AN ACT relating to: requiring the Department of Administration to study the 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:

SECTION 1. Nonstatutory provisions.

(1) The department of administration, in consultation with representatives of the private and public sector, shall conduct a feasibility study to determine the costs and benefits to the state of creating a national brand image for the state. The study shall provide a timeline and a recommended process for the creation, promotion, and maintenance of a national brand image. The department of administration shall
prepare a report that includes the results and conclusions of the study and submit
the report no later than December 31, 2008, to the appropriate standing committees
of the legislature in the manner provided under section 13.172 (3) of the statutes and
to the governor.

(END)