

LRB or Bill No./Adm. Rule No.
Assembly Bill 47

Amendment No. if Applicable

- ORIGINAL
- UPDATED
- CORRECTED
- SUPPLEMENTAL

FISCAL ESTIMATE
DOA-2048 N(R10/94)

Subject

Sale of advertising in state highway maps and promoting heritage tourism

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

Decrease Costs

Local: No local government costs

- 1. Increase Costs
 - Permissive Mandatory
- 2. Decrease Costs
 - Permissive Mandatory

- 3. Increase Revenues
 - Permissive Mandatory
- 4. Decrease Revenues
 - Permissive Mandatory

5. Types of Local Governmental Units Affected:
- Towns Villages Cities
 - Counties Others _____
 - School Districts WTCS Districts

Fund Sources Affected

- GPR FED PRO PRS SEG SEG-S

Affected Ch. 20 Appropriations
20.380(1)(gm)

Assumptions Used in Arriving at Fiscal Estimate

Summary:

AB 47 would require the Department of Transportation (DOT) to sell advertising space in the state highway maps. Advertisements would target attractions which promote tourism and travel in the state, and must be consistent with the goals and programs of the DOT and the Department of Tourism. Revenues from the sale of advertisements would be directed to the Department of Tourism's Heritage Tourism Program to promote historic and cultural tourism in Wisconsin and deposited into the new appropriation created under the bill, 20.380(1)(gm).

Fiscal Effect: Indeterminable

This bill could increase revenues for the Department of Tourism through the sale of advertising in the state highway map. However, it is not possible to determine how much revenue would be generated by this activity.

Local Government Costs: None

The bill does not make any changes to the number of grants or the amount of any grant the Department is authorized to make under the Heritage Tourism Program.

Long-Range Fiscal Implications

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1/25/1999