



State of Wisconsin
2015 - 2016 LEGISLATURE

LRB-4092/1
MPG:jld

2015 SENATE BILL 524

January 7, 2016 – Introduced by Senators DARLING, WANGGAARD, VINEHOUT and OLSEN, cosponsored by Representatives BALLWEG, KITCHENS, E. BROOKS, MACCO, PETRYK and ROHRKASTE. Referred to Committee on Economic Development and Commerce.

1 **AN ACT relating to:** tourism marketing expenses and making an appropriation.

Analysis by the Legislative Reference Bureau

This bill increases funding to the Department of Tourism by \$3,000,000 per fiscal year for the 2015–17 fiscal biennium for certain marketing expenditures, including expenditures for advertising and promotion designed to attract interested persons to Wisconsin and to stimulate the enjoyment of the state’s recreational opportunities.

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:

2 **SECTION 1. Fiscal changes.**

3 (1) TOURISM MARKETING EXPENSES. In the schedule under section 20.005 (3) of
4 the statutes for the appropriation to the department of tourism under section 20.380
5 (1) (b) of the statutes, as affected by the acts of 2015, the dollar amount for fiscal year
6 2015–16 is increased by \$3,000,000 for the purposes for which the appropriation is
7 made. In the schedule under section 20.005 (3) of the statutes for the appropriation

SENATE BILL 524

SECTION 1

1 to the department of tourism under section 20.380 (1) (b) of the statutes, as affected
2 by the acts of 2015, the dollar amount for fiscal year 2016-17 is increased by
3 \$3,000,000 for the purposes for which the appropriation is made.

4 (END)