



2003 ASSEMBLY BILL 240

April 8, 2003 - Introduced by Representatives WIECKERT, JESKEWITZ, HAHN, OWENS, SERATTI, OTT, GRONEMUS, VRAKAS and SCHOOFF, cosponsored by Senators STEPP, ROESSLER, KANAVAS and CHVALA. Referred to Committee on Economic Development.

1 **AN ACT relating to:** requiring the Department of Administration to study the
2 feasibility of developing a Wisconsin brand.

Analysis by the Legislative Reference Bureau

This bill requires the Department of Administration to conduct a feasibility study regarding the creation of a national brand image for the state.

For further information see the *state* 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:

3 **SECTION 1. Nonstatutory provisions.**

4 (1) The department of administration, in consultation with representatives of
5 the private and public sector, shall conduct a feasibility study to determine the costs
6 and benefits to the state of creating a national brand image for the state. The study
7 shall provide a timeline and a recommended process for the creation, promotion, and
8 maintenance of a national brand image. The department shall prepare a report that

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1 includes the results and conclusions of the study and submit the report no later than
2 December 31, 2003, to the governor and the appropriate standing committees of the
3 legislature in the manner provided under section 13.172 (3) of the statutes.

4 (END)