

ADMINISTRATIVE RULES – FISCAL ESTIMATE

1. Fiscal Estimate Version

Original Updated Corrected

2. Administrative Rule Chapter Title and Number

ATCP 127 Direct Marketing

3. Subject

Direct Marketing: Telephone Solicitations; No-Call List

4. State Fiscal Effect:

<input type="checkbox"/> No Fiscal Effect	<input type="checkbox"/> Increase Existing Revenues	<input type="checkbox"/> Increase Costs
<input type="checkbox"/> Indeterminate	<input checked="" type="checkbox"/> Decrease Existing Revenues	<input type="checkbox"/> Yes <input type="checkbox"/> No May be possible to absorb within agency's budget.
		<input type="checkbox"/> Decrease Costs

5. Fund Sources Affected:

GPR FED PRO PRS SEG SEG-S

6. Affected Ch. 20, Stats. Appropriations:

20.115(8)(jm)

7. Local Government Fiscal Effect:

<input checked="" type="checkbox"/> No Fiscal Effect	<input type="checkbox"/> Increase Revenues	<input type="checkbox"/> Increase Costs
<input type="checkbox"/> Indeterminate	<input type="checkbox"/> Decrease Revenues	<input type="checkbox"/> Decrease Costs

8. Local Government Units Affected:

Towns Villages Cities Counties School Districts WTCS Districts Others:

9. Private Sector Fiscal Effect (small businesses only):

<input type="checkbox"/> No Fiscal Effect	<input type="checkbox"/> Increase Revenues	<input type="checkbox"/> Increase Costs
	<input type="checkbox"/> Decrease Revenues	<input type="checkbox"/> Yes <input type="checkbox"/> No May have significant economic impact on a substantial number of small businesses
<input checked="" type="checkbox"/> Indeterminate	<input type="checkbox"/> Yes <input type="checkbox"/> No May have significant economic impact on a substantial number of small businesses	<input type="checkbox"/> Decrease Costs

10. Types of Small Businesses Affected:

Telephone Solicitors (Telemarketers)

11. Fiscal Analysis Summary

Under current rules, DATCP collects the following registration fees from telephone solicitors registering with the department, not to exceed \$20,000:

- (a) A basic annual registration fee of \$700 for the first year of registration and \$500 for each subsequent year.
- (b) A supplementary annual fee of \$75 for each telephone line. This fee does not apply if the registrant identifies fewer than 4 lines.
- (c) A supplemental fee of \$25 for each email address that will be sent the no-call list.
- (d) A supplemental fee of \$25 for each address receiving a set of compact discs.
- (e) A supplemental fee of \$1,000 for each address that will be sent a hard copy no-call list.

Since the department will no longer be providing copies of the state do-not-call registry to telephone solicitors (they must obtain it from the Federal Trade Commission's national do-not-call registry website), the supplemental fees under (c), (d) and (e) will no longer be collected.

12. Long-Range Fiscal Implications

This is a temporary emergency rule only, and will not have any direct long-term fiscal impact. However, the temporary changes in this emergency rule will be proposed to be made permanent through a separate rulemaking process. In the long-term, there may be a minor decrease in revenues as a result of the elimination of supplemental fees paid by registrants previously requesting multiple copies of the no-call list. This decrease in revenue can be absorbed by the department as the services covered by the fees will no longer be provided.

13. Name - Prepared by Jennifer Heaton-Amrhein	Telephone Number 608/224-5164	Date July 10, 2014
14. Name – Analyst Reviewer Jason Gherke	Telephone Number 608/224-4748	Date
Signature –Secretary or Designee	Telephone Number	Date

This document can be made available in alternate formats to individuals with disabilities upon request.