

Fiscal Estimate - 2003 Session

Original Updated Corrected Supplemental

LRB Number 03-2766/1 **Introduction Number SB-201**

Subject
Historical Society; various changes

Fiscal Effect

State:

No State Fiscal Effect
 Indeterminate

Increase Existing Appropriations Increase Existing Revenues
 Decrease Existing Appropriations Decrease Existing Revenues
 Create New Appropriations

Increase Costs - May be possible to absorb within agency's budget
 Yes No
 Decrease Costs

Local:

No Local Government Costs
 Indeterminate

1. Increase Costs 3. Increase Revenue
 Permissive Mandatory Permissive Mandatory

2. Decrease Costs 4. Decrease Revenue
 Permissive Mandatory Permissive Mandatory

5. Types of Local Government Units Affected

Towns Village Cities
 Counties Others 0
 School Districts WTCS Districts

Fund Sources Affected **Affected Ch. 20 Appropriations**

GPR FED PRO PRS SEG SEGS

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Fiscal Estimate Narratives

TOUR 6/24/2003

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Assumptions Used in Arriving at Fiscal Estimate

Writing the MOU would not have a state fiscal effect on the Department unless a specific amount of dollars was attached to it. If this were the case, there would be an increase in GPR and/or PR marketing costs which would not be able to be absorbed within the agency's budget.

While it would cost the Department of Tourism staff-time to develop marketing tools for the historic sites, this is the same as current practice. Despite there being no formal MOU at the current time, the Department has completed various successful marketing initiatives with the historic sites in the past. Further, individual historic sites are eligible for Joint Effort Marketing (JEM) grants from the Department as long as state dollars are not used to meet the match requirement.

Travel information on heritage and cultural tourism is often requested; thus, heritage and culture have become highly integrated into the Department's general marketing campaign. If a formal arrangement was made to market the historic sites, authority for the marketing professionals at the Department to market the sites according to research (as all other Department promotions are done) would be essential.

Long-Range Fiscal Implications