



2013 ASSEMBLY BILL 923

April 3, 2014 – Introduced by Representative HULSEY. Referred to Committee on Tourism.

1 **AN ACT** *to amend* 41.11 (4) of the statutes; **relating to:** increasing funding for
2 tourism marketing related to bicycling in this state and making an
3 appropriation.

Analysis by the Legislative Reference Bureau

This bill provides \$10,000,000 in fiscal year 2014-15 to fund tourism marketing services related to bicycling in this state.

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:

4 **SECTION 1.** 41.11 (4) of the statutes is amended to read:
5 41.11 (4) ADVERTISING. The department shall plan and conduct a program of
6 advertising and promotion designed to attract interested persons to this state and
7 to stimulate the enjoyment of its recreational opportunities, including bicycling, by
8 residents and nonresidents alike. Any contracts engaging a private agency to

