompson's initiative in the late 1980's to maintain and restore Taliesin's built environment. Who would have thought that some 25 years later, additional public and private Wright sites would be restored and made accessible largely due to local initiatives supported by private fund-raising with occasional grants from the National Park Service and other funding agencies. This legislation could be said to represent a continuation of an earlier state-local partnership acknowledging investments already made. We would urge you to consider that now is the time to capitalize on what already exists and make it truly accessible to the public.

Sincerely,

Lois Berg
President, Frank Lloyd Wright Wisconsin

George Hall
Vice President, Frank Lloyd Wright Wisconsin



WYOMING VALLEY SCHOOL
CULTURAL ARTS CENTER

PO Box 508 ▲ 6306 State Road 23 ▲ Spring Green, Wisconsin 53588

January 19, 2016

Senate Committee on Transportation and Veterans Affairs
State Capitol
Madison, WI 53708

Dear State Legislators:

The Wyoming Valley School was designed and built as a consolidation of several local one-room elementary schools and opened in 1958. Frank Lloyd Wright was approached and agreed to proceed with the project at the very end of his long productive career. He donated his services and purchased additional land for the site. It is the only elementary school building designed by Mr. Wright in the United States and is located in the Wyoming Valley, on Hwy 23 between Spring Green and Dodgeville. It is three miles south of The Frank Lloyd Wright Visitor Center and Taliesin, the home that FLLW built in 1911. The building is a sparkling open space that presently serves as the area Cultural Arts Center.

The past year, operating as a nonprofit 501©3, we entertained tours from both the East and West Coast and many local Midwest groups including the Chicago Architecture Foundation. The Wyoming Valley School also hosted, weddings, art exhibits, traditional hymn sings, children's art and science workshops and even presented a monthly winter program of Jazz Live from Lincoln Center.

Wyoming Valley is filled with buildings and history of Frank Lloyd Wright and his family, from his earliest days as a boy working on his uncle's farms in the "Valley" to Taliesin nearby, built in mid-career to the Wyoming Valley School that opened 47 years later. The proposed creation of the Frank Lloyd Wright Heritage Trail would greatly benefit this historically significant area and connect it to other sites in Wisconsin. It would allow tourists to experience the vast collection of Mr. Wright's buildings with a designated itinerary.

The Board of Directors of The Wyoming Valley School strongly encourages your support and implementation of Assembly Bill 512 and Senate Bill 384.

Sincerely,

Mary Ann McKenna
Wright in Wisconsin Board Member
WVSCAC Board Member

January 21, 2016

Dear Members of the Senate Committee on Transportation and Veterans Affairs:

Thank you for conducting this hearing on SB 384. My name is Mike Lilek. I'm the President/CEO of Shining Brow Software, a software development company headquartered in Wauwatosa, WI. I am also the volunteer Curator of the Frank Lloyd Wright American System-Built Homes on Burnham Street in Milwaukee.

The Burnham site is comprised of six Frank Lloyd Wright designed homes built in 1916 on the 2700 block of West Burnham Street in Milwaukee. The homes are Mr. Wright's earliest and boldest attempt to design homes that could be mass produced for all Americans.

We greet thousands of visitors every year from all 50 states and over 30 countries. Besides traditional tourists, we welcome students from grade school through adult learners. Fourth graders make special trips to be inspired and learn about Frank Lloyd Wright as part of their Wisconsin local history curriculum. When our restoration program is done, we are projecting 9-11,000 visitors per year. Today, we have one fully restored home open with a second almost completed. We have raised and spent more than two million dollars this far, with three more buildings to go plus a visitor's center to create.

I respectfully ask for your support on this bill. As a businessman who has grown companies and jobs in Wisconsin, I see this as having a similar impact to other infrastructure investments that grow our state and attract businesses to re-locate here. Small "seed" investments like this will grow tourism exponentially for the sites along the "trail" and for all of the restaurants, hotels, shops etc. that are nearby. Wisconsin taxpayers ultimately benefit in the form of jobs and increased tourism and sales tax dollars. This bill matters because the tourism provides funds for historic preservation projects undertaken at each site that put dollars back into our state economy, dollars the turn many times (a 2009 Rutgers study measured 90.4 million in construction spending because of 17.5 million in Federal Historic Tax Credits). The sites matter as a source of pride and in celebration of the visionary genius of Frank Lloyd Wright in his home state. They matter to tourists – looking for cultural experiences and historic sites in Wisconsin. They matter to Wisconsin school children, grade school through life-long learners. Please join us in "partnership" by supporting the bill to invest in promoting and marketing the "trail" and in building long-term awareness with the road signs – noting that a sign pointing to our Milwaukee site is a necessary amendment to this bill. Thank you for your time and consideration.

Sincerely


Michael Lilek
Curator, American System-Built Homes
Board Member

Frank Lloyd Wright® Wisconsin
Heritage Tourism Program, Inc.
P.O. Box 6339
Madison, Wisconsin 53716-0339 USA
Telephone 608-287-0339
Fax 608-287-0764
Email info@WrightInWisconsin.org

www.WrightInWisconsin.org

January 20, 2016

Dear Representatives and State Senators,

I am unable to testify in person today, but I urge you to support funding for the proposed Frank Lloyd Wright Heritage Trail. Wright, a native of Wisconsin, is arguably the world's best known architect.

One generally does not hear about tourism linked to a profession like architecture, but Wright tourism is significant in Wisconsin. This proposal would help it increase. The recent national conference of the Frank Lloyd Wright Building Conservancy in Milwaukee was its most successful conference in its 26-year history...followed by two previous Wisconsin meetings. When we of Frank Lloyd Wright Wisconsin - the only statewide Wright organization in existence - hold our annual "Wright and Like" house tour in June, we draw up to 800 people from across the country for the event.

With such success, why spend money on creating the trail? Simply, it will increase the tourism which leads to more hotel and meal expenditures in Wisconsin. Not all tourism is pre-planned. A lot of tourism decisions are spur of the moment or impulse decisions, based on signage which leads people to places they did not know. I was struck by the Federal highway sign near Washington D.C. leading me to Wright's Pope-Leighy House while driving to the Outer Banks of North Carolina. I knew the house was somewhere in Virginia, the sign told me it was driving distance from the highway and an easy detour off the main route.

We have an unusually rich legacy of Wright's work here in his native state. The theme of my first of three published Wright books is that his work in Racine represents almost every stage of his career after 1900. The book went into three printings. The interest is there, let's capitalize on it with this legislation which represents such a small portion of the budget of the Department of Tourism. Indeed, this legislation is exactly what the department is about.

Mark Hertzberg

Racine, Wis.

www.wrightinracine.com

Board member and Secretary, Frank Lloyd Wright Wisconsin

Honorary board member, Wright on the Park (Mason City, Iowa)

Author and photographer of:

Wright in Racine (Pomegranate, 2004)

Frank Lloyd Wright's Hardy House (Pomegranate, 2006)

Frank Lloyd Wright's SC Johnson Research Tower (Pomegranate, 2010)

Contributing author: Frank Lloyd Wright: Preservation, Design, and Adding to Iconic Buildings, (University of Virginia Press, 2014)

Author and photographer: First Presbyterian Church: A 175-Year Legacy of Hope (First Presbyterian Church, Racine, 2014)

January 13th, 2016

Assembly Committee on Tourism
State Capitol
P.O. Box 8953
Madison, WI 53708

Dear State Legislators:

As representatives of the public sites across Wisconsin that are designed and built by Frank Lloyd Wright, **we encourage you to support Assembly Bill 512 and Senate Bill 384** to create a Frank Lloyd Wright Trail in Wisconsin. As we approach the 150th anniversary of Wright's birth in June of 2017, the timing is perfect.

We have long noted our tour visitors – coming from dozens of far-away countries and our own backyard -- are usually traveling to or from another Wright site in Wisconsin. Using google and travel guides, they are already trekking across an informal trail that ought to be more known and promoted. Tourists are eager to immerse themselves in a larger architectural and historical experience – and one they can only find in Wisconsin.

Frank Lloyd Wright is arguably our state's most famous native son, and Wisconsin is the only place in the world you can find every style of his designs spanning every decade of his work. With over fifty separate buildings, and a dozen sites open to the public, we provide the destination for those who want to take a journey and understand a true Frank Lloyd Wright experience. Wisconsin was Wright's backyard laboratory for architectural experimentation, and his name continues on as one of the most famous across the World.

As one example, when Governor Thompson traveled to Japan with a state delegation on a trade mission in November of 1988, they found most people didn't have a grasp of Wisconsin's location or identity. Only after sharing we are the birthplace and home of Frank Lloyd Wright did conversation flow, and relationships form.

In that spirit of connecting the world with Wright's work across Wisconsin, public sites have been building an informal blueprint for what a trail might entail since the early nineteen-nineties. Much of this work is already done, with local tours, maps and language formulated. We are ready to collaborate on several easy to follow itineraries for any visitor who wishes to spend a day, a weekend or more as they "Travel Wright Wisconsin".

We hope you will support AB 512 and SB 384, and contact any one of our sites for more information.

Sincerely,

Taliesin in Spring Green (1911, 1914 and 1925)
Johnson House "Wingspread" in Wind Point (1937)
S.C. Johnson Administration Building in Racine (1936)
S.C. Johnson Research Tower in Racine (1944)
Monona Terrace Community and Convention Center (1997)
American System-Built Homes in Milwaukee (1916) (six buildings)
Annunciation Greek Orthodox Church in Wauwatosa (1956)
First Unitarian Society, Friends of the Meeting House (1951)
A.D. German Warehouse in Richland Center (1915) (Birthplace of Wright)
Wyoming Valley Grammar School in Spring Green (1957)
Bernard Schwartz House in Two Rivers (1939)
E. Clarke and Julia Arnold House in Columbus (1956)
Seth C. Peterson Cottage in Lake Delton (1958)

RESOLUTION 2016 - 4

RESOLUTION BY THE CITY COUNCIL OF THE CITY OF RICHLAND CENTER
SUPPORTING THE FRANK LLOYD WRIGHT HERITAGE TRAIL
AB 512 AND SB 384

WHEREAS, Richland County is the birthplace of Frank Lloyd Wright; and

WHEREAS, The A.D. German Warehouse was designed by Frank Lloyd Wright and is now owned and operated by the A.D. German Warehouse Conservancy (ADGWC) that allows public access; and

WHEREAS, The City of Richland Center has partnered with the ADGWC in obtaining grant funds for a feasibility study; and

WHEREAS, The A.D. German Warehouse restoration and historic preservation plays a key roll in the economic revitalization of Richland Center's downtown; and

WHEREAS, Representative Todd Novak (Dodgeville) and several other members of the State Assembly and Senate have proposed a bill to create a Frank Lloyd Wright Heritage Trail that links Mr. Wright's designs from Racine to Richland Center ; and

WHEREAS, The trail has the potential to promote history and culture through education and tourism and presents an opportunity to showcase local history and preservation efforts; and

WHEREAS, The passage of these bills would greatly impact the economy of Richland Center, Richland County and the state of Wisconsin by creating jobs and drawing additional tourism dollars to the area;

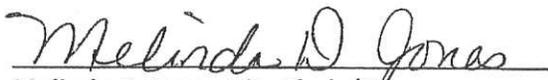
NOW, THEREFORE, BE IT RESOLVED that the Common Council of the City of Richland Center supports the passage of Assembly Bill 512 and Senate Bill 384 and respectfully request the Assembly, the Senate, and the Governor approve both bills.

APPROVED, by the City Council of the City of Richland Center on this 19th day of January, 2016, by the following vote: AYES: 7 NOS: 0



Paul F. Corcoran, Mayor

ATTEST:



Melinda D. Jones, City Clerk / Treasurer



900 University Bay Drive
Madison, Wisconsin 53705

January 19th, 2016

Dear Members of the Senate Committee on Transportation and Veterans Affairs:

Thank you for conducting this hearing on SB 384. I am writing to you on behalf of the Friends of the Meeting House, a 501(c)3 membership organization whose purpose is *to restore and enhance the special architectural character of the Meeting House, making possible its continued enjoyment by all, both now and in the future.*

Frank Lloyd Wright not only designed the Unitarian Meeting House in Shorewood Hills, he was a member of the congregation. His roots run deep there: his parents were founding members of the First Unitarian Society in 1879. Each year, the Friends of the Meeting House welcome several thousand visitors to this site and conduct about 300 tours. Since we are one of relatively few public Wright-related sites, our visitors come from many states and other nations, eager to learn more about Wright's roots in Wisconsin.

If passed, this legislation has the potential to help us leverage our large crew of volunteer docents to the shared goals of welcoming visitors to Wisconsin and of promoting the appreciation of Wright's talent and the achievements of this native son. At the Meeting House, we constantly experience the continuing interest of the public in Frank Lloyd Wright, who remains nonetheless a relatively untapped state asset.

This legislation is important because it provides the necessary coordinating and funding impetus to link together the public Frank Lloyd Wright sites through tourism promotion. That support would enable very significant enhancements to our collective ability to attract visitors to Wisconsin, expanding our outreach capacity far beyond that of the sites' current capacities.

The Wright Heritage Trail is a timely and valuable concept for Wisconsin. We applaud the intent of the co-sponsors. Should this legislation pass, we look forward to collaborating with the Wisconsin Department of Tourism, the Department of Transportation, and our partner sites in Frank Lloyd Wright Wisconsin to make any legislative direction a reality. We would urge you to consider that now is the time to capitalize on what already exists and make it truly known to a larger public.

Sincerely,

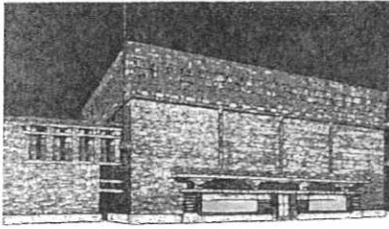
Richard Miller, President
Friends of the Meeting House

Frank Lloyd Wright Trail testimony
from John D. Powell
4240 Morris Park Road
McFarland, WI 53558

I'm a tour guide at the First Unitarian Society Meeting House in Shorewood Hills, one of the most famous Wright buildings. We have about 30 guides, all volunteers, and host visitors from around the country and around the world. In 1988, as a reporter for Wisconsin Public Radio, I accompanied Governor Tommy Thompson on a trade mission to the Far East. Its purpose was to put Wisconsin on the map for Japanese, Chinese and Taiwanese who probably never heard of it. We quickly found that a great way to impress our hosts was to say, "Did you know Frank Lloyd Wright was from Wisconsin and his home was in Wisconsin?" This brought instant recognition and instant credibility for Wisconsin. I'm convinced that every educated person in the world has heard of Frank Lloyd Wright. And if anyone in the world knows the name of just one architect, it's likely to be Frank Lloyd Wright.

This effect was not lost on Governor Thompson, as we all realized that the name is golden. Wisconsin conservatives had long been bitter enemies of FLW because of his avowed socialist beliefs (though he lived like a feudal lord), pacifism and, of course, his scandalous personal life. Conservative Republicans in the Legislature (at that time Republican did not necessarily mean conservative—there were actually liberal Republicans!) managed to kill the Monona Terrace in the mid 1950s. But Governor Thompson, who was very pragmatic and did not hesitate to spend state tax dollars if he thought it worthwhile, backed the Monona Terrace. The state paid for the parking ramp that's part of the project, because employees in the One West Wilson state office building, which is adjacent, use it during the week. Thompson also backed a state contribution (eight million dollars I believe) for the restoration of Taliesin.

Frank Lloyd Wright, Wisconsin's most famous son, should be a big part of the state's "branding" effort and the trail will be an important part that effort.



A.D. GERMAN WAREHOUSE

RICHLAND CENTER, WISCONSIN

DESIGNED BY
FRANK
LLOYD
WRIGHT

January 9, 2016

A.D. German Warehouse Conservancy, Inc.
(ADGWC)
300 South Church Street
P.O. Box 436
Richland Center, WI 53581
608-604-5034

Travis Tranel
Assembly District 49
Room 308 North
State Capitol
P.O. Box 8953
Madison, WI 53708

Dear Chairman Tranel and Committee Members,

The A.D. German Warehouse Conservancy (ADGWC) Board of Directors enthusiastically endorses and supports Assembly Bill 512 and Senate Bill 384 to create a Frank Lloyd Wright Heritage Trail in our state.

As you may know, Mr. Wright was born in Richland Center and it is where you will find the A.D. German Warehouse, a building Mr. Wright designed in 1915.

Historic Preservation and the rehabilitation of this unique historic treasure in our city is the cornerstone of the economic revitalization of Richland Center's downtown business area. The economic development plan created by the City of Richland Center includes this building as well as our historic City Auditorium which will become the Richland County Performing Arts Center. The City and the Board of Directors of both of these properties have formed a government and private sector alliance to work at successfully implementing this plan. Passage of these bills would greatly help in facilitating these efforts by drawing additional tourism dollars to the area to help create new jobs and opportunities for the people of Richland County and the surrounding area.

From our experience we know there is world-wide interest in this building and the many additional Wright buildings located in Wisconsin. People will surely come to visit these architectural treasures and a state-designated historic trail commemorating the work of this famous Wisconsin citizen can only enhance the tourism possibilities.

We urge your support and implementation of this legislative action. Thank you.

Respectfully Yours,

Lon Arbogast

President, A.D. German Warehouse Conservancy, Inc.

CITY OF RICHLAND CENTER

Office of the Clerk / Treasurer
450 SOUTH MAIN STREET
RICHLAND CENTER, WI 53581
608-647-3466

January 8, 2016

Dear Wisconsin Legislators:

I would like to express both my personal and the City of Richland Center's support for Assembly Bill 512 and Senate Bill 384 creating the Frank Lloyd Wright Trail in Wisconsin.

We feel this trail will promote tourism and education opportunities throughout the state and be a significant benefit to Richland Center. Richland Center is the birthplace of Frank Lloyd Wright and the City is proud to be a partner in the restoration of the A. D. German Warehouse designed by Mr. Wright. We are hoping that the proposed trail will draw both the Wright followers and others that just happen to notice this recognized trail a chance to see as well as learn about Mr. Wright and the magnificent structure in downtown Richland Center.

I respectfully request your support for AB 512 and SB 384. Thank you.

If you have any questions, please feel free to contact me at 647-3466.

Sincerely,



Melinda D. Jones
City Clerk / Treasurer

CITY OF RICHLAND CENTER

Common Council

450 SOUTH MAIN STREET
RICHLAND CENTER, WI 53581
608-647-3466

January 13, 2016

Dear Wisconsin Legislators:

Richland Center is the birth place of Frank Lloyd Wright and has the only warehouse that he designed and built. Last year there were over 2000 people that toured the A. D. German Warehouse from as far away as Russia, China and Japan as well as nearly every state in the USA. Over 2000 people without any advertising! Just think what this Heritage Trail could do for tourism, history and education in our state and in Richland Center. This proposed trail is vital to preserving our state's history and strengthening our economy.

I urge your support of AB 512 and SB 384.

Sincerely,



Judy Shireman
City Council Alderperson and Tourism Commission Chair



January 13, 2016

Dear Wisconsin Legislators,

As Tourism Coordinator at Monona Terrace Community and Convention Center, I encourage you to support Assembly Bill 512 and Senate Bill 384. Frank Lloyd Wright proposed his designs for a "dream civic center" in 1938. His vision was realized nearly sixty years later in Monona Terrace. Despite the Terrace's primary mission as a convention center, our Wright pedigree means that we are also a tourist attraction welcoming thousands of visitors every year.

I have been working at Frank Lloyd Wright sites since the early 90's when Taliesin Preservation, Inc was established with support of Governor Thompson's administration. In the past 20 years, I have worked at Taliesin, Taliesin West, Pope-Leighey House in northern VA, and Monona Terrace. Throughout this time I have not seen interest in Frank Lloyd Wright wane, but in fact, continue to grow. The architect's persona and work are undeniably compelling to the public, with evidence in public site attendance figures (1.2-2 million visitors at sites around the country), best-selling books like "Loving Frank" and retail sales of licensed products based on his designs. For these enthusiasts, the Heritage Trail would make navigation easier and more enjoyable.

The Trail would also do a great deal to raise awareness among travelers in Wisconsin who are not familiar with Wright's architecture. Signage would increase opportunities for people to stumble across his work, follow their curiosity and take a detour to explore. In addition to individual travelers, establishment of a Trail and supporting maps and digital tools would enhance the economic impact of group tourism markets. We host many motor coach groups who plan multi-day itineraries around Wisconsin Wright sites, spending money in hotels, restaurants and local retail. Often they are international groups who are extending their Wright experience into other areas of the country.

Wright tourism also delivers educational experiences, and has special potential for K-12 students. Frank Lloyd Wright's buildings illustrate the skills that we deem essential for 21st century students- creativity, innovation and problem-solving. Young people who participate in architecture and design programming are exposed to careers in Science-Technology-Engineering-Math (STEM) and the "Design Thinking" process.

Frank Lloyd Wright and fellow Wisconsinites Aldo Leopold, Georgia O'Keefe, and William Harley and the Davidson brothers, among others, contribute to the state's identity of original thinkers, movers and shakers. It is a legacy we should be proud of and promote. Please support this legislation and increase economic benefits and educational opportunities of Frank Lloyd Wright tourism to a broader public.

Thank you,
Heather Sabin
Tourism Coordinator

ONE JOHN NOLEN DRIVE
MADISON, WI 53703

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FAX 608 261-4049
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TTY 800 947-3529

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www.mononaterrace.com

