AN ACT to amend 20.380 (1) (b) and 20.380 (1) (kg); and to create 41.25, 84.10255 and 86.19 (1u) of the statutes; relating to: designating and marking a specified highway route in the counties of Kenosha, Racine, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland as the Frank Lloyd Wright Trail and making an appropriation.

Analysis by the Legislative Reference Bureau

This bill directs the Department of Transportation to designate and mark a specified highway route in the counties of Kenosha, Racine, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland as the “Frank Lloyd Wright Trail” to identify to motorists the location of specified buildings designed or constructed by Frank Lloyd Wright that are open to the public. This bill also requires the Department of Tourism to promote, advertise, and publicize such buildings.

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. 20.380 (1) (b) of the statutes is amended to read:
20.380 (1) (b) **Tourism marketing; general purpose revenue.** Biennially, the amounts in the schedule for tourism marketing service expenses and the execution of the functions under ss. 41.11 (4) and 41.17, and 41.25. In each fiscal year, the department shall expend for tourism marketing service expenses and the execution of the functions under ss. 41.11 (4) and 41.17 an amount that bears the same proportion to the amount in the schedule for the fiscal year as the amount expended under par. (kg) in that fiscal year bears to the amount in the schedule for par. (kg) for that fiscal year. Of the amounts under this paragraph, not more than 50% shall be used to match funds allocated under s. 41.17 by private or public organizations for the joint effort marketing of tourism with the state.

**SECTION 2.** 20.380 (1) (kg) of the statutes is amended to read:

20.380 (1) (kg) **Tourism marketing; gaming revenue.** Biennially, the amounts in the schedule for tourism marketing service expenses and the execution of the functions under ss. 41.11 (4) and 41.17. In each fiscal year, the department shall expend for tourism marketing service expenses and the execution of the functions under ss. 41.11 (4) and 41.17 an amount that bears the same proportion to the amount in the schedule for the fiscal year as the amount expended under par. (b) for those purposes in that fiscal year bears to the amount in the schedule for par. (b) for that fiscal year, minus the amount expended under s. 41.25. All moneys transferred from the appropriation account under s. 20.505 (8) (hm) 6. shall be credited to this appropriation account. Notwithstanding s. 20.001 (3) (b), the unencumbered balance on June 30 of each odd-numbered year shall revert to the appropriation account under s. 20.505 (8) (hm).

**SECTION 3.** 41.25 of the statutes is created to read:
41.25 Frank Lloyd Wright promotion. (1) From the appropriation under s. 20.380 (1) (b), the department shall expend $500,000 biennially to promote, advertise, and publicize buildings designed or constructed by Frank Lloyd Wright that are open to the public.

SECTION 4. 84.10255 of the statutes is created to read:

84.10255 Frank Lloyd Wright Trail. (1) The department shall designate and, subject to subs. (2) and (3), mark the following route, through Kenosha, Racine, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland counties, as the “Frank Lloyd Wright Trail”:

(a) Commencing in Kenosha County, where I 94 enters Wisconsin and proceeding on I 94 to Dane County.

(b) In Dane County, proceeding on I 94; exiting to and proceeding on STH 30; exiting to USH 151 and then proceeding on USH 151 south; exiting to USH 14 west and then proceeding on USH 14 west to Richland County.

(c) In Richland County, proceeding on USH 14 west, ending at the junction of USH 14 and CTH “Q.”

(d) In Sauk County, in addition to the route described in par. (b), turning from USH 14 onto STH 23 south and proceeding on STH 23 south to Iowa County.

(e) In Iowa County, proceeding on STH 23 south, ending at the junction of STH 23 and CTH “C” nearest to the Frank Lloyd Wright Visitor Center.

(2) The department shall erect and maintain all of the following markers along the route specified in sub. (1):

(a) At the end of the route in Kenosha County, one marker facing each direction of travel to identify to motorists the designation of the route as the “Frank Lloyd Wright Trail.”
(b) In Racine County, at the interchange of I-94 and STH 20, one marker facing each direction of travel to identify to motorists the location of the SC Johnson Administration Building and Research Tower at the headquarters of S.C. Johnson and Son, Inc., in the city of Racine and Wingspread in the village of Wind Point.

(c) In Dane County, on USH 151, one marker facing each direction of travel to identify to motorists the location of Monona Terrace in the city of Madison and the First Unitarian Society Meeting House in the village of Shorewood Hills.

(d) In Sauk County, at the junction of USH 14 and STH 23, one marker facing each direction of travel to identify to motorists the continuation of the route and Taliesin in Iowa County.

(e) In Iowa County, on STH 23, one marker facing each direction of travel to identify to motorists the designation of the route as the “Frank Lloyd Wright Trail” and the location of the Frank Lloyd Wright Visitor Center and Taliesin in the town of Wyoming.

(f) In Richland County, at the junction of USH 14 and CTH “Q,” a marker facing each direction of travel to identify to motorists the designation of the route as the “Frank Lloyd Wright Trail” and the location of the Richland Museum and Visitors Center in the city of Richland Center.

(3) The department may erect and maintain markers along the route specified in sub. (1) to identify to motorists the location of buildings designed or constructed by Frank Lloyd Wright that are open to the public and that are within 15 miles of the route specified in sub. (1).

SECTION 5. 86.19 (1u) of the statutes is created to read:
86.19 (1u) Notwithstanding sub. (1), the department may erect and maintain directional signs along any highway along the route described in s. 84.10255 (1) to aid navigation to the locations described in s. 84.10255 (2) (b) to (e).

(END)