

**ASSEMBLY SUBSTITUTE AMENDMENT 1,
TO 1999 ASSEMBLY BILL 47**

February 23, 1999 – Offered by COMMITTEE ON TOURISM AND RECREATION.

1 **AN ACT** *to renumber and amend* 41.11 (4); *to amend* 41.19 (2m) (c) (intro.); and
2 *to create* 20.380 (1) (gm), 41.11 (4) (b) and 84.02 (5) (am) of the statutes;
3 **relating to:** the sale of advertising space in folded highway maps, the heritage
4 tourism program, requiring the exercise of rule-making authority and making
5 an appropriation.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

6 **SECTION 1.** 20.380 (1) (gm) of the statutes is created to read:

7 20.380 (1) (gm) *Heritage tourism program supplement.* All moneys received
8 under s. 41.11 (4) (b), to operate the heritage tourism program under s. 41.19.

9 **SECTION 2.** 41.11 (4) of the statutes is renumbered 41.11 (4) (a) and amended
10 to read:

11 41.11 (4) (a) The department shall plan and conduct a program of advertising
12 and promotion designed to attract interested persons to this state and to stimulate

1 the enjoyment of its recreational opportunities by residents and nonresidents alike.
2 Any contracts engaging a private agency to conduct an advertising or promotion
3 program under this subsection paragraph shall reserve to the department the right
4 to terminate the contract if the service is unsatisfactory to the department. The
5 department shall encourage and coordinate the efforts of public and private
6 organizations to publicize the facilities and attractions of the state for the purpose
7 of stimulating their enjoyment by residents and tourists.

8 **SECTION 3.** 41.11 (4) (b) of the statutes is created to read:

9 41.11 (4) (b) The department shall sell commercial advertising space in folded
10 highway maps produced under s. 84.02 (5) (a) to promote the facilities and
11 attractions of this state. The department shall promulgate rules to implement this
12 paragraph. The rules shall establish the price for commercial advertising space on
13 the maps, shall include provisions for prioritizing advertisers in the event that
14 advertising demand exceeds the space available on the maps, shall limit the number
15 of advertisements placed by any one person and, for the purpose of maximizing the
16 ability of any facility and attraction to advertise on the maps, shall establish a
17 variety of advertising sizes available at costs proportionate to their size. The
18 department of tourism shall, not later than the date specified by the department of
19 transportation, provide the department of transportation with camera-ready copies
20 of any advertisement to be included on the folded highway maps. The department
21 of tourism shall deposit all proceeds received under this paragraph in the
22 appropriation account under s. 20.380 (1) (gm).

23 **SECTION 4.** 41.19 (2m) (c) (intro.) of the statutes is amended to read:

