

2003 DRAFTING REQUEST

Senate Amendment (SA-SB44)

Received: **05/01/2003**

Received By: **rmarchan**

Wanted: **Soon**

Identical to LRB:

For: **Legislative Fiscal Bureau**

By/Representing: **Pollek**

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

Drafter: **rmarchan**

May Contact:

Addl. Drafters:

Subject: **Econ. Development - tourism**

Extra Copies:

Submit via email: **YES**

Requester's email:

Carbon copy (CC:) to: **robert.marchant@legis.state.wi.us**

Pre Topic:

LFB:.....Pollek -

Topic:

Tourism marketing

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>
/?	rmarchan 05/01/2003	kgilfoy 05/01/2003		_____			
/1	rmarchan 05/02/2003	kgilfoy 05/02/2003	jfrantze 05/02/2003	_____	mbarman 05/02/2003		
/2	rmarchan	kgilfoy	chaskett	_____	sbasford		

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
	05/23/2003	05/23/2003	05/02/2003	_____	05/02/2003		
/3			rschluet	_____	amentkow		
			05/23/2003	_____	05/23/2003		

FE Sent For:

<END>

2003 DRAFTING REQUEST

Senate Amendment (SA-SB44)

Received: **05/01/2003**

Received By: **rmarchan**

Wanted: **Soon**

Identical to LRB:

For: **Legislative Fiscal Bureau**

By/Representing: **Pollek**

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

Drafter: **rmarchan**

May Contact:

Addl. Drafters:

Subject: **Econ. Development - tourism**

Extra Copies:

Submit via email: **YES**

Requester's email:

Carbon copy (CC:) to: **robert.marchant@legis.state.wi.us**

Pre Topic:

LFB:.....Pollek -

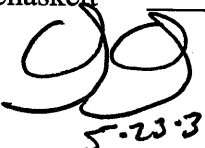
Topic:

Tourism marketing

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>
/?	rmarchan 05/01/2003	kgilfoy 05/01/2003		_____			
/1	rmarchan 05/02/2003	kgilfoy 05/02/2003	jfrantze 05/02/2003	_____	mbarman 05/02/2003		
/2		1/3 - 5/23 Kmg	chaskett	 5.23.03		sbasford	

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
			05/02/2003 _____		05/02/2003		

FE Sent For:

<END>

2003 DRAFTING REQUEST

Senate Amendment (SA-SB44)

Received: 05/01/2003

Received By: rmarchan

Wanted: Soon

Identical to LRB:

For: Legislative Fiscal Bureau

By/Representing: Pollek

This file may be shown to any legislator: NO

Drafter: rmarchan

May Contact:

Addl. Drafters:

Subject: Econ. Development - tourism

Extra Copies:

Submit via email: YES

Requester's email:

Carbon copy (CC:) to: robert.marchant@legis.state.wi.us

Pre Topic:

LFB:.....Pollek -

Topic:

Tourism marketing

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>
/?	rmarchan 05/01/2003	kgilfoy 05/01/2003	12/5/2 cph	seic 5/2			
/1		12-5/2 Kmg	jfrantze 05/02/2003		mbarman 05/02/2003		

FE Sent For:

<END>

2003 DRAFTING REQUEST

Senate Amendment (SA-SB44)

Received: **05/01/2003**

Received By: **rmarchan**

Wanted: **Soon**

Identical to LRB:

For: **Legislative Fiscal Bureau**

By/Representing: **Pollek**

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

Drafter: **rmarchan**

May Contact:

Addl. Drafters:

Subject: **Econ. Development - tourism**

Extra Copies:

Submit via email: **YES**

Requester's email:

Carbon copy (CC:) to: **robert.marchant@legis.state.wi.us**

Pre Topic:

LFB:.....Pollek -

Topic:

Tourism marketing

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>
/?	rmarchan	11-5/1 Kmg	5/2	Self 5/2			

FE Sent For:

<END>



Legislative Fiscal Bureau

One East Main, Suite 301 • Madison, WI 53703 • (608) 266-3847 • Fax: (608) 267-6873

Date: 5/1/03

DELIVER TO: Rob Marchant

Addressee Fax #: 264-6948 Addressee Phone #: 261-4454

of Pages, Including Cover: 2 Sender's Initials: CP

From: Chris Pollek

Message:

He's the motion, Rob. Please disregard my notes on the bottom.

Please call with questions (266-8086).

Thanks,
Chris

Senator Welch

TOURISM

Tourism Marketing -- Out of State Marketing

4/30/03

[Paper #725]

Motion:

Move to require the Department of Tourism to expend at least \$4,331,500 annually on its out-of-state tourism promotion media campaign efforts.

Note:

In 2002-03, Tourism allocated \$5,177,800 for its tourism marketing media campaign efforts. Of this, \$4,331,500 is expected to be expended on the promotion of Wisconsin as a tourism destination to markets outside of the state. This motion would require the Department to maintain this amount of funding on out-of state media campaign marketing efforts. Under the bill, Tourism would be provided \$9,155,900 annually for its marketing efforts. In 2002-03, Tourism is provided \$9,472,900 for marketing.

\$646,300 m-state

Passes 12-4

Aye: All Rep.

No: Decker, Moore, Schoof, Bean



State of Wisconsin
2003 - 2004 LEGISLATURE

LRBb0125/1

RJM: *King*
NR

DUTT

LFB:.....Pollek – Tourism marketing

FOR 2003-05 BUDGET — NOT READY FOR INTRODUCTION

SENATE AMENDMENT ,

TO 2003 SENATE BILL 44

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

#. Page 357, line 6: after that line insert:

2 ((SECTION ~~a~~ *417K* 20.380 (1) (b) of the statutes is amended to read:

3 20.380 (1) (b) *Tourism marketing; general purpose revenue.* The amounts in the
4 schedule for tourism marketing service expenses and the execution of the functions
5 under ss. 41.11 (4) and 41.17 and the grants under 1997 Wisconsin Act 27, section
6 9148 (2f) and (2x). In each fiscal year, the department shall expend for tourism
7 marketing service expenses and the execution of the functions under ss. 41.11 (4) and
8 41.17 an amount that bears the same proportion to the amount in the schedule for
9 the fiscal year as the amount expended under par. (kg) in that fiscal year bears to the
10 amount in the schedule for par. (kg) for that fiscal year. Of the amounts under this
11 paragraph, not more than 50% shall be used to match funds allocated under s. 41.17
12 by private or public organizations for the joint effort marketing of tourism with the

1 state. The department shall expend at least \$125,000 in each fiscal year from this
2 appropriation to conduct or contract for marketing activities related to sporting
3 activities and events and shall expend at least \$4,331,500 in each fiscal year from
4 this appropriation for marketing activities in media markets outside of Wisconsin ✓
5 to promote Wisconsin ✓ as a tourism destination for individuals who do not reside in
6 Wisconsin. ✓ Of the amounts in the schedule, \$25,000 shall be allocated in each fiscal
7 year for state sponsorship of, and advertising during, media broadcasts of the
8 Milwaukee symphony. Of the amounts in the schedule, \$50,000 shall be allocated
9 for grants to America's Black Holocaust Museum in the city of Milwaukee. " .

10 History: 1995 a. 27 ss. 515b to 515m, 752 to 772, 1070, 1071, 1075, 1076, 1081n, 1084; 1995 a. 216, 225; 1997 a. 27; 1999 a. 9, 84; 2001 a. 16, 109.

(END)

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

LRBb0125/rdn¹

RJM:.....

King

Chris Pollek:

Attached is the amendment *that* you requested concerning out-of-state tourism marketing. Please let me know if you have any questions or desire any changes.

Robert J. Marchant
Legislative Attorney
Phone: (608) 261-4454
E-mail: robert.marchant@legis.state.wi.us

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

LRBb0125/1dn
RJM:kmg:jf

May 2, 2003

Chris Pollek:

Attached is the amendment that you requested concerning out-of-state tourism marketing. Please let me know if you have any questions or desire any changes.

Robert J. Marchant
Legislative Attorney
Phone: (608) 261-4454
E-mail: robert.marchant@legis.state.wi.us

RJM



Legislative Fiscal Bureau

One East Main, Suite 301 • Madison, WI 53703 • (608) 266-3847 • Fax: (608) 267-6873

Date: 5/2/03

DELIVER TO: Rob Marchant

Addressee Fax #: 264-~~6948~~ Addressee Phone #: 261-4454

of Pages, Including Cover: 2 Sender's Initials: CP

From: Chris Pollok

Message:

Hi: Rob,

This is the correct motion. I'm really sorry about sending the wrong one before. As I said in my message, the only change is the amount earmarked, \$3,950,000. Please call me with any questions

Thanks again,

Chris

Senator Welch

TOURISM

Tourism Marketing -- Out of State Marketing

[Paper #725]

Motion:

Move to require the Department of Tourism to expend at least \$3,950,000 annually on its out-of-state tourism promotion media campaign efforts.

Note:

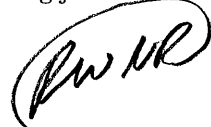
In 2002-03, Tourism is allocating approximately \$3,950,000 for promotion of Wisconsin as a tourism destination to markets outside of the state. This motion would require the Department to maintain this amount of funding on out-of state media campaign marketing efforts. Under the bill, Tourism would be provided \$9,155,900 annually for its marketing efforts. In 2002-03, Tourism is provided \$9,472,900 for marketing.

≈ 41.7% in FY03 (out-of state allocation)
≈ 43.1% in FY04 + 05 (out-of state allocation)

⇒ \$5,355,000 earmarked of \$9,155,900 ⇒ ≈ 58.5% earmarked

Passes 12-4

Aye: All Rep
No: Decker, Moore, Schoof, Pocar



LFB:.....Pollek – Tourism marketing

FOR 2003-05 BUDGET — NOT READY FOR INTRODUCTION
SENATE AMENDMENT ,
TO 2003 SENATE BILL 44

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

2 **1.** Page 357, line 6: after that line insert:

3 “SECTION 417k. 20.380 (1) (b) of the statutes is amended to read:

4 20.380 (1) (b) *Tourism marketing; general purpose revenue.* The amounts in the
5 schedule for tourism marketing service expenses and the execution of the functions
6 under ss. 41.11 (4) and 41.17 and the grants under 1997 Wisconsin Act 27, section
7 9148 (2f) and (2x). In each fiscal year, the department shall expend for tourism
8 marketing service expenses and the execution of the functions under ss. 41.11 (4) and
9 41.17 an amount that bears the same proportion to the amount in the schedule for
10 the fiscal year as the amount expended under par. (kg) in that fiscal year bears to the
11 amount in the schedule for par. (kg) for that fiscal year. Of the amounts under this
12 paragraph, not more than 50% shall be used to match funds allocated under s. 41.17

\$3,950,000

1 by private or public organizations for the joint effort marketing of tourism with the
2 state. The department shall expend at least \$125,000 in each fiscal year from this
3 appropriation to conduct or contract for marketing activities related to sporting
4 activities and events and shall expend at least \$4,231,500 in each fiscal year from
5 this appropriation for marketing activities in media markets outside of Wisconsin to
6 promote Wisconsin as a tourism destination for individuals who do not reside in
7 Wisconsin. Of the amounts in the schedule, \$25,000 shall be allocated in each fiscal
8 year for state sponsorship of, and advertising during, media broadcasts of the
9 Milwaukee symphony. Of the amounts in the schedule, \$50,000 shall be allocated
10 for grants to America's Black Holocaust Museum in the city of Milwaukee.”

11 (END)

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

LRBb0125/1dn
RJM:kmg:jf

May 2, 2003

Chris Pollek:

revised

Attached is the ^{revised} amendment that you requested concerning out-of-state tourism marketing. Please let me know if you have any questions or desire any changes.

Robert J. Marchant
Legislative Attorney
Phone: (608) 261-4454
E-mail: robert.marchant@legis.state.wi.us

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

LRBb0125/2dn
RJM:kmg:cph

May 2, 2003

Chris Pollek:

Attached is the revised amendment that you requested concerning out-of-state tourism marketing. Please let me know if you have any questions or desire any changes.

Robert J. Marchant
Legislative Attorney
Phone: (608) 261-4454
E-mail: robert.marchant@legis.state.wi.us



State of Wisconsin
2003 - 2004 LEGISLATURE

LRBb012512 3
RJM:kmg:cph

Kunk

LFB:.....Pollek – Tourism marketing

FOR 2003-05 BUDGET — NOT READY FOR INTRODUCTION

SENATE AMENDMENT ,

TO 2003 SENATE BILL 44

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

2 1. Page 357, line 6: after that line insert:

3 *h* *3*
4 “SECTION 417~~1~~^{*h*} 20.380 (1) (b) of the statutes is amended to read:

4 20.380 (1) (b) *Tourism marketing; general purpose revenue.* The amounts in the
5 schedule for tourism marketing service expenses and the execution of the functions
6 under ss. 41.11 (4) and 41.17 and the grants under 1997 Wisconsin Act 27, section
7 9148 (2f) and (2x). In each fiscal year, the department shall expend for tourism
8 marketing service expenses and the execution of the functions under ss. 41.11 (4) and
9 41.17 an amount that bears the same proportion to the amount in the schedule for
10 the fiscal year as the amount expended under par. (kg) in that fiscal year bears to the
11 amount in the schedule for par. (kg) for that fiscal year. Of the amounts under this
12 paragraph, not more than 50% shall be used to match funds allocated under s. 41.17

1 by private or public organizations for the joint effort marketing of tourism with the
 2 state. The department shall expend at least \$125,000 in each fiscal year from this
 3 appropriation to conduct or contract for marketing activities related to sporting
 4 activities and events and shall expend at least \$3,950,000 in each fiscal year from
 5 this appropriation for marketing activities in media markets outside of Wisconsin to
 6 promote Wisconsin as a tourism destination for individuals who do not reside in
 7 Wisconsin. Of the amounts in the schedule, \$25,000 shall be allocated in each fiscal
 8 year for state sponsorship of, and advertising during, media broadcasts of the
 9 Milwaukee symphony. Of the amounts in the schedule, \$50,000 shall be allocated
 10 for grants to America's Black Holocaust Museum in the city of Milwaukee. ⁰

(END)

and the appropriation under ~~§ 19.33(1)(k)~~ (k), combined

INSERT ✓
2-10

2003-2004 DRAFTING INSERT
FROM THE
LEGISLATIVE REFERENCE BUREAU

LRBb0125/3ins
RJM:.....

INSERT 2-10

417K ✓
SECTION 27. 20.380 (1) (kg) of the statutes is amended to read:

20.380 (1) (kg) *Tourism marketing; gaming revenue.* Biennially, the amounts in the schedule for tourism marketing service expenses and the execution of the functions under ss. 41.11 (4) and 41.17 and for the grant under 1999 Wisconsin Act 9, section 9149 (2c) and (2tw). In each fiscal year, the department shall expend for tourism marketing service expenses and the execution of the functions under ss. 41.11 (4) and 41.17 an amount that bears the same proportion to the amount in the schedule for the fiscal year as the amount expended under par. (b) in that fiscal year bears to the amount in the schedule for par. (b) for that fiscal year. Of the amounts in the schedule, \$200,000 shall be allocated for grants to the Milwaukee Public Museum for Native American exhibits and activities. The department shall expend at least \$3,950,000 in each fiscal year from this appropriation and the appropriation under par. (b), combined, for marketing activities in media markets outside of Wisconsin to promote Wisconsin as a tourism destination for individuals who do not reside in Wisconsin. All moneys transferred from the appropriation account under s. 20.505 (8) (hm) 6. shall be credited to this appropriation account. Notwithstanding s. 20.001 (3) (b), the unencumbered balance on June 30 of each odd-numbered year shall revert to the appropriation account under s. 20.505 (8) (hm).”.

History: 1995 a. 27 ss. 515b to 515m, 752 to 772, 1070, 1071, 1075, 1076, 1081n, 1084; 1995 a. 216, 225; 1997 a. 27; 1999 a. 9, 84; 2001 a. 16, 109.



State of Wisconsin
2003 - 2004 LEGISLATURE

LRBb0125/3
RJM:kmg:rs

LFB:.....Pollek – Tourism marketing

FOR 2003-05 BUDGET — NOT READY FOR INTRODUCTION

SENATE AMENDMENT ,

TO 2003 SENATE BILL 44

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

2 1. Page 357, line 6: after that line insert:

3 “SECTION 417h. 20.380 (1) (b) of the statutes is amended to read:

4 20.380 (1) (b) *Tourism marketing; general purpose revenue.* The amounts in the
5 schedule for tourism marketing service expenses and the execution of the functions
6 under ss. 41.11 (4) and 41.17 and the grants under 1997 Wisconsin Act 27, section
7 9148 (2f) and (2x). In each fiscal year, the department shall expend for tourism
8 marketing service expenses and the execution of the functions under ss. 41.11 (4) and
9 41.17 an amount that bears the same proportion to the amount in the schedule for
10 the fiscal year as the amount expended under par. (kg) in that fiscal year bears to the
11 amount in the schedule for par. (kg) for that fiscal year. Of the amounts under this
12 paragraph, not more than 50% shall be used to match funds allocated under s. 41.17

1 by private or public organizations for the joint effort marketing of tourism with the
2 state. The department shall expend at least \$125,000 in each fiscal year from this
3 appropriation to conduct or contract for marketing activities related to sporting
4 activities and events and shall expend at least \$3,950,000 in each fiscal year from
5 this appropriation and the appropriation under par. (kg), combined, for marketing
6 activities in media markets outside of Wisconsin to promote Wisconsin as a tourism
7 destination for individuals who do not reside in Wisconsin. Of the amounts in the
8 schedule, \$25,000 shall be allocated in each fiscal year for state sponsorship of, and
9 advertising during, media broadcasts of the Milwaukee symphony. Of the amounts
10 in the schedule, \$50,000 shall be allocated for grants to America's Black Holocaust
11 Museum in the city of Milwaukee.

12 **SECTION 417k.** 20.380 (1) (kg) of the statutes is amended to read:

13 20.380 (1) (kg) *Tourism marketing; gaming revenue.* Biennially, the amounts
14 in the schedule for tourism marketing service expenses and the execution of the
15 functions under ss. 41.11 (4) and 41.17 and for the grant under 1999 Wisconsin Act
16 9, section 9149 (2c) and (2tw). In each fiscal year, the department shall expend for
17 tourism marketing service expenses and the execution of the functions under ss.
18 41.11 (4) and 41.17 an amount that bears the same proportion to the amount in the
19 schedule for the fiscal year as the amount expended under par. (b) in that fiscal year
20 bears to the amount in the schedule for par. (b) for that fiscal year. Of the amounts
21 in the schedule, \$200,000 shall be allocated for grants to the Milwaukee Public
22 Museum for Native American exhibits and activities. The department shall expend
23 at least \$3,950,000 in each fiscal year from this appropriation and the appropriation
24 under par. (b), combined, for marketing activities in media markets outside of
25 Wisconsin to promote Wisconsin as a tourism destination for individuals who do not

1 reside in Wisconsin. All moneys transferred from the appropriation account under
2 s. 20.505 (8) (hm) 6. shall be credited to this appropriation account. Notwithstanding
3 s. 20.001 (3) (b), the unencumbered balance on June 30 of each odd-numbered year
4 shall revert to the appropriation account under s. 20.505 (8) (hm).”.

5

(END)