AN ACT to create 45.12 of the statutes; relating to: official logotypes for Wisconsin veteran-owned businesses and disabled veteran-owned businesses.

Analysis by the Legislative Reference Bureau

This bill requires the Department of Veterans Affairs (DVA) to design an official “Wisconsin Veteran-Owned” logotype for use by businesses owned by Wisconsin veterans. The bill authorizes DVA to design an official “Wisconsin Disabled Veteran-Owned” logotype for use by businesses owned by Wisconsin veterans who are also disabled. Under the bill, DVA must consult with the Department of Administration in designing the official logotypes.

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. 45.12 of the statutes is created to read:

45.12 Wisconsin veteran-owned business logotypes. (1) In this section:

(a) “Disabled veteran-owned business” means a business certified by the department of administration under s. 16.283 (3).
(b) “Veteran-owned business” means each of the following:

1. A disabled veteran-owned business.

2. A business that is certified by the department for purposes of s. 16.75 (4).

3. A business not included under subds. 1. and 2. that the department certifies for purposes of this section as being at least 51 percent owned by one or more veterans.

(2) The department shall design an official logotype appropriate for use by veteran-owned businesses in this state. The logotype design shall contain the words “Wisconsin Veteran-Owned Business.”

(3) The department may design an official logotype, in addition to the one designed under sub. (2), appropriate for use by disabled veteran-owned businesses in this state. The logotype design shall contain the words “Wisconsin Disabled Veteran-Owned Business.”

(4) The department shall consult with the department of administration to design the official logotype under sub. (2) and the official logotype under sub. (3), if any.