



## 2003 ASSEMBLY BILL 105

February 26, 2003 - Introduced by Representatives WIECKERT, KRAWCZYK, OWENS, TURNER, GIELOW, J. LEHMAN, MUSSER, VRAKAS, SHILLING, HUBER, BIES, MCCORMICK and HINES, cosponsored by Senator ROBSON. Referred to Committee on Economic Development.

1     **AN ACT to create** 15.447 (2), 20.380 (3) and subchapter IV of chapter 41 [precedes  
2             41.50] of the statutes; **relating to:** establishing a state waterfront development  
3             program and creating a council on that program.

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### *Analysis by the Legislative Reference Bureau*

This bill requires the Department of Tourism (department) to establish and administer a state waterfront development program, entitled the "On-the-waterfront Program," for the purpose of assisting cities, villages, and towns (municipalities) to coordinate, plan, manage, and implement programs for the revitalization of areas that are adjacent to lakes or streams. Revitalization of such areas includes constructing, renovating, and rehabilitating buildings or other improvements to increase economic activity and tourism. Under the program, the department must provide technical assistance, training, and information on revitalization of waterfront areas to municipalities, and must coordinate state grant programs that are available to municipalities for waterfront development. The authorized positions for the department are increased by one for administration of the program.

The bill also creates the On-the-waterfront Program Council (council), which is made up of the secretaries of commerce, tourism, natural resources, and transportation, or their designees, and representatives of a local chamber of tourism, a local visitor and convention bureau, a city, village, or county, a town, the planning profession, the financial community, and the business community. The council is charged with helping the secretary of tourism to develop a plan to operate the

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On-the-waterfront Program, reviewing the effectiveness of the program, and recommending procedures to improve the program.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

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*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

1           **SECTION 1.** 15.447 (2) of the statutes is created to read:

2           15.447 (2) ON-THE-WATERFRONT PROGRAM COUNCIL. (a) There is created in the  
3 department of tourism an on-the-waterfront program council, consisting of the  
4 secretary of tourism or his or her designee, the secretary of commerce or his or her  
5 designee, the secretary of natural resources or his or her designee, the secretary of  
6 transportation or his or her designee, and the following members appointed for  
7 3-year terms:

8           1. One member representing a local chamber of commerce or similar  
9 organization.

10          2. One member representing a local visitor and convention bureau or similar  
11 organization.

12          3. One member representing a city, village, or county.

13          4. One member representing a town.

14          5. One member representing the planning profession.

15          6. One member representing the financial community.

16          7. Two members representing the business community.

17          (b) The secretary of tourism shall designate an employee of the department of  
18 tourism to serve as nonvoting secretary for the council.

19           **SECTION 2.** 20.005 (3) (schedule) of the statutes: at the appropriate place, insert  
20 the following amounts for the purposes indicated:

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**20.380 Tourism, department of**

(3) ON-THE-WATERFRONT PROGRAM

(a) General program operations      GPR      A      -0-      -0-

**SECTION 3.** 20.380 (3) of the statutes is created to read:

20.380 (3) ON-THE-WATERFRONT PROGRAM. (a) *General program operations.* The amounts in the schedule for general program operations under subch. IV of ch. 41.

**SECTION 4.** Subchapter IV of chapter 41 [precedes 41.50] of the statutes is created to read:

**CHAPTER 41**

**SUBCHAPTER IV**

**ON-THE-WATERFRONT PROGRAM**

**41.50 On-the-waterfront Program. (1)** In this section:

(a) "Municipality" means a city, village, or town.

(b) "Revitalization" means the process of engaging in any work or undertaking by a municipality to construct, reconstruct, renovate, or rehabilitate buildings, structures, or other improvements at a site or facility to increase economic activity and tourism.

(c) "Waterfront area" means an area located adjacent to a lake or stream.

**(2)** The department shall establish and administer a state waterfront development program, entitled the "On-the-waterfront Program," to assist municipalities in coordinating, planning, managing, and implementing programs for the revitalization of waterfront areas. The department shall do all of the following:

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1 (a) Employ, in the state classified service, staff for the On-the-waterfront  
2 Program.

3 (b) Coordinate state programs for grants that are available to municipalities  
4 for waterfront development, including transportation enhancement activities  
5 program grants and grants from the department.

6 (c) Provide to municipalities technical assistance, training, and information on  
7 the revitalization of waterfront areas.

8 (d) With assistance from the on-the-waterfront program council and from  
9 interested individuals and organizations, develop a plan describing the objectives of  
10 the On-the-waterfront Program and the methods by which the department shall  
11 accomplish the duties under pars. (b) and (c).

12 **41.55 On-the-waterfront program council.** The on-the-waterfront  
13 program council shall do all of the following:

14 (1) Help the secretary to develop a plan to operate the On-the-waterfront  
15 Program.

16 (2) Review the effectiveness of, and recommend to the secretary procedures to  
17 improve, the On-the-waterfront Program.

18 **SECTION 5. Nonstatutory provisions.**

19 (1) ON-THE-WATERFRONT PROGRAM COUNCIL. Notwithstanding the length of  
20 terms specified for the members of the on-the-waterfront program council under  
21 section 15.447 (2) (a) (intro.) of the statutes, as created by this act, the initial  
22 members shall be appointed for the following terms:

23 (a) The members specified under section 15.447 (2) (a) 1. to 4. of the statutes,  
24 as created by this act, for terms expiring on July 1, 2006.

