



1997 SENATE BILL 411

January 20, 1998 - Introduced by Senators JAUCH and BRESKE, cosponsored by Representatives HUTCHISON, HANDRICK, MUSSER, AINSWORTH, LORGE and LINTON. Referred to Committee on Insurance, Tourism and Rural Affairs.

1 **AN ACT relating to:** increasing the tourism marketing appropriation and making
2 an appropriation.

Analysis by the Legislative Reference Bureau

This bill increases the amount appropriated to the department of tourism for tourism marketing in fiscal years 1997-98 and 1998-99. (The appropriation is funded from general purpose revenue and the unencumbered balance lapses to the general fund at the end of the fiscal year.) The additional funding is to be used for quickly informing the public of favorable snowfall for winter recreational activities, targeting tourism promotion to areas of the state that are adversely affected by a lack of snow and promoting tourism for next winter.

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:

3 **SECTION 1. Appropriation changes.**

4 (1) In the schedule under section 20.005 (3) of the statutes for the appropriation
5 to the department of tourism under section 20.380 (1) (b) of the statutes, as affected
6 by the acts of 1997, the dollar amount is increased by \$1,000,000 for fiscal year

SENATE BILL 411

SECTION 1

1 1997-98 and the dollar amount is increased by \$1,000,000 for fiscal year 1998-99 to
2 increase funding for all of the following purposes:

3 (a) To expeditiously inform the public of favorable snowfall for winter
4 recreational activities.

5 (b) To target tourism promotion to areas of the state that are adversely affected
6 by a lack of winter snow.

7 (c) To promote tourism for the 1998-99 winter season.

8 (END)