

**1999 DRAFTING REQUEST**

**Assembly Amendment (AA-AB133)**

Received: **05/24/99**

Received By: **kahlepj**

Wanted: **Soon**

Identical to LRB:

For: **Legislative Fiscal Bureau 6-3847**

By/Representing: **Schug**

This file may be shown to any legislator: **NO**

Drafter: **kahlepj**

May Contact:

Alt. Drafters:

Subject: **Econ. Development - tourism**

Extra Copies:

**Pre Topic:**

LFB:.....Schug -

**Topic:**

Changes to tourism promotion and joint effort marketing with gaming revenue

**Instructions:**

See Attached

**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	kahlepj 05/25/99	jgeller 05/25/99		_____			
/1			martykr 05/26/99	_____	lrb_docadmin 05/26/99		
/2	kahlepj 06/7/99	jgeller 06/7/99	martykr 06/8/99	_____	lrb_docadmin 06/8/99		

FE Sent For:

<END>

**1999 DRAFTING REQUEST**

**Assembly Amendment (AA-AB133)**

Received: 05/24/99

Received By: kahlepj

Wanted: Soon

Identical to LRB:

For: Legislative Fiscal Bureau 6-3847

By/Representing: Schug

This file may be shown to any legislator: NO

Drafter: kahlepj

May Contact:

Alt. Drafters:

Subject: Econ. Development - tourism

Extra Copies:

**Pre Topic:**

LFB:.....Schug -

**Topic:**

Changes to tourism promotion and joint effort marketing with gaming revenue

**Instructions:**

See Attached

**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	kahlepj 05/25/99	jgeller 05/25/99		_____			
/1		1/2 6/7 jg	martykr 05/26/99	_____	lrb_docadmin 05/26/99		
FE Sent For:				_____	_____		
				_____	_____		
				<END>			

**1999 DRAFTING REQUEST**

**Assembly Amendment (AA-AB133)**

Received: 05/24/99

Received By: kahlepj

Wanted: Soon

Identical to LRB:

For: Legislative Fiscal Bureau 6-3847

By/Representing: Schug

This file may be shown to any legislator: NO

Drafter: kahlepj

May Contact:

Alt. Drafters:

Subject: Econ. Development - tourism

Extra Copies:

**Pre Topic:**

LFB:.....Schug -

**Topic:**

Changes to tourism promotion and joint effort marketing with gaming revenue

**Instructions:**

See Attached

**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
1/?	kahlepj	1 5/25 jlg	dmS 25	24 5/26 dm			

FE Sent For:

<END>

gaming revenue allocations for the management of the elk reintroduction program by DNR.

k. Provide \$55,000 PR ~~in~~ 1999-00 and \$60,000 PR in 2000-01 from tribal gaming revenue allocations to DNR as one-time funding for a study of crop damage caused by cranes to be done by the University of Wisconsin and the International Crane Foundation. Also, provide \$75,300 PR in 1999-00 and \$87,000 PR in 2000-01 and 1.0 PR wildlife biologist position from tribal gaming revenue allocations related to the reintroduction of whooping cranes in Wisconsin.

L. LFB Paper #169, Alt. 2. Provide \$100,000 PR in 1999-00 in addition to the \$300,000 PR in 2000-01. Further, require the Town of Swiss and the St. Croix Band to submit a report of the findings of the drinking water and water quality study to DNR and DOA no later than January 1, 2001, instead of January 1, 2003.

m. LFB Paper #171. Require that at least ~~\$200,000~~<sup>1,130,000</sup> annually be spent for Joint Effort Marketing (JEM) grants and specify that any tribal government or not-for-profit tribal entity is eligible to receive JEM grants. Further, delete \$750,000 GPR each year from Tourism's marketing appropriation. Allocate \$200,000 annually from the tribal gaming tourism marketing appropriation for grants to the Milwaukee Public Museum for Native American exhibits and activities.

Further, provide 1.0 PR position and transfer \$23,500 in 1999-2000 and \$30,500 in 2000-01 from the tribal gaming tourism marketing appropriation to a new, annual appropriation funded by tribal gaming revenue for a tourist information assistant. Require that program revenue from the tribal gaming tourism marketing appropriation annually be transferred to match the amount in the schedule for the tourist information assistant position. Delete \$35,700 PR annually and 1.0 vacant tourism special assistant position in the surplus property appropriation for tourism promotion.

Specify that Tourism maintain proportionate balances in each marketing appropriation. Maintain the GPR tourism marketing appropriation as an annual appropriation (Alternatives B2 and B3).

n. LFB Paper #172, Alt. 2. Modify the Governor's recommendation by requiring the Board of Regents to submit to the Joint Committee on Finance for its approval under s. 13.10 of the statutes, a plan for the construction and operation of the proposed aquaculture facility including: (a) a description of the physical characteristics of the facility; (b) the functions to be performed by the center; (c) how, and by whom, those functions would be carried out; (d) staffing levels; and (e) estimated operational costs. Specify that the program revenue bonding for construction of the facility could not be issued until the Committee has approved the University's plan.

o. LFB Paper #173, Alts. 2A(2) and 2B(2). Modify the Governor's recommendation as follows: (a) provide the additional American Indian veterans services coordinator position (funded from the tribal gaming revenues) as a permanent position rather than a four-year project position; and (b) provide additional funding of \$12,500 PR in 1999-00 and \$17,500 PR in 2000-01 (from tribal gaming revenues) to establish a \$2,500 per tribe grant program for those Wisconsin Indian tribes which designate a tribal veterans service officer and which have had a tribal veterans services officer plan approved by DVA.

\$900,000 from both or either ✓

m. \$ 900,000 of gaming \$ for JEM?

for tribal gov + entities, JEM grants generally? (41.17)  
yes

delete \$750,000: David do? yes

allocate \$200,000 for museum → in 20.380 (1)(kg)?

we create new annual approp for tourist info assistance?  
who does position auth? he will

transfer \$ from 20.380(1)(kg)?

transfer of a transfer?

Why not just allocate w/in 20.380(1)(kg)?

(next sentence is just restmt?) yes

delete \$35,700 + 1 position → David do?

repeal appropriation?? no

20.380(1)(b) → current law except for title?

specify that tourism maintain propor. balances:  
(1)(b) + (1)(kg)??

what does that mean? <sup>keep</sup> about the same and = real?

(Spend at proportionate rate) so spend from GAR first??

motion 889



State of Wisconsin  
1999 - 2000 LEGISLATURE

LRBb0391/1  
PJK.....

*Jtg*

LFB:.....Schug - Changes to tourism promotion and joint effort marketing  
with gaming revenue

FOR 1999-01 BUDGET - NOT READY FOR INTRODUCTION

LFB AMENDMENT

TO 1999 ASSEMBLY BILL 133 AND 1999 SENATE BILL 45

*SOON  
(5-25-99)  
D-note*

1 At the locations indicated, amend the bill as follows:

2 1. Page 409, line 16: delete "The Biennially, the" and substitute "The". ✓

3 2. Page 409, line 19: after "(2x)." insert "In each fiscal year, the department  
4 shall expend for tourism marketing service expenses and the execution of the  
5 functions under ss. 41.11 (4) and 41.17 ✓ an amount that bears the same proportion to  
6 the amount in the schedule for the fiscal year as the amount expended under par. (kg)  
7 in that fiscal year bears to the amount in the schedule for par. (kg) for that fiscal  
8 year." ✓

9 3. Page 410, line 6: delete "expenses and" and substitute "expenses,". ✓

10 4. Page 410, line 6: delete "41.17." ✓ and substitute "41.17 and to transfer to the  
11 appropriation account under par. (km) ✓ the amounts in the schedule under par. (km).

1 In each fiscal year, the department shall expend for tourism marketing service  
 2 expenses and the execution of the functions under ss. 41.11 (4) and 41.17 an amount  
 3 that bears the same proportion to the amount in the schedule for the fiscal year as  
 4 the amount expended under par. (b) in that fiscal year bears to the amount in the  
 5 schedule for par. (b) for that fiscal year. Of the amounts in the schedule, \$200,000  
 6 shall be allocated in each fiscal year for grants to the Milwaukee Public Museum for  
 7 Native American exhibits and activities.”

8 **5.** Page 410, line 6: after that line insert:

9 “SECTION 343d. 20.380 (1) (km) of the statutes is created to read:

10 20.380 (1) (km) *Tourist information assistant.* The amounts in the schedule to  
 11 pay for a tourist information assistant.

*Insert 2-11*

\*\*\*\*NOTE: This SECTION involves a change in an appropriation that must be reflected in the revised schedule in s. 20.005, stats.

12 **6.** Page 561, line 20: after that line insert:

13 “SECTION 945g. 41.17 (2) of the statutes is amended to read:

14 41.17 (2) ELIGIBILITY. Any public or private organization not organized or  
 15 incorporated for profit, including a tribal organization of a federally recognized  
 16 American Indian tribe or band in this state, and any elected governing body of a  
 17 federally recognized American Indian tribe or band in this state may apply to the  
 18 department for joint effort marketing funds under this section. Prior to applying for  
 19 such funds, each prospective applicant shall have submitted, at the time and in the  
 20 manner provided by departmental rule, a plan and budget specifying the media to  
 21 be used, the market to be approached, the facilities and attractions to be promoted  
 22 and the applicant’s estimated expenditures and receipts for the various projects  
 23 within the plan. If such plan is coordinated with the statewide marketing strategy,

1 the department shall approve it and the submitting organization or governing body  
2 shall be eligible to apply for joint effort marketing funds under this section.

3 History: 1975 c. 39, 163, 200; 1991 a. 39; 1995 a. 27 s. 6922; Stats. 1995 s. 41.17<sup>X</sup>

**SECTION 945h.** 41.17 (3) (intro.) of the statutes is amended to read:

4 41.17 (3) WRITTEN AGREEMENTS. (intro.) Each joint effort marketing project  
5 shall be implemented by a written agreement between the department and the  
6 applicant organization or governing body, which shall specify at a minimum:

7 History: 1975 c. 39, 163, 200; 1991 a. 39; 1995 a. 27 s. 6922; Stats. 1995 s. 41.17<sup>X</sup>

**SECTION 945k.** 41.17 (4) (a) of the statutes is amended to read:

8 41.17 (4) (a) No state funds may be released for a project which is not included  
9 within an advertising plan and budget submitted by an eligible organization or  
10 governing body and approved by the department.

11 History: 1975 c. 39, 163, 200; 1991 a. 39; 1995 a. 27 s. 6922; Stats. 1995 s. 41.17<sup>X</sup>

**SECTION 945m.** 41.17 (5) of the statutes is created to read:

12 41.17 (5) FUNDING SOURCE. Subject to the 50% limitation under s. 20.380 (1) (b)  
13 and the proportional expenditure requirements under s. 20.380 (1) (b) and (kg), the  
14 department shall expend, from the appropriations under s. 20.380 (1) (b) and (kg),  
15 at least \$1,130,000 in the aggregate in each fiscal year in joint effort marketing funds  
16 under this section."

17

(END)

*D-into*



Insert 2-11

(NOFI) all moneys transferred from the  
appropriation account under  
par. (kg) ✓ shall be credited  
to this appropriation account."

(end of ins. 2-11)

**DRAFTER'S NOTE  
FROM THE  
LEGISLATIVE REFERENCE BUREAU**

LRBb0391/dn

PJK.....

jlg

David:

This amendment makes the changes related to Indian gaming revenue for tourism marketing and joint effort marketing. The amendment does not: 1. decrease tourism's GPR marketing appropriation; 2. provide for the tourist information assistant position and its related schedule amounts; or 3. delete the ~~money~~ and position from the surplus property appropriation. It is my understanding that you will take of all these remaining items. Let me know if you need any changes to the amendment.

moneys

Pamela J. Kahler  
Senior Legislative Attorney  
Phone: (608) 266-2682  
E-mail: Pam.Kahler@legis.state.wi.us

**DRAFTER'S NOTE**  
**FROM THE**  
**LEGISLATIVE REFERENCE BUREAU**

LRBb0391/1dn  
PJK:jl:km

May 25, 1999

David:

This amendment makes the changes related to Indian gaming revenue for tourism marketing and joint effort marketing. The amendment does not: 1. decrease tourism's GPR marketing appropriation; 2. provide for the tourist information assistant position and its related schedule amounts; or 3. delete the moneys and position from the surplus property appropriation. It is my understanding that you will take of all these remaining items. Let me know if you need any changes to the amendment.

Pamela J. Kahler  
Senior Legislative Attorney  
Phone: (608) 266-2682  
E-mail: Pam.Kahler@legis.state.wi.us



State of Wisconsin  
1999 - 2000 LEGISLATURE

LRBb0391/2  
PJK:jl:km

*rmis*

LFB:.....Schug - Changes to tourism promotion and joint effort marketing  
with gaming revenue

FOR 1999-01 BUDGET - NOT READY FOR INTRODUCTION

LFB AMENDMENT

TO 1999 ASSEMBLY BILL 133 AND 1999 SENATE BILL 45

*SOON  
(6-7-99)  
D-note*

1 At the locations indicated, amend the bill as follows:

2 1. Page 409, line 16: delete "The Biennially, the" and substitute "The".

3 2. Page 409, line 19: after "(2x)." insert "In each fiscal year, the department  
4 shall expend for tourism marketing service expenses and the execution of the  
5 functions under ss. 41.11 (4) and 41.17 an amount that bears the same proportion to  
6 the amount in the schedule for the fiscal year as the amount expended under par. (kg)  
7 in that fiscal year bears to the amount in the schedule for par. (kg) for that fiscal  
8 year."

9 3. Page 410, line 6: delete "expenses and" and substitute "expenses,"

10 4. Page 410, line 6: delete "41.17." and substitute "41.17 and to transfer to the  
11 appropriation account under par. (km) the amounts in the schedule under par. (km).

41.17.

#. Page 410, line 6: after the period insert,

① " In each fiscal year, the department shall expend for tourism marketing service  
 2 expenses and the execution of the functions under ss. 41.11 (4) and 41.17 an amount  
 3 that bears the same proportion to the amount in the schedule for the fiscal year as  
 4 the amount expended under par. (b) in that fiscal year bears to the amount in the  
 5 schedule for par. (b) for that fiscal year. Of the amounts in the schedule, \$200,000  
 6 shall be allocated in each fiscal year for grants to the Milwaukee Public Museum for  
 7 Native American exhibits and activities."

5. Page 410, line 6: after that line insert:

"SECTION 343d. 20.380 (1) (km) of the statutes is created to read:

20.380 (1) (km) *Tourist information assistant.* The amounts in the schedule to  
 pay for a tourist information assistant. All moneys transferred from the  
 appropriation account under ~~41.17~~ shall be credited to this appropriation  
 account."

A. 20.505(8)(hm)6.

6. Page 561, line 20: after that line insert:

"SECTION 945g. 41.17 (2) of the statutes is amended to read:

41.17 (2) ELIGIBILITY. Any public or private organization not organized or  
 incorporated for profit, including a tribal organization of a federally recognized  
 American Indian tribe or band in this state, and any elected governing body of a  
 federally recognized American Indian tribe or band in this state may apply to the  
 department for joint effort marketing funds under this section. Prior to applying for  
 such funds, each prospective applicant shall have submitted, at the time and in the  
 manner provided by departmental rule, a plan and budget specifying the media to  
 be used, the market to be approached, the facilities and attractions to be promoted  
 and the applicant's estimated expenditures and receipts for the various projects

Insert 2-13

1 within the plan. If such plan is coordinated with the statewide marketing strategy,  
2 the department shall approve it and the submitting organization or governing body  
3 shall be eligible to apply for joint effort marketing funds under this section.

4 **SECTION 945h.** 41.17 (3) (intro.) of the statutes is amended to read:

5 ~~41.17 (3) WRITTEN AGREEMENTS. (intro.) Each joint effort marketing project~~  
6 ~~shall be implemented by a written agreement between the department and the~~  
7 ~~applicant organization ~~which shall specify at a minimum~~ or governing body. The agreement~~

8 **SECTION 945k.** 41.17 (4) (a) of the statutes is amended to read:

9 **41.17 (4) (a)** No state funds may be released for a project <sup>that</sup> which is not included  
10 within an advertising plan and budget submitted by an eligible organization or  
11 governing body and approved by the department.

12 **SECTION 945m.** 41.17 (5) of the statutes is created to read:

13 **41.17 (5) FUNDING SOURCE.** Subject to the 50% limitation under s. 20.380 (1) (b)  
14 and the proportional expenditure requirements under s. 20.380 (1) (b) and (kg), the  
15 department shall expend, from the appropriations under s. 20.380 (1) (b) and (kg),  
16 at least \$1,130,000 in the aggregate in each fiscal year in joint effort marketing funds  
17 under this section."

18 (END)

Insert 3-7

J. vote

Insert 2-13

#. Page 461, line 20: after "(kg)" insert  
"and (km) combined".

(end of ins. 2-13)

Insert 3-7

Section #. 41.17 (3) (intro.) of the statutes is amended to read:

41.17 (3) WRITTEN AGREEMENTS. (intro.) Each joint effort marketing project shall be implemented by a written agreement between the department and the applicant organization, which shall specify at a minimum:

~~History: 1975 c. 39, 163, 200; 1991 a. 39; 1995 a. 27 s. 6922; Stats. 1995 s. 41.17~~

or governing body. The  
agreement

(end of ins. 3-7)



**DRAFTER'S NOTE**  
**FROM THE**  
**LEGISLATIVE REFERENCE BUREAU**

LRBb0391/2dn  
PJK:jl:km

David:

1. This redraft transfers from s. 20.505 (8) (hm) 6. ✓ to both s. 20.380 (1) (kg) and ✓ (km) instead of transferring from s. 20.380 (1) (kg) to s. 20.380 (1) (km). ✓ Note the effect that this will have on the proportional language in s. 20.380 (1) (b) and (kg) because of the different amount in the schedule at s. 20.380 (1) (kg). ✓

2. I also cleaned up the language a bit in s. 41.17 (3) (intro.) ✓ and (4) (a) ✓ while I was at it.

Pamela J. Kahler  
Senior Legislative Attorney  
Phone: (608) 266-2682  
E-mail: Pam.Kahler@legis.state.wi.us

**DRAFTER'S NOTE**  
**FROM THE**  
**LEGISLATIVE REFERENCE BUREAU**

LRBb0391/2dn

PJK:jlg:km

June 8, 1999

David:

1. This redraft transfers from s. 20.505 (8) (hm) 6. to both s. 20.380 (1) (kg) and (km) instead of transferring from s. 20.380 (1) (kg) to s. 20.380 (1) (km). Note the effect that this will have on the proportional language in s. 20.380 (1) (b) and (kg) because of the different amount in the schedule at s. 20.380 (1) (kg).

2. I also cleaned up the language a bit in s. 41.17 (3) (intro.) and (4) (a) while I was at it.

Pamela J. Kahler  
Senior Legislative Attorney  
Phone: (608) 266-2682  
E-mail: Pam.Kahler@legis.state.wi.us



State of Wisconsin  
1999 - 2000 LEGISLATURE

LRBb0391/2  
PJK:jl:km

LFB:.....Schug – Changes to tourism promotion and joint effort marketing  
with gaming revenue

FOR 1999-01 BUDGET — NOT READY FOR INTRODUCTION

LFB AMENDMENT

TO 1999 ASSEMBLY BILL 133 AND 1999 SENATE BILL 45

1 At the locations indicated, amend the bill as follows:

2 **1.** Page 409, line 16: delete “The Biennially, the” and substitute “The”.

3 **2.** Page 409, line 19: after “(2x).” insert “In each fiscal year, the department  
4 shall expend for tourism marketing service expenses and the execution of the  
5 functions under ss. 41.11 (4) and 41.17 an amount that bears the same proportion to  
6 the amount in the schedule for the fiscal year as the amount expended under par. (kg)  
7 in that fiscal year bears to the amount in the schedule for par. (kg) for that fiscal  
8 year.”.

9 **3.** Page 410, line 6: after “41.17.” insert “In each fiscal year, the department  
10 shall expend for tourism marketing service expenses and the execution of the  
11 functions under ss. 41.11 (4) and 41.17 an amount that bears the same proportion to

1 the amount in the schedule for the fiscal year as the amount expended under par. (b)  
2 in that fiscal year bears to the amount in the schedule for par. (b) for that fiscal year.  
3 Of the amounts in the schedule, \$200,000 shall be allocated in each fiscal year for  
4 grants to the Milwaukee Public Museum for Native American exhibits and  
5 activities.”.

6 **4.** Page 410, line 6: after that line insert:

7 “**SECTION 343d.** 20.380 (1) (km) of the statutes is created to read:

8 20.380 (1) (km) *Tourist information assistant.* The amounts in the schedule to  
9 pay for a tourist information assistant. All moneys transferred from the  
10 appropriation account under s. 20.505 (8) (hm) 6. shall be credited to this  
11 appropriation account.”.

12 **5.** Page 461, line 20: after “(kg)” insert “and (km) combined”.

13 **6.** Page 561, line 20: after that line insert:

14 “**SECTION 945g.** 41.17 (2) of the statutes is amended to read:

15 41.17 (2) **ELIGIBILITY.** Any public or private organization not organized or  
16 incorporated for profit, including a tribal organization of a federally recognized  
17 American Indian tribe or band in this state, and any elected governing body of a  
18 federally recognized American Indian tribe or band in this state may apply to the  
19 department for joint effort marketing funds under this section. Prior to applying for  
20 such funds, each prospective applicant shall have submitted, at the time and in the  
21 manner provided by departmental rule, a plan and budget specifying the media to  
22 be used, the market to be approached, the facilities and attractions to be promoted  
23 and the applicant’s estimated expenditures and receipts for the various projects  
24 within the plan. If such plan is coordinated with the statewide marketing strategy,

1 the department shall approve it and the submitting organization or governing body  
2 shall be eligible to apply for joint effort marketing funds under this section.

3 **SECTION 945h.** 41.17 (3) (intro.) of the statutes is amended to read:

4 41.17 (3) WRITTEN AGREEMENTS. (intro.) Each joint effort marketing project  
5 shall be implemented by a written agreement between the department and the  
6 applicant organization, ~~which~~ or governing body. The agreement shall specify at a  
7 minimum:

8 **SECTION 945k.** 41.17 (4) (a) of the statutes is amended to read:

9 41.17 (4) (a) No state funds may be released for a project ~~which~~ that is not  
10 included within an advertising plan and budget submitted by an eligible  
11 organization or governing body and approved by the department.

12 **SECTION 945m.** 41.17 (5) of the statutes is created to read:

13 41.17 (5) FUNDING SOURCE. Subject to the 50% limitation under s. 20.380 (1) (b)  
14 and the proportional expenditure requirements under s. 20.380 (1) (b) and (kg), the  
15 department shall expend, from the appropriations under s. 20.380 (1) (b) and (kg),  
16 at least \$1,130,000 in the aggregate in each fiscal year in joint effort marketing funds  
17 under this section.”.

18 (END)