

David Prosser, Jr.  
2904 North Meade Street  
Appleton, Wisconsin 54911

July 9, 1998

Dear Editor,

Rep. David Brandemuehl (R-Fennimore) deserves enormous credit for the role he played in Wisconsin's Sesquicentennial celebration. This story is little known and needs to be told.

The Wisconsin Sesquicentennial Commission was created by the legislature in 1992 to celebrate Wisconsin's 150<sup>th</sup> anniversary in 1998. The purpose of the commission was to foster wide appreciation of Wisconsin's rich and diverse cultural heritage and to use the celebration to promote Wisconsin tourism. The Commission lived a hand-to-mouth existence until David Brandemuehl worked on legislation to provide serious funding for Commission activities.

Brandemuehl was the driving force behind 1995 Assembly Bill 1069 which appropriated startup money from the general fund, if matched by private contributions. More important, his bill perfected provisions for a beautiful, voluntary Sesquicentennial license plate to promote Wisconsin and finance Commission programs.

Brandemuehl worked out a multitude of technical, legal and political problems with the bill in a textbook example of legislative craftsmanship. He won passage of the bill over some surprisingly determined opposition, in a perilously short period before legislative adjournment.

The result has been the most successful special license plate in Wisconsin history. As of July 4, 1998, almost 410,000 plates have been sold, each representing a \$10 contribution for the Commission. The proceeds, far exceeding expectations, have financed hundreds of grants, projects and festivities in every part of Wisconsin.

It was vital not to fumble the ball on sesquicentennial funding, as some other states like California have done. We didn't. There is now no doubt that the Sesquicentennial celebration has produced short-term pleasure and economic benefits which will continue through December. But the understanding and appreciation of Wisconsin life and history will last much longer. David Brandemuehl's work made most of this possible.

Sincerely,



David Prosser  
Assembly Speaker, 1995-96

Wisconsin State Representative  
**David Brandemuehl**  
Chair: Highways and Transportation Committee

NEWS RELEASE

FOR IMMEDIATE RELEASE

April 19, 1996

FOR MORE INFORMATION:

Rep. Brandemuehl (608) 266-1170

**BRANDEMUEHL INTRODUCES COMMEMORATIVE LICENSE PLATE BILL**

Madison... At the request of Speaker David Prosser (R-Appleton) Representative David Brandemuehl (R-Fennimore) introduced Assembly Bill 1069 creating vehicle license plates commemorating the 150th anniversary of Wisconsin statehood and making an appropriation.

The Governor has already appointed a Sesquicentennial Commission to help plan and coordinate festivities commemorating Wisconsin's 150th birthday at the Smithsonian Institute and National Mall in Washington D.C., in addition to local events.

"As chair of the Assembly Highways and Transportation Committee, I felt it was an appropriate initiative for me to take as a way to help celebrate this milestone in Wisconsin's history," said Brandemuehl.

In order to cover the starting costs of the Sesquicentennial celebration, AB 1069 appropriates \$1.5 million from the General Purpose Revenue (GPR) fund, if matched by private funds. The bill also allots proceeds from the \$15 voluntary license plates to cover the costs of the plates with the remaining revenue going to the Sesquicentennial Commission for festivities.

"This revenue will ensure a solid basis for the Commission to begin the festivities and help bring in more activities," said Brandemuehl. "Besides the boost to tourism and our economy, this bill is important to the pride of Wisconsin."

The bill passed the Assembly overwhelmingly in March and is expected to pass the Senate in early May.

Wisconsin State Representative  
**David Brandemuehl**  
Chair: Highways and Transportation Committee

March 22, 1996

Senator Tim Weeden, Co-chair  
Joint Committee on Finance  
119 MLK Jr. Blvd., Rm. LL1

Representative Ben Brancel, Co-chair  
Joint Committee on Finance  
119 MLK Jr. Blvd., Rm. L4

Dear Senator Weeden and Representative Brancel:

I would like to take this opportunity to express my strong support for Assembly Bill 1069, relating to vehicle registration plates commemorating the 150th anniversary of Wisconsin statehood and making appropriations.

In less than two years, the state of Wisconsin will begin its 150th year of statehood. In order to celebrate this milestone properly, a Sesquicentennial Commission has been appointed to plan events and ensure that our common history is remembered and honored. As we begin looking toward a new century, it is fitting that we take this opportunity to reflect on our accomplishments of the past 150 years. We, as citizens of Wisconsin, should enjoy and celebrate our rich cultural and historical heritage.

The Sesquicentennial Commission has been working diligently to secure private donations and assistance. The Pioneer Project, established to work with private companies, has already gotten commitments for \$120,000 and more is expected. In addition, a task force has been established with the Wisconsin Manufacturers Commerce to facilitate a close partnership with the business community. However, this is a celebration on behalf of the state and thus, the state is expected to contribute its share. Businesses have expressed reluctance to commit heavily until the state makes a serious commitment to the Sesquicentennial commemoration.

As part of that commitment, Assembly Bill 1069 would create a special license plate, which would be available to the public on a voluntary basis for a one-time fee of \$15, and appropriate \$1.5 million of GPR to the Commission. Many of the other states planning similar events have had much higher appropriations over a lengthy period. This revenue would ensure a solid basis for the Commission to begin the festivities and help bring in much more in private donations.

At least nine other states have used special license plates as fund raisers for their Sesquicentennial celebrations. It is believed that Wisconsin will be able to effectively utilize this tool to generate nearly \$2 million in revenue for the Commission. All expenses incurred by the state to produce and distribute the special plates would be covered by the one-time fee.

Considering the importance of the Sesquicentennial celebration to not only the state's tourism and economy, but also to the pride of the entire state, Assembly Bill 1069 is crucial. I would appreciate your support for this legislation. Thank you.

Sincerely,



David A. Brandemuehl  
State Representative  
49th Assembly District

DAB:slk

# ARTS AND HUMANITIES WORKING TOGETHER

March 20, 1996

The Honorable Ben Brancel  
Rm. L4, 1 E. Main St.  
Madison, WI 53702

COPY

Dear Rep. Brancel:

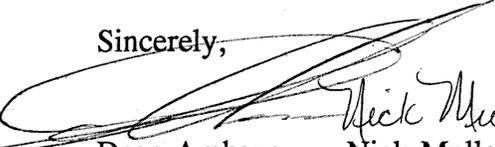
As members of a unique coalition of organizations, we urge you to support the proposed bill (LRB 5624) offered by Reps. David Prosser and David Brandemuehl and Sen. Fred Risser to create a license plate and provide a special appropriation for Wisconsin's Sesquicentennial celebration in 1998.

Wisconsin's Sesquicentennial has come to a critical juncture. If LRB 5624 is not passed this session most of the Sesquicentennial's activities will fail to materialize. Delaying funding until 1997 is too late. The level of activities planned require a director and office to communicate with an increasingly frustrated public. Programs of substance require more than a few months of preparation. We can not move the date of the state's Sesquicentennial.

As a coalition, we are developing a year-long series of programs already endorsed by the Wisconsin Sesquicentennial Commission. The programs have also been strongly supported by the Wisconsin Manufacturers & Commerce. This important association has already taken the initiative to form a task force to lead the private fundraising efforts. The coalition, working in concert with the state's business community, is committed to raising a significant level of funding from the private sector. However, we have clearly heard from the private sector that the state must demonstrate its commitment to the Sesquicentennial. The business community will not do it alone nor will they support the vital infrastructure necessary to execute the Sesquicentennial celebration.

Our projects, as well as those organized by other groups and communities, are built on a unique blend of partnerships. We believe that together we will generate an awareness, enthusiasm and appreciation of this historical milestone that will carry over for years to come. The Sesquicentennial is an occasion for us to become reacquainted with the shared values, culture and history that define our statewide community. LRB 5624 insures that Wisconsin will celebrate its heritage and people, and we therefore strongly urge your support.

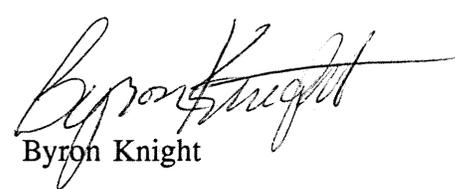
Sincerely,

  
Dean Amhaus

  
Nick Muller

  
LeRoy Lee

  
Max Harris

  
Byron Knight

Wisconsin Arts Board\*State Historical Society of Wisconsin\*Wisconsin Academy of Science, Arts and Letters\*Wisconsin Humanities Council\*Wisconsin Public Television\*Wisconsin Public Radio\*University of Wisconsin-Extension

## WISCONSIN SESQUICENTENNIAL COMMISSION

Unanimously approved on March 22, 1996

The Wisconsin Sesquicentennial Commission endorses with enthusiasm AB 1069, which would help underwrite the work of the Commission to lead Wisconsin in the meaningful celebration of the 150th anniversary of statehood through an appropriation and a voluntary commemorative license plate. This first action is imperative if we are to solicit voluntary underwriting from the private sector and allow Wisconsin to utilize the Sesquicentennial as an educational and economic tool such as has been the experience of other states.

**1995 Session**

LRB or Bill No./Adm. Rule No.

(LRB-5624/1) **AB1069**

Amendment No. if Applicable

**FISCAL ESTIMATE**

DOA-2048 (R10/92)

- ORIGINAL       UPDATED  
 CORRECTED       SUPPLEMENTAL

**Subject**

Vehicle registration plates commemorating the 150th anniversary of Wisconsin statehood and making appropriations.

**Fiscal Effect**

State:  No State Fiscal Effect

Check columns below only if bill makes a direct appropriation or affects a sum sufficient appropriation

Increase Costs - May be possible to Absorb Within Agency's Budget     Yes     No

- Increase Existing Appropriation     Increase Existing Revenues  
 Decrease Existing Appropriation     Decrease Existing Revenues  
 Create New Appropriation             Decrease Costs

Local:  No local government costs

- |   |   |   |
|---|---|---|
| <p>1. <input type="checkbox"/> Increase Costs<br/> <input type="checkbox"/> Permissive    <input type="checkbox"/> Mandatory</p> <p>2. <input type="checkbox"/> Decrease Costs<br/> <input type="checkbox"/> Permissive    <input type="checkbox"/> Mandatory</p> | <p>3. <input type="checkbox"/> Increase Revenues<br/> <input type="checkbox"/> Permissive    <input type="checkbox"/> Mandatory</p> <p>4. <input type="checkbox"/> Decrease Revenues<br/> <input type="checkbox"/> Permissive    <input type="checkbox"/> Mandatory</p> | <p>5. Types of Local Governmental Units Affected:<br/> <input type="checkbox"/> Towns            <input type="checkbox"/> Villages            <input type="checkbox"/> Cities<br/> <input type="checkbox"/> Counties        <input type="checkbox"/> Others<br/> <input type="checkbox"/> School Districts    <input type="checkbox"/> VTAE Districts</p> |
|---|---|---|

**Fund Sources Affected**

- GPR     FED     PRO     PRS     SEG     SEG-S

**Affected Ch. 20 Appropriations**

20.525 and 20.395

**Assumptions Used in Arriving at Fiscal Estimate**

This proposal establishes a special license plate for the Sesquicentennial, with a \$15 fee for initial issuance of the plate. The plate would be available only during a 2.5 year period ending January 1, 1999. Creates \$1.5 million appropriation from GPR.

Approximately 85% of the total fleet renewing will be eligible for plates. Based on experiences in other states, it is estimated that 4.75% of 3.3 million owners will purchase sesquicentennial plates at time of renewal. Approximately .25% of 3.3 million owners will purchase the plates prior to their registration date. Approximately 5% of the newly issued plates during the 2.5 year period will be the special plate. Total estimate = approximately 199,000 vehicle owners will purchase sesquicentennial plates.

Estimated costs of \$925,000 incurred by DOT over 2.5 years; includes:

Plates:	\$ 528,400
Postage:	202,600
Staff (LTE):	122,900
Freight:	1,200
DP changes:	25,000
Envelopes:	11,900
Insert:	33,000
<b>TOTAL:</b>	<b>\$ 925,000</b>

The legislation requires DOT (on a quarterly basis) be reimbursed for actual costs associated with designing, producing, promoting and distributing these license plates prior to making excess revenues available for the Commission. Based upon the previously stated assumptions, revenue associated with the issuance is estimated to be \$2,985,000. Of this amount, DOT would receive \$925,000 to fund estimated costs associated with the plate; the Sesquicentennial Commission would receive the estimated remaining revenues totalling \$2,060,000. Estimates are based upon assumption of aggressive marketing campaign. These numbers will change if increased or decreased sales of the sesquicentennial plate occur.

**Long-Range Fiscal Implications**

This proposal would authorize the plate issuance for 2.5 years. After that, the plate may still be used as the registration plate; thus no costs of replacing the special plate with a regular registration plate would result from this proposal.

Agency/Prepared by: (Name & Phone No.)

Lis Gorenstein, 266-0179  
 Department of Transportation

Authorized Signature/Telephone No.

*Jane D. Mc Donnell*

Date

03/21/96

# FISCAL ESTIMATE WORKSHEET

1995 SESSION

Detailed Estimate of Annual Fiscal Effect  
DOA-2047(R10/92)

ORIGINAL  UPDATED  
 CORRECTED  SUPPLEMENTAL

LRB or Bill No./Adm. Rule No.  
LRB 5624/1

Amendment No.

**Subject**

Vehicle registration plates commemorating the 150th anniversary of Wisconsin statehood and making an appropriation.

**I. One-time Costs or Revenue Fluctuations for State and/or Local Government (do not include in annualized fiscal effect):**

One-time cost to DOT of \$925,000 (over 2.5 year period) to issue the plates. One-time revenue increase to the Transportation Fund of \$925,000 (over 2.5 year period); one-time revenue to the Sesquicentennial Commission of \$2,060,000 (over 2.5 year period); for a total one-time revenue increase of \$2,985,000.

II. Annualized Costs:		Annualized Fiscal Impact on State funds from:	
		Increased Costs	Decreased Costs
<b>A. State Costs by Category</b>			
State Operations-Salaries and Fringes		\$	\$ -
(FTE Position Changes)		( FTE)	(- FTE)
State Operations-Other Costs			-
Local Assistance			-
Aids to Individuals or Organizations			-
<b>TOTAL State Costs by Category</b>		\$	\$ -
<b>B. State Costs by Source of Funds</b>			
GPR		\$	\$ -
FED		\$	\$ -
PRO/PRS		\$	\$ -
SEG/SEG-S		\$	\$ -
<b>III. State Revenues-</b> Complete this only when proposal will increase or decrease state revenues (e.g., tax increase, decrease in license fees, etc.)			
GPR Taxes		\$	\$ -
GPR Earned			-
FED			-
PRO/PRS			-
SEG/SEG-S			-
<b>TOTAL State Revenues</b>		\$	\$ -

**NET ANNUALIZED FISCAL IMPACT**

	STATE	LOCAL
NET CHANGE IN COSTS	\$	\$
NET CHANGE IN REVENUES	\$	\$

Agency/Prepared by: (Name & Phone No.)  
Department of Transportation  
Lis Gorenstein/266-0179

Authorized Signature/Telephone No.

*[Handwritten Signature]*

Date  
03/21/96

**RELEASE OF PERSONALIZED PLATES**

--	--	--	--	--	--	--	--

- I authorize the reissuance of my personalized license plate number specified above to applicant shown on other side.
- I allow the Department of Transportation to reissue my current personalized plate after it is replaced with a different plate.

**X**

(Signature of Owner Releasing Plate)

New Owner/Lessee - please check one:

- Have plates in good condition in my possession
- Need new plates issued

Note: No credit of registration fees, personalized plate fee, or Sesquicentennial donation from former owner is allowed.

*Join the celebration!*



**Celebrate Wisconsin's 150th anniversary of statehood.**

**Order your special limited edition license plate today.**

*Own a piece of Wisconsin history!*

This special 150th anniversary license plate is inspired by the things we value most about our home state. Natural resources. Spectacular scenery. And the cities and businesses we've helped build. Here's your chance to showcase Wisconsin wherever you travel. Join the biggest celebration in state history.

----- **SESQUICENTENNIAL PLATE APPLICATION** -----

The Sesquicentennial plate costs only \$15 - once, when you request the plate, and can be renewed indefinitely. Ten dollars of this one-time fee is tax deductible, because it helps support the Sesquicentennial Commission.

*Sesquicentennial Plates are available for:*

- Automobiles
- Motor Homes (annual registration only)
- Trucks: (4,500, 6,000 or 8,000 pound gross weight including dual purpose farm and dual purpose motor home) (12,000 pound gross weight farm truck)

----- *Plates are only available during 1997 and 1998, but you may renew them indefinitely.* -----

# Apply now for your limited edition Sesquicentennial plate!

No earlier than December 1, 1996, mail items indicated on the chart to order plates. The plates will be mailed as soon as they are received from the manufacturer. After January 15, 1997, you may also take the required items to any DMV service center that issues plates and by paying an extra \$5 counter service fee, walk away with your **Numbered** Sesquicentennial plate. **Personalized** plates can only be ordered through the mail.

Type of license plate requested	Renewal time (up to 3 months before)	Any other time
<i>Numbered</i> (regular)	* Send renewal notice with usual registration fee + \$15 to address on renewal notice (Do not send application).  * Send title IF switching from personalized plates or any special plate and add \$4.	* Complete application * Send certificate of title and \$15 * Add \$4 if switching from other type plate * New title will be issued
<i>Personalized</i> * WisDOT can refuse/recall plate if it is offensive, misleading, or if it conflicts with other plates.	* Complete application * Attach certificate of title * Include registration fee + \$15. (add \$4 if you change personalized message) * Usual \$15 fee for personalized plate is waived first year only	* Complete application * Attach certificate of title and \$15 (Add \$4 if you change personalized message) * New title will be issued * Usual \$15 fee for personalized plate is waived first year only

If you are registering a vehicle for the first time, send title and Sesquicentennial application; all required fees, and \$15.

- If you want personalized plates enter choice of 1-7 characters on application below. If you want nonpersonalized plates, check option . Print clearly.
- If you choose 7 characters, you may request up to 2 spaces between any of the characters. **Indicate this request with diagonal lines as shown here.**

W	I	/	I	S	/	1	5	0
---	---	---	---	---	---	---	---	---

Note: letters will be centered on plate.

- Use capital letters or numbers. The following are not acceptable: small letters, symbols, signs, hyphens, apostrophes, etc.

**Carefully distinguish between:**

Letters L or I and Number 1	Letter Z and Number 2
Letter S and Number 5	Letter B and Number 8
Letter G and Number 6	Letter U and Letter V

- Make check or money order payable to: **Registration Fee Trust;**
- If required to submit title, mail to:  
**Wisconsin Department of Transportation  
 Special Plates Unit  
 P O Box 7911  
 Madison WI 53707-7911**

- If you have questions:  
 call 608/266-3041 (TTY = 608/264-8703)  
 between 7:45 am and 4:15 pm Monday - Friday.

**RELEASE OF INFORMATION** - The Wisconsin Department of Transportation uses the information on this form to issue Sesquicentennial license plates. Under open records laws, the department must make certain information available upon request. The department makes some information available to companies for business purposes. If you want your name and address withheld from such business mailing lists, please obtain form MV3592, Request to Withhold Name and Address from any DMV office.

**ADA** - The Wisconsin Department of Transportation complies with the Americans with Disabilities Act.

----- ✂ -----  
 Detach before submitting application with Certificate of Title.

## SESQUICENTENNIAL PLATES APPLICATION

Wisconsin Department of Transportation  
 MV0150-96 s. 341.14, Wis Stats

**Check Options:**

- I would like nonpersonalized Sesquicentennial plates.  
 I would like personalized Sesquicentennial plates  
**Note: If no choices are available, nonpersonalized Sesquicentennial plates will be issued.**

\_\_ Did you send your actual Certificate of Title?

First Choice						Meaning
Second Choice						Meaning
Third Choice						Meaning
Print Applicant Full Name (Last, First, M.I.)			Applicant Signature			Telephone Number where you may be reached from 7 am to 4:30 pm
Street Address						<b>Fee Calculation</b> Sesquicentennial Fee..... \$ 15.00 Registration Fee (if applicable)..... _____ Exchange of Plate Fee (if applicable)..... _____ <b>TOTAL FEE DUE</b> ..... _____
City		State		Zip Code		

If you are requesting a plate which the current owner no longer wants OR are changing to a different personalized plate, the reverse side must be completed and signed. Additional plate choices may be submitted on a separate sheet of paper.

JUN 27 1996

June 24, 1996

Representative David Brandemuehl  
317 N  
State Capitol

*file*

Dear ~~Representative~~ <sup>David</sup> Brandemuehl:

Today Governor Tommy G. Thompson signed AB 1069 and I personally, and on behalf of the entire Wisconsin Sesquicentennial Commission, would like to thank you for your support.

In a year of tight budgeting, I know this piece of legislation presented some difficult issues. But when the debate closed, AB 1069 came out approved.

Because of your support, 1998 will provide an entire year of celebration and reflection on our wonderful state. The Governor, as the Chair of the Commission and has brought together a group of individuals determined and enthusiastic about planning the **BEST** Sesquicentennial celebration the nation has ever seen.

Wisconsin Public Radio, Wisconsin Public Television, Wisconsin Arts Board, Wisconsin Manufacturers and Commerce, Wisconsin Humanities Council, State Historical Society, Department of Tourism, Wisconsin Academy of Science, Arts & Letters and the University Extension have already gotten involved and began to work to make our 150th Anniversary the entire year in which the state and nation can take pride.

This is more than an anniversary.

Our Sesquicentennial provides a time to show the entire country the unique and rich Wisconsin heritage that has made us the envy of states and the headliner on so many initiatives.

Thank you again for your support.

Sincerely,

*Nicholas*

H. Nicholas Muller III

P.S. As I leave my public service and go to work for the Frank Lloyd Wright Foundation, I want you to know how

*over*

much I have enjoyed working with you over the years and how much I have appreciated your steady support. I hope our paths continue to cross; you my count on my support.

Mso, please tell Shari how good a job she did.

Yours,

*[Signature]*

## IOWA SESQUICENTENNIAL COMMISSION FUNDING

### GPR Funds

No GPR funds were directly provided to the Sesquicentennial Commission. However, in 1996 the legislature provided \$2 million in GPR funds to Iowa's Division of Tourism to promote Iowa with specific focus on the sesquicentennial. The Governor signed the bill on March 19, 1996.

The Iowa contact stated that recently the Florida legislature appropriated \$125,000 for their sesquicentennial. The legislature was berated in the newspapers for not providing more support for the sesquicentennial. The papers felt that Florida "should be able to much more than a state like Iowa." Iowa's Governor and legislature have been very supportive because they feel they do not get many opportunities to toot the horn about Iowa.

### License Plate Funds

Iowa's license plate was started in March 1992, nearly four years before the start of the sesquicentennial. The fee for the sesquicentennial plate is \$15 for the first year and an additional \$10 each year after the initial registration. In total, the Commission has the ability of receiving nearly 5 continuous years of funding from the license plate (1992-1996). Therefore, someone participating the first year of the license plate program could ultimately provide \$55 toward the sesquicentennial. As of February 1996, the Iowa plate has raised \$3.8 million. Iowa has obtained a 5 percent rate of participation in the sesquicentennial plate.

### Private Funds

Thirty corporate partners have been involved with the Iowa Sesquicentennial. Private funding has generated \$1.2 million. Corporations support specific activities.

### Merchandising

Iowa printed 100,000 copies of a coffee table book. They have sold about 1/3 of the copies. Initial investment was \$800,000 with an expected return over expenses of \$260,000 to \$270,000.

Merchandising of products has generated \$30,000-35,000. It is estimated that following the summer events and the Christmas season that it will have raised \$130,000.

### Economic Impact

Iowa is participating in the Smithsonian's Festival of American Folklife this year, just as Wisconsin will participate in 1998. The Smithsonian estimates that a state participating in the Festival receives \$9-12 million worth of national public relations exposure.

WISCONSIN ASSEMBLY ROLL CALL  
1995-96 SESSION  
SPEAKER PROSSER

SEQUENCE NO. 960  
MARCH 27, 1996  
3:41 PM

AB 1069  
PROSSER, D.

PASSAGE  
AB 1069 SESQUICENTENNIAL  
SPECIAL PLATES FOR WISCONSIN

AYES - 63      NAYS - 36      NOT VOTING - 0      PAIRED - 0

A N NV    NAME	A N NV    NAME	A N NV    NAME
A    AINSWORTH, J.    (R)	N    HUBLER, M.        (D)	A    PLOMBON, D.        (D)
A    ALBERS, S.        (R)	A    HUEBSCH, M.       (R)	A    PORTER, C.         (R)
N    BALDUS, A.        (D)	A    HUTCHISON, D.     (R)	A    POTTER, R.         (D)
N    BALDWIN, T.       (D)	A    JENSEN, S.        (R)	A    POWERS, M.         (R)
N    BAUMGART, J.     (D)	A    JOHNSRUD, D.      (R)	N    REYNOLDS, M.      (D)
N    BELL, J.          (D)	A    KAUFERT, D.       (R)	N    RILEY, A.          (D)
N    BLACK, S.         (D)	A    KELSO, C.         (R)	N    ROBSON, J.         (D)
N    BOCK, P.          (D)	A    KLUSMAN, J.       (R)	A    RUTKOWSKI, J.     (D)
N    BOYLE, F.         (D)	A    KREIBICH, R.      (R)	A    RYBA, J.           (D)
A    BRANCEL, B.       (R)	N    KREUSER, J.       (D)	A    SCHNEIDER, M.     (D)
A    BRANDEMUEHL, D. (R)	N    KRUG, S.          (D)	A    SCHNEIDERS, L.    (R)
A    CARPENTER, T.    (D)	N    KRUSICK, M.       (D)	A    SERATTI, L.        (R)
N    COGGS, S.         (D)	A    KUNICKI, W.       (D)	A    SILBAUGH, R.      (R)
A    COLEMAN, C.      (R)	N    LA FAVE, J.       (D)	A    SKINDRUD, R.      (R)
N    CULLEN, D.       (D)	A    LADWIG, B.       (R)	N    SPRINGER, T.      (D)
A    DOBYNS, J.       (R)	A    LASEE, F.         (R)	N    TRAVIS, D.        (D)
N    DUEHOLM, R.      (D)	A    LAZICH, M.       (R)	A    TURNER, R.        (D)
A    DUFF, M.          (R)	N    LEHMAN, M.       (R)	A    UNDERHEIM, G.    (R)
A    FOTI, S.          (R)	A    LINTON, B.       (D)	A    URBAN, F.         (R)
A    FREESE, S.       (R)	A    LORGE, W.        (R)	A    VANDER LOOP, W. (D)
A    GARD, J.          (R)	N    MEYER, M.        (D)	A    VRAKAS, D.        (R)
A    GOETSCH, R.      (R)	N    MORRIS-TATUM J. (D)	N    WALKER, S.        (R)
A    GREEN, M.        (R)	N    MURAT, W.        (D)	A    WARD, D.          (R)
A    GRONEMUS, B.    (D)	A    MUSSER, T.       (R)	N    WASSERMAN, S.    (D)
N    GROTHMAN, G.     (R)	A    NASS, S.          (R)	N    WILDER, M.        (D)
A    GUNDERSON, S.   (R)	N    NOTESTEIN, B.    (D)	N    WILLIAMS, A.      (D)
A    HAHN, E.          (R)	A    OLSEN, L.        (R)	N    WIRCH, R.         (D)
A    HANDRICK, J.     (R)	A    OTT, A.           (R)	A    WOOD, W.          (D)
N    HANSON, D.       (D)	A    OTTE, C.         (R)	N    YOUNG, L.         (D)
A    HARSDFORF, S.   (R)	A    OURADA, T.       (R)	N    YOUNG, R.         (D)
A    HASENOHRL, D.   (D)	A    OWENS, C.        (R)	N    ZIEGELBAUER, R. (D)
A    HOVEN, T.        (R)	N    PLACHE, K.       (D)	A    ZUKOWSKI, R.     (R)
A    HUBER, G.        (D)	A    PLALE, J.        (D)	A    SPEAKER           (R)

NO VACANT DISTRICTS





STATE HISTORICAL SOCIETY  
of WISCONSIN  
*Forward Through The Past*

STATE HISTORICAL  
SOCIETY OF WISCONSIN  
816 STATE STREET  
MADISON, WISCONSIN  
53706-1488  
PHONE: 608 264-6400  
FAX: 608 264-6404

H. NICHOLAS MULLER III  
DIRECTOR

*Archeology*  
*Archives*  
*Circus World Museum*  
*Conservation*  
*Historic Preservation*  
*Historic Sites*  
*First Capitol*  
*Madeline Island*  
*Old World Wisconsin*  
*Pendarvis*  
*Stonefield*  
*Villa Louis*  
*Wade House*  
*Library*  
*Local History*  
*Publications*  
*School Services*  
*State Historian*  
*State Historical Museum*

May 2, 1996

MAY 07 1996

Representative David Brandemuehl  
210 N  
State Capitol  
Madison, WI 53702

Dear David:

At the Heritage Tourism Conference luncheon almost a week ago, you told me about the rumor that the "big players" had the Wisconsin Sesquicentennial Commission funding (assuming the passage of AB 1069 in the Senate next week) sewn up. Not so.

I have enclosed the base revenue and expense projections that the Executive and Finance Committee adopted. The revenue figures, in my view, will rise considerably, and nearly all of any increase should go straight to the Program Support line for "other," which means all of the folks, institutions, and communities throughout the state. Also, if the Executive Director turns out to be a "loaned executive" or the Commission can secure donated office space, that too, will go directly to "other" Program Support.

Under Program Support the Cultural Coalition includes the Wisconsin Arts Board, the Wisconsin Humanities Council, UW-Extension, the Wisconsin Academy of Science, Letters, and Art, WHA-TV, and the State Historical Society. The vast majority of the \$2,352,000 in Program Support slated for this group goes to two areas. The Smithsonian Institution National Folklife Festival, which features Wisconsin in 1998, and a complementary state-wide version of \$1,078,275 and WHA-TV \$762,992. The Wisconsin Humanities Council will receive \$296,076, which it will re-grant to 49 or so communities and local organizations. The State Historical Society has a preliminary budget for its program of \$65,000.

I believe you can assure your colleagues and constituents that the field is open. The process will be fair. The "big players" the Wisconsin Arts Board, which will manage the Folklife festivals and WHA-TV with state-wide programming and "Sesquicentennial Minutes" make up over 75% of the Cultural Coalition Funds, and I think these major state-wide efforts should benefit us all.

David, as always, I enjoyed the chance to chat and my time with you.

Sincerely,

H. Nicholas Muller III  
Director  
(608) 264-6441

HNM:dhd  
Enclosure(s)  
060296

## WISCONSIN SESQUICENTENNIAL COMMISSION

PROJECTED EXPENSES  
(000's)

	<u>FY 96</u>	<u>FY 97</u>	<u>FY98</u>	<u>FY 99<sup>a)</sup></u>	<u>TOTAL</u>
Staff					
Exec. Director <sup>b)</sup>		80	83.2	64.9	228.1
Adm. Assistant <sup>c)</sup>		37.3	38.8	30.2	106.3
Office Rental		15.0	15.0	11.3	41.3
Office Equipment <sup>d)</sup>		9.0	-	-	9.0
Operations					
Supplies and Services		10.0	15.0	6.0	31.0
Postage		5.0	7.0	1.0	13.0
Travel		4.0	6.0	2.0	12.0
Telephone/Web Site, etc.		10.0	12.0	5.0	27.0
Printing		30.0	25.0	4.0	59.0
Commission Expense					
Travel/Per Diems	3.0	15.0	10.0	2.0	30.0
Other		<u>2.0</u>	<u>3.0</u>	<u>-</u>	<u>5.0</u>
Subtotal	<u>3.0</u>	<u>217.3</u>	<u>215.0</u>	<u>122.4</u>	<u>554.7</u>
Contracted Services					
@ 25 per month		225.0 <sup>e)</sup>	300.0	125.0 <sup>f)</sup>	650.0
Subtotal	<u>3.0</u>	<u>442.3</u>	<u>515.0</u>	<u>247.4</u>	<u>1,207.3</u>
Program Support					
Cultural Coalition	147.0	1,800	405.0	-	2,352.0
Other	<u>-</u>	<u>900.0</u>	<u>630.3</u>	<u>110.0</u>	<u>1,640.3</u>
Total Program Support	<u>147.0</u>	<u>2,700.0</u>	<u>1,035.3</u>	<u>110.0</u>	<u>3,992.3</u>
TOTAL	150	3,142.3	1,149.7	358	5,200.0
BALANCE	50	237.7	317.4	-0-	

- a) Assumes final report and closing of Commission activities in March 1999.
- b) Assumes beginning salary of \$60,000 and 33 percent state fringe benefit rate.
- c) Assumes beginning salary of \$28,000 and 33 percent state fringe benefit rate. This could move to contracted services line.
- d) If Commission leases equipment, the cost would spread across fiscal years.
- e) Assumes less than full year.
- f) Assumes contract ends 12/31/98.

D R A F T

WISCONSIN SESQUICENTENNIAL COMMISSION

PROJECTED REVENUES  
(000's)

<u>Source</u>	<u>FY 96</u>	<u>FY 97</u>	<u>FY 98</u>	<u>FY99</u>	<u>TOTALS</u>
GPR <sup>a)</sup>	150	1,500			1,650
License Plate <sup>b)</sup>		950	950		1,900
Cash Contributions <sup>c)</sup>	50	850	600		1,500
Product Licensing		30	90	30	150
Totals	200	3,330	1,640	30	5,200

a) The \$1,500 assumes passage of AB 1069.

b) WisDOT figures, assuming passage of AB 1069, estimate \$10.00 per plate at a rate of 4-5 percent of 2,800,000 licensed passenger vehicles beginning in January 1997 and lasting 12 months.

c) Assumes only match of \$1,500 as required by AB 1069. This figure does not include in-kind and could grow substantially higher.

HNM:cm  
52596-1



# State of Wisconsin

## LEGISLATIVE REFERENCE BUREAU

100 NORTH HAMILTON STREET  
P. O. BOX 2037  
MADISON, WI 53701-2037

ATTY. PETER J. DYKMAN  
ACTING CHIEF

LAWRENCE S. BARISH  
DIRECTOR OF REFERENCE AND LIBRARY

LEGAL SECTION: (608) 266-3561  
LEGAL FAX: (608) 264-8522

REFERENCE SECTION: (608) 266-0341  
REFERENCE FAX: (608) 266-5648

March 27, 1996

Representative David Brandemuehl  
317 North, State Capitol

Dear Representative Brandemuehl:

In response to your request for additional information about appropriations for sesquicentennial (or centennial) celebrations in various states, we spoke with Jeff Robinson of the Iowa Legislative Fiscal Bureau.

The Iowa Legislature recently appropriated \$2.1 million for advertising purposes. Iowa also has a sesquicentennial fund, with approximately \$3.5 million in revenues received primarily from special license plate sales.

Sincerely,

*Robert A. Paolino*

Robert A. Paolino  
Research Analyst  
(608) 264-6982

RAP:cal

## SESQUICENTENNIAL HIGHLIGHTS

*Private Sector*

- \* STRESS THAT IF WI DOESN'T PULL THIS CELEBRATION OFF-WI WILL LOOK LIKE A FLOP
- \* REVENUE GENERATING TOOL
- \* EDUCATIONAL TOOL
- \* PRIVATE FUNDS ARE USED-MATCHING GPR FUNDS
- \* COULD GENERATE 3-TIMES THE AMOUNT OF MONEY PUT IN
- \* WI IS A REMARKABLE STATE, A **"FORWARD"** ACHIEVING STATE AND US CELEBRATING THIS FACT WILL SHOW THE REST OF THE COUNTRY JUST HOW PROUD WE ARE OF OUR STATE AND WHAT WE HAVE ACCOMPLISHED

### **1. SMITHSONIAN FESTIVAL OF AMERICAN FOLKLIFE**

- HELD IN LIBRARY MALL-WASHINGTON D.C.-DRAWING 1-1.5 MILLION PEOPLE
- SHOWING OFF WISCONSIN'S TREMENDOUS CULTURAL DIVERSITY
- SHOW-CASE WI PRODUCTS, ART & INDUSTRIES
- NATIONAL & INTERNATIONAL VISIBILITY FOR WI
- EXTENSIVE STATE & NATIONAL MEDIA COVERAGE
- GREAT TOURISM PROMOTION
- SCHOOLS WILL BE INVOLVED
  - SUPPLY MATERIALS FOR TEACHERS TO USE TO TEACH WI HISTORY TO THEIR STUDENTS

- WILL BE RE-STAGED BACK IN WI ATTRACTING VIEWERS ACROSS THE STATE

## **2. PUBLICATIONS MADE CELEBRATING WI:**

- IN IOWA, THIS GENERATED AN EXTRA \$270,000 REVENUE FOR THE STATE
- GETS BUSINESSES INVOLVED & JOBS

## **3. LICENSE PLATE REVENUE FOR THE STATE**

- IN IOWA, THIS GENERATED SO FAR, **\$3.8 MILLION** AND IOWA HAS OBTAINED A **5% RATE** OF PARTICIPATION
- ADVERTISING THE 150TH ANNIVERSARY

## **4. WMC & BUSINESS EXCITED TO GET INVOLVED**

- WMC TASK FORCE ALREADY CREATED AND EXCITED TO GET INVOLVED
- ENABLES BUSINESSES TO PROMOTE THEIR BUSINESS AND THEIR PRODUCTS & SERVICES

## **5. T.V. & PRESS EXPOSURE:**

- HISTORIC DOCUMENTARIES **"WISCONSIN MINUTES"**  
-52 SERIES SLATED TO BE PRODUCES

# **The State's 150-Year Anniversary Celebration: The Wisconsin Sesquicentennial**

**1848 - 1998**

## **The Event**

In 1998 the state of Wisconsin will be 150 years old. A state's sesquicentennial is a milestone traditionally celebrated.

## **Sesquicentennial Commission**

Governor Tommy Thompson has appointed a Commission to plan the celebration. Governors Thompson, Lee Sherman Dreyfus, and Patrick J. Lucey chair the Commission.

## **Currently Planned Activities**

- ▶ Wisconsin will be featured on the National Mall in Washington, D.C. at the Smithsonian's Festival of American Folklife for two weeks in June and July. Between 1 and 1.5 million people attend during this two week period.
- ▶ The D.C. Festival includes regional and ethnic music, dance and traditional crafts as well as occupations and industries.
- ▶ Wisconsin will not only be showcased to the nation during the D.C. Festival but to the international community of Washington, D.C. with special events.
- ▶ The Wisconsin portion of the D.C. Festival will be remounted in the state.
- ▶ The Festival will be documented for television and a companion book published.
- ▶ The Festival will involve schools. Specially designed preparatory and follow-up materials will be provided to students and teachers throughout the state. Other publications are planned.
- ▶ Local cultural attractions will be promoted through a competitive grant program providing communities with technical and financial assistance.
- ▶ A television series of five historical documentaries will be produced and aired.
- ▶ A television series of 52 Sesquicentennial Minutes, commemorating significant moments in Wisconsin's history, will be distributed to every public and commercial television station in the state.