

**ASSEMBLY AMENDMENT 1,  
TO 2005 ASSEMBLY BILL 298**

September 6, 2005 – Offered by COMMITTEE ON TOURISM.

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

2 **1.** Page 1, line 3: after “law” insert “and making an appropriation”.

3 **2.** Page 2, line 1: delete the material beginning with that line and ending with  
4 page 3, line 9 and substitute:

5 “**SECTION 1m.** 20.380 (1) (je) of the statutes is created to read:

6 20.380 (1) (je) *Room tax surcharge, tourism promotion.* All moneys received  
7 from the surcharge under s. 66.0615 (4) (c) for the execution of the functions under  
8 s. 41.17.

9 **SECTION 1s.** 41.17 (5) of the statutes, as affected by 2005 Wisconsin Act 25, is  
10 amended to read:

11 41.17 (5) **FUNDING SOURCE.** Subject to the 50% 50 percent limitation under s.  
12 20.380 (1) (b) and the proportional expenditure requirements under s. 20.380 (1) (b)  
13 and (kg), the department shall expend, from the appropriations under s. 20.380 (1)

1 (b), ~~(je)~~, (kg), and ~~(v)~~ (w), at least \$1,130,000 in the aggregate in each fiscal year in  
2 joint effort marketing funds under this section.”.

3 **3.** Page 3, line 11: delete lines 11 to 19 and substitute:

4 “66.0615 (1) (fm) “Tourism promotion and development” means any of the  
5 following that is significantly used by transient tourists and that generates paid  
6 overnight stays at more than one establishment on which a tax under sub. (1m) (a)  
7 may be imposed, that are owned by different persons and located within a  
8 municipality in which a tax under this section is in effect, or, if the municipality has  
9 only one such establishment, generates paid overnight stays in that establishment:

10 1. Marketing projects, including advertising media buys, creation and  
11 distribution of printed or electronic promotional tourist materials, or efforts to  
12 recruit conventions, sporting events, or motorcoach groups.

13 2. Transient tourist informational services.

14 3. Tangible municipal development.”.

15 **4.** Page 4, line 6: delete lines 6 and 7 and substitute “spent, and shall forward  
16 a copy of the report to the department of tourism. If a commission does not exist in  
17 the municipality, the municipality shall annually prepare a report, and file it with  
18 the department of tourism not later than June 30, that describes the purposes for  
19 which its room tax revenues spent for tourism promotion and development are  
20 expended.”.

21 **5.** Page 4, line 9: delete the material beginning with “Annually” and ending  
22 with “The” on page 4, line 15 and substitute “Based on the information contained in  
23 the reports described under sub. (1m) (d) 4., the”.

24 **6.** Page 5, line 3: delete “surcharge under par.”.

