
Wisconsin Legislative Council

ACT MEMO



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2023 Wisconsin Act 7 [2023 Senate Bill 36]

Modifying Certain Requirements Relating to the Department of Tourism

2023 Wisconsin Act 7 modifies certain requirements relating to the Department of Tourism (“the department”).

ANNUAL REPORTING REQUIREMENT

State law requires the department to submit an annual report to certain legislative committees generally describing the department’s activities, marketing efforts, receipts, and disbursements for the previous fiscal year. Prior to 2023 Wisconsin Act 7, state law required this report to be submitted to the Senate Natural Resources Committee and the Assembly Committee on Tourism. The act modified this provision to instead require the department to submit the report to the “appropriate standing committees of the legislature.”

USE OF FAMOUS RESIDENTS IN MARKETING

State law requires the Council on Tourism, a 14-member committee within the department, to advise the Secretary of Tourism on matters related to tourism. Additionally, five members of the council must assist the secretary in formulating a statewide marketing strategy.

2023 Wisconsin Act 7 repeals a requirement that the council consider the use of famous residents and former residents of Wisconsin in the tourism marketing strategies.

DISTRIBUTION OF CHEESE AT TOURIST INFORMATION CENTERS

2023 Wisconsin Act 7 repeals a requirement that the department distribute cheese that was donated, or purchased with donations, at tourist information centers. The department does not currently operate these information centers, pursuant to changes made under the 2009-11 biennial budget (2009 Wisconsin Act 28).

WISCONSIN PROFESSIONAL GOLFERS’ ASSOCIATION LICENSE PLATE

State law directs the department to enter into an agreement with the Wisconsin Professional Golfers’ Association (WPGA) Junior Foundation, Inc., for the department to make payments to the foundation to fund efforts to provide opportunities, enjoyment, and education to junior golfers in the state. These payments are funded through revenue the state receives from fees associated with the Golf Wisconsin special license plate.

2023 Wisconsin Act 7 repeals a requirement that the agreement require the foundation to annually submit to certain entities an audited financial statement of its use of payments received from the department.

Effective date: May 10, 2023.

For a full history of the bill, visit the Legislature's [bill history page](#).

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