

EXECUTIVE ORDER NO. 91

WHEREAS, tourism is Wisconsin's second largest industry and the role of tourism is important in promoting the health of Wisconsin's economy; and

WHEREAS, the tourism industry remains a continuous source of employment, even in periods of economic recession; and

WHEREAS, the tourism industry has provided large numbers of jobs for Wisconsin's residents, many of them unskilled or semi-skilled; and

WHEREAS, tourism provides cultural and recreational benefits to Wisconsin residents that otherwise would not be available; and

WHEREAS, the tourism industry is a source of revenue for the state, through taxes, utility payments and entrance fees to local public facilities; and

WHEREAS, it is appropriate to review the contributions, problems and opportunities of the tourism industry to help ensure its continued vitality;

NOW, THEREFORE, I, LEE SHERMAN DREYFUS, Governor of the State of Wisconsin, pursuant to the authority vested in me by the Constitution and laws of this state, do hereby:

1. Order, pursuant to the provisions of Section 14.019 Wisconsin Statutes, the creation of a Task Force on Tourism and charge the Task Force with the following responsibilities relating to the study and promotion of the tourism industry:
 - a. Advise the Governor on the present economic state of the tourism industry and its future potential in Wisconsin and on the state's role in all matters relating to the development of tourism, specifically including, but not limited to, the following specific issues:
 1. the problem of liability insurance for the industry and the potential for self-insurance for recreation operations;
 2. the impact of expanding General Program Revenue support for recreation-business-related educational programs;
 3. the impact of the Wisconsin inheritance tax on the transfer of tourism-related businesses;
 4. the feasibility of establishing a meaningful wage differential for youths or establishing incentives or tax credits for the industry for hiring youths;

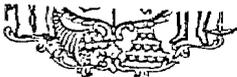
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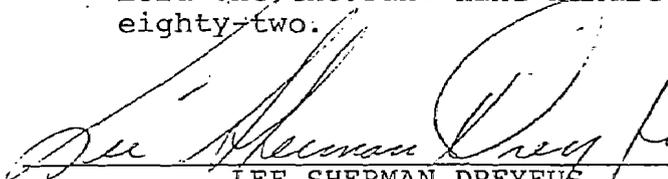
EXECUTIVE DEPARTMENT

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5. the impact of local property taxes on the profitability of the lodging industry and the conversion of commercial facilities to privately-owned facilities;
 6. the impact of existing policies regarding financing and retaining capital in the tourism industry and formulating policies to permit the state to develop the tourism sector;
 7. the status and condition of transportation resources on access to the tourism industry.
- b. Develop procedures by which federal and state government, private industry and educators can better coordinate tourism promotion, technical assistance and information efforts.
2. Direct the Departments of Administration, Development, Revenue, Natural Resources and Transportation, and all state agencies, to develop a close working relationship with the Task Force on Tourism.
 3. Instruct the Secretary of the Department of Administration to provide the Task Force with such sums of money as are necessary for legitimate travel and operating expenses, as provided by the Joint Finance Committee under Section 20.505 (5) (a), Wisconsin Statutes.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 19th day of March in the year of our Lord one thousand nine hundred eighty-two.


LEE SHERMAN DREYFUS

By the Governor:


VEL PHILLIPS