



WISCONSIN LEGISLATIVE COUNCIL  
AMENDMENT MEMO

2009 Assembly Bill 656

Assembly Substitute  
Amendment 1

*Memo published:* February 18, 2010

*Contact:* Don Salm, Senior Staff Attorney (266-8540)

**CURRENT LAW**

Under current law, a city, village, town, or county (political subdivision) may not enact an ordinance or adopt a resolution that prohibits the resale of any ticket to an entertainment event or a sporting event if the resale price is equal to or less than the ticket's face value. Also under current law, the Board of Regents of the University of Wisconsin (UW) System may not promulgate a rule or adopt a resolution prohibiting the resale of any ticket for an amount that is equal to or less than the ticket's face value.

**ASSEMBLY SUBSTITUTE AMENDMENT 1**

Assembly Substitute Amendment 1 to Assembly Bill 656 revises current law by allowing specified entities to create ticket resale zones. The substitute:

1. Allows the UW System (Board of Regents) or an entity (a professional baseball or football district, the Bradley Center, or Milwaukee World Festival, Inc., which operates the Summerfest grounds) to create a **resale zone**. A "resale zone" is defined as property controlled by an entity or the UW System that the entity or UW System designates as the **only area** of its property in which a ticket may be resold. "Reselling of tickets" means to sell, offer to sell, or offer to purchase a ticket that has been previously sold or otherwise distributed by the original issuer of the ticket.

2. Permits the UW System to create a resale zone **only for Camp Randall Stadium and the Kohl Center at the UW-Madison**.

3. Allows a political subdivision (city, village, town, or county) to:
  - Prohibit the reselling of tickets *for an amount that is equal to or less than the ticket's face value* within 250 feet of any property on which a resale zone is created if the political subdivision posts signage notifying the public that reselling of tickets is prohibited in that area.
  - Prohibit the reselling of tickets *for an amount that is equal to or less than the ticket's face value* to a National Collegiate Athletic Association *tournament event* within 250 feet of the Bradley Center.
4. Creates penalties for a first or a second or subsequent violation:
  - If a person is convicted of violating the requirements of a resale zone, the person is subject to a forfeiture of **\$10** for the first offense, and the law enforcement officer who issues the citation must also give the person information about the penalty that may apply for any subsequent violations. For a first offense, *no court costs* may be imposed on a defendant.
  - For a second or any subsequent offense, a person is subject to a forfeiture not to exceed the penalty for a Class C forfeiture, which is a civil penalty, with a maximum forfeiture of **\$500**. Court costs may be imposed.

### Legislative History

At an executive session on February 17, 2010, the Assembly Committee on Tourism, Recreation and State Properties voted to adopt Assembly Substitute Amendment 1 on a vote of Ayes, 8; Noes, 0. The committee then voted to recommend passage of the bill, as amended, both on votes of Ayes, 7; Noes, 1.

DLS:jal