# 1999 ASSEMBLY BILL 270

April 9, 1999 – Introduced by Representatives Grothman, Albers, Black, Bock, Brandemuehl, Gundrum, Kelso, Kestell, Kreibich, La Fave, F. Lasee, Miller, Owens, Pettis, Skindrud, Suder and Wood, cosponsored by Senators Risser and Roessler. Referred to Committee on Government Operations.

- 1 AN ACT *to create* 565.32 (2m) of the statutes; **relating to:** advertising of the state
- 2 lottery.

## Analysis by the Legislative Reference Bureau

Under current law, the gaming board, the department of revenue (DOR) and any other state agency are prohibited from engaging in any promotional advertising of the state lottery or any multistate lottery in which the state participates. Promotional advertising is defined as advertising which is for the purpose of inducing persons to purchase lottery tickets or lottery shares. But the gaming board, DOR and other state agencies are not prohibited from engaging in advertising that is designed to provide the public with general information about the state lottery, the state's participation in a multistate lottery, the location where lottery tickets and lottery shares may be purchased, the price of lottery tickets and lottery shares and the prize structure of the lottery games.

This bill provides that DOR and other state agencies may only engage in such informational advertising by posting one or more signs at locations at which lottery retailers sell lottery tickets or lottery shares.

For further information see the *state and local* 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:

#### **ASSEMBLY BILL 270**

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<b>Section 1.</b> 565.32 (2m) of the statutes is created to re	lann di the statutes is treateu lu reau.	) O	(2m	565.32		ECTION 1.
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565.32 **(2m)** Restrictions on advertising of Lottery. The department or any other state agency may only engage in advertising of the state lottery or any multistate lottery in which the state participates by posting one or more signs at locations at which lottery retailers sell lottery tickets or lottery shares.

### **SECTION 2. Appropriation changes.**

(1) In the schedule under section 20.005 (3) of the statutes for the appropriation to the department of revenue under section 20.566 (8) (q) of the statutes, as affected by the acts of 1999, the dollar amount is decreased by \$2,304,000 for fiscal year 1999–00 and the dollar amount is decreased by \$4,608,000 for fiscal year 2000–01 to decrease funding for state advertising of the state lottery or any multistate lottery in which the state participates.

#### **SECTION 3. Effective date.**

(1) This act takes effect on September 1, 1999, or on the day after publication, whichever is later.

16 (END)