

2007 ASSEMBLY BILL 265

April 13, 2007 – Introduced by Representatives WIECKERT, MURSAU, BERCEAU, ALBERS, VOS, OWENS, PETROWSKI, GUNDERSON and BIES, cosponsored by Senators ROESSLER and A. LASEE. Referred to Committee on Tourism, Recreation and State Properties.

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 study of the costs and benefits and the feasibility of creating 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 of administration shall

