



State of Wisconsin
2023 - 2024 LEGISLATURE

LRB-1542/P1
MPG&MDE:kms

DOA:.....Kirschbaum, BB0388 - Tourism Opportunity Attraction Fund
FOR 2023-2025 BUDGET -- NOT READY FOR INTRODUCTION

AN ACT ...; **relating to:** the budget.

Analysis by the Legislative Reference Bureau

TOURISM

Major opportunities and events

This bill authorizes the Department of Tourism to expend moneys to attract major opportunities and events to this state, including expenditures for major marketing and professional efforts. The bill requires the department to collaborate with WEDC to implement the department's duties under the bill.

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) (c) of the statutes is created to read:

20.380 (1) (c) *Major opportunities and events.* As a continuing appropriation, the amounts in the schedule for expenditures under s. 41.11 (1) (gm).

***NOTE: This SECTION involves a change in an appropriation that must be reflected in the revised schedule in s. 20.005, stats.

SECTION 2. 41.11 (1) (gm) of the statutes is created to read:

41.11 (1) (gm) From the appropriation under s. 20.380 (1) (c), expend moneys to attract major opportunities and events to this state, including expenditures for major marketing and professional efforts. The department shall collaborate with the Wisconsin Economic Development Corporation to implement the department's duties under this paragraph.

***NOTE: Do you want to be more specific with respect to the nature of the opportunities and events Tourism is to attract? MPG

(END)