## 2015 SENATE BILL 483

December 29, 2015 - Introduced by Senators Harsdorf, Darling, Moulton, Bewley, Hansen, C. Larson, Lassa, Miller, Vinehout, L. Taylor and Petrowski, cosponsored by Representatives Petryk, Ballweg, Rohrkaste, Spiros, Berceau, Billings, Genrich, Kolste, Mason, Ohnstad, Shankland and C. Taylor. Referred to Committee on Agriculture, Small Business, and Tourism.

AN ACT to create 20.380 (3) (dm) and 41.567 of the statutes; relating to: a grant program to support creative industries, job creation, or economic development in this state and making an appropriation.

## Analysis by the Legislative Reference Bureau

This bill creates a grant program administered by the Arts Board in the Department of Tourism. The bill requires the Arts Board to award grants on a competitive basis to businesses, arts organizations, local arts agencies, and business development organizations or associations that work to promote any of the following in Wisconsin:

1. Individuals or organizations whose products or services have an origin in artistic, cultural, creative, or aesthetic content.
2. Job creation.
3. Economic development.

Under the bill, such a grant may not exceed $\$ 40,000$, and the bill prohibits the Arts Board from awarding a grant unless the proposed grant recipient has secured from nonstate sources an amount equal to at least twice the amount of the proposed grant.

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

2015-16 2016-17

### 20.380 Tourism, department of

(3) SUPPORT OF ARTS PROJECTS
(dm) Creative economy development initiative grants $\quad$ GPR C $500,000 \quad-0-$

SECTION 2. 20.380 (3) (dm) of the statutes is created to read:
20.380 (3) (dm) Creative economy development initiative grants. As a continuing appropriation, the amounts in the schedule for creative economy development initiative grants under s. 41.567.

SECTION 3. 41.567 of the statutes is created to read:
41.567 Creative economy development initiative grants. (1) In this section:
(a) "Creative industry" means any of the following whose products or services have an origin in artistic, cultural, creative, or aesthetic content:

1. An organization or business, whether operated for profit or not for profit.
2. An individual.
(b) "Local arts agency" means an organization that represents local arts organizations.
(2) From the appropriation under s. 20.380 (3) (dm), the board shall award creative economy development initiative grants on a competitive basis to businesses, arts organizations, local arts agencies, and business development organizations or associations that work to promote creative industries, job creation, or economic
development in this state. A grant awarded under this subsection may not exceed $\$ 40,000$.
(3) The board may not award a grant under sub. (2) unless the business, arts organization, local arts agency, or business development organization or association has secured from nonstate sources an amount equal to at least twice the amount of the proposed grant.

## Section 4. Nonstatutory provision.

(1) Effectiveness report. The arts board shall develop a matrix to evaluate the effectiveness of creative economy development initiative grants awarded under section 41.567 of the statutes, as created by this act, and shall submit a report on the effectiveness of the creative economy development initiative grants, as determined using the matrix developed under this subsection, to the joint committee on finance no later than May 1, 2017.

