(608) 266-7502 Toll-Free: (888) 534-0051 Rep.Novak@legis.wi.gov

P.O. Box 8953 Madison, WI 53708-8953

Testimony In Support of Assembly Bill 512/Senate Bill 384 Committee on Tourism

January 13, 2015

Thank you Chairman Tranel and members of the committee for holding a hearing on AB512. I am honored to be introducing this bipartisan bill with Representative Cory Mason and Senator Howard Marklein for the creation of a "Frank Lloyd Wright Heritage Trail." This bill would create a driving, heritage trail through the state, highlighting the architectural works of Wisconsin native Frank Lloyd Wright.

Frank Lloyd Wright is one of Wisconsin's most famous sons, his architectural genius shifted an entire industry and still influences builders and architects to this day. Millions of people travel each year to visit Frank Lloyd Wright sites all over the globe. Wisconsin has some of the most renowned Wright sites in the world. By not promoting Frank Lloyd Wright sites, Wisconsin is missing out on an enormous tourism and economic opportunity.

The bill will mark a specified highway route in the counties of Kenosha, Racine, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland as the "Frank Lloyd Wright Trail" to identify to motorists the location of specified buildings designed or constructed by Frank Lloyd Wright that are open to the public.

As a lifelong resident of southwest Wisconsin, I know how lucky we are to be able to enjoy the many architectural wonders of Frank Lloyd Wright such as Taliesin between Spring Green and Dodgeville which averages between 25,000-30,000 visitors a year to the A.D. German Warehouse in Richland Center. With the creation of the Frank Lloyd Wright Heritage Trail, we'll be able to highlight his many impressive works while also bringing tourism dollars right back to our communities.

I'm excited to have the opportunity to show off these extraordinary buildings, embedded in the fabric of our communities, to visitors from across the world. With this bill, Wisconsin can honor one of its most accomplished residents and invite people from all over the world to enjoy the works of Frank Lloyd Wright. I look forward to welcoming its many visitors to Wisconsin.

Thank You.



WISCONSIN STATE ASSEMBLY 66TH ASSEMBLY DISTRICT

REPRESENTING THE RACINE COMMUNITY

To: Assembly Committee on Tourism From: State Representative Cory Mason

Re: Support of Assembly Bill 512, the Frank Lloyd Wright Trail

Date: January 13, 2016

Chairman Tranel and members of the Committee, thank you for holding today's hearing on the creation of a Frank Lloyd Wright Trail. Assembly Bill 512 has attracted a broad, bipartisan group of co-sponsors from across the State of Wisconsin. I am happy to co-sponsor this bill with Representative Todd Novak and Senator Howard Marklein. I appreciate the Committee's willingness to support Wisconsin's tourism economy by promoting one of Wisconsin's most famous sons, the architecht Frank Lloyd Wright.

Frank Lloyd Wright is one of the most iconic architechts of the twentieth century, and his diverse work on residences, workplaces, churches, and many other buildings can be seen around the world and continues to influences architechts to this day.

The Frank Lloyd Wright Trail would pass through parts of Kenosha, Racine, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland Counties, with signs designating some of the most prominent examples of Frank Lloyd Wright's Work. In my own district, Frank Lloyd Wright's notable buildings include the SC Johnson Research Tower and Wingspread, facilities that provide employment to many Wisconsinites and that are now open to tourists from near and far. Among the other sites that will be designated on the Frank Lloyd Wright Heritage Trail are Monona Terrace and the First Unitarian Meeting House in Madison, as well as Taliesin, Wright's former home in Spring Green.

While Frank Lloyd Wright-based tourism in Wisconsin is increasing, the State of Wisconsin has not promoted Frank Lloyd Wright architecture in the focused way necessary to maximize the economic benefit of these cherished cultural assets. An investment in creating and promoting the Frank Lloyd Wright Trail will foster continued growth of Wisconsin's tourism economy.

It is my hope that today's hearing will lead to further bipartisan support for this legislation and that we can move forward collaboratively and quickly to advance this legislation. Thank you.

BORES CA



January 13, 2016

TESTIMONY ON ASSEMBLY BILL 512

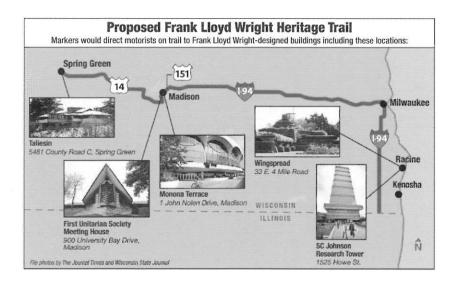
Thank you to Chairman Tranel and the rest of the Assembly Committee on Tourism for the opportunity to testify on Assembly Bill 512 and its senate companion Senate Bill 384 creating a Frank Lloyd Wright Trail in Wisconsin.

Frank Lloyd Wright was a prolific American architect who designed over 1,000 structures. Many of those structures are historical buildings in Wisconsin. His work and design was praised for being unique and harmonious with the landscape surrounding it. Wright was recognized in 1991 by the American Institute of Architects as "the greatest American architect of all time." Wright was an architect for over 70 years, serving as a writer and educator to aspiring architects and students at his Taliesin studio and school in my hometown of Spring Green.

It is because of Frank Lloyd Wright and his buildings that Representatives Novak, Mason, and I are introducing Assembly Bill 512 and Senate Bill 384. These bills would create specified and designated highway route in the counties of Kenosha, Racine, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Sauk, and Richland as the "Frank Lloyd Wright Trail" to identify buildings that have particular significance to Frank Lloyd Wright and his career. The bill would also require the Department of Tourism to market these locations that are open to the public.

This bill would add to the tourism industry in Wisconsin by using and marketing existing structures. Not only would it highlight Frank Lloyd Wright and his prolific career, it would help to market the buildings that already illustrate the beauty and complexity of his design. The provisions in this bill were included in the state budget for 2015-17 but was vetoed by the Governor.

I would like to thank Representatives Mason and Novak for their leadership on this bill. A Frank Lloyd Wright Heritage Trail would be a great addition to both Southeast and Southwest Wisconsin.



CITY OF RICHLAND CENTER

Office of the Clerk / Treasurer 450 SOUTH MAIN STREET RICHLAND CENTER, WI 53581 608-647-3466

January 8, 2016

Dear Wisconsin Legislators:

I would like to express both my personal and the City of Richland Center's support for Assembly Bill 512 and Senate Bill 384 creating the Frank Lloyd Wright Trial in Wisconsin.

We feel this trail will promote tourism and education opportunities throughout the state and be a significant benefit to Richland Center. Richland Center is the birthplace of Frank Lloyd Wright and the City is proud to be a partner in the restoration of the A. D. German Warehouse designed by Mr. Wright. We are hoping that the proposed trail will draw both the Wright followers and others that just happen to notice this recognized trail a chance to see as well as learn about Mr. Wright and the magnificent structure in downtown Richland Center.

I respectfully request your support for AB 512 and SB 384. Thank you.

If you have any questions, please feel free to contact me at 647-3466.

Sincerely,

Melinda D. Jones

City Clerk / Treasurer

Melinda D Jones

CITY OF RICHLAND CENTER

Common Council

450 SOUTH MAIN STREET RICHLAND CENTER, WI 53581 608-647-3466

January 13, 2016

Dear Wisconsin Legislators:

Richland Center is the birth place of Frank Lloyd Wright and has the only warehouse that he designed and built. Last year there were over 2000 people that toured the A. D. German Warehouse from as far away as Russia, China and Japan as well as nearly every state in the USA. Over 2000 people without any advertising! Just think what this Heritage Trail could do for tourism, history and education in our state and in Richland Center. This proposed trail is vital to preserving our state's history and strengthening our economy.

I urge your support of AB 512 and SB 384.

Sincerely,

Judy Shireman

City Council Alderperson and Tourism Commission Chair



January 13, 2016

Dear Wisconsin Legislators,

As Tourism Coordinator at Monona Terrace Community and Convention Center, I encourage you to support Assembly Bill 512 and Senate Bill 384. Frank Lloyd Wright proposed his designs for a "dream civic center" in 1938. His vision was realized nearly sixty years later in Monona Terrace. Despite the Terrace's primary mission as a convention center, our Wright pedigree means that we are also a tourist attraction welcoming thousands of visitors every year.

I have been working at Frank Lloyd Wright sites since the early 90's when Taliesin Preservation, Inc was established with support of Governor Thompson's administration. In the past 20 years, I have worked at Taliesin, Taliesin West, Pope-Leighey House in northern VA, and Monona Terrace. Throughout this time I have not seen interest in Frank Lloyd Wright wane, but in fact, continue to grow. The architect's persona and work are undeniably compelling to the public, with evidence in public site attendance figures (1.2-2 million visitors at sites around the country), best-selling books like "Loving Frank" and retail sales of licensed products based on his designs. For these enthusiasts, the Heritage Trail would make navigation easier and more enjoyable.

The Trail would also do a great deal to raise awareness among travelers in Wisconsin who are not familiar with Wright's architecture. Signage would increase opportunities for people to stumble across his work, follow their curiosity and take a detour to explore. In addition to individual travelers, establishment of a Trail and supporting maps and digital tools would enhance the economic impact of group tourism markets. We host many motor coach groups who plan multi-day itineraries around Wisconsin Wright sites, spending money in hotels, restaurants and local retail. Often they are international groups who are extending their Wright experience into other areas of the country.

Wright tourism also delivers educational experiences, and has special potential for K-12 students. Frank Lloyd Wright's buildings illustrate the skills that we deem essential for 21st century students- creativity, innovation and problemsolving. Young people who participate in architecture and design programming are exposed to careers in Science-Technology-Engineering-Math (STEM) and the "Design Thinking" process.

Frank Lloyd Wright and fellow Wisconsinites Aldo Leopold, Georgia O'Keefe, and William Harley and the Davidson brothers, among others, contribute to the state's identity of original thinkers, movers and shakers. It is a legacy we should be proud of and promote. Please support this legislation and increase economic benefits and educational opportunities of Frank Lloyd Wright tourism to a broader public.

Thank you,
Heather Sabin
Tourism Coordinator

MADISON, WI 53703

TEL 608 261-4000

FAX 608 261-4049

TTY 711 (LOCAL)

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info@mononaterrace.com

www.mononaterrace.com

Assembly Committee on Tourism State Capitol P.O. Box 8953 Madison, WI 53708

Dear State Legislators:

As representatives of the public sites across Wisconsin that are designed and built by Frank Lloyd Wright, we encourage you to support Assembly Bill 512 and Senate Bill 384 to create a Frank Lloyd Wright Trail in Wisconsin. As we approach the 150th anniversary of Wright's birth in June of 2017, the timing is perfect.

We have long noted our tour visitors – coming from dozens of far-away countries and our own backyard -- are usually traveling to or from another Wright site in Wisconsin. Using google and travel guides, they are already trekking across an informal trail that ought to be more known and promoted. Tourists are eager to immerse themselves in a larger architectural and historical experience – and one they can only find in Wisconsin.

Frank Lloyd Wright is arguably our state's most famous native son, and Wisconsin is the only place in the world you can find every style of his designs spanning every decade of his work. With over fifty separate buildings, and a dozen sites open to the public, we provide the destination for those who want to take a journey and understand a true Frank Lloyd Wright experience. Wisconsin was Wright's backyard laboratory for architectural experimentation, and his name continues on as one of the most famous across the World.

As one example, when Governor Thompson traveled to Japan with a state delegation on a trade mission in November of 1988, they found most people didn't have a grasp of Wisconsin's location or identity. Only after sharing we are the birthplace and home of Frank Lloyd Wright did conversation flow, and relationships form.

In that spirit of connecting the world with Wright's work across Wisconsin, public sites have been building an informal blueprint for what a trail might entail since the early nineteen-nineties. Much of this work is already done, with local tours, maps and language formulated. We are ready to collaborate on several easy to follow itineraries for any visitor who wishes to spend a day, a weekend or more as they "Travel Wright Wisconsin".

We hope you will support AB 512 and SB 384, and contact any one of our sites for more information.

Sincerely,

Taliesin in Spring Green (1911, 1914 and 1925)
Johnson House "Wingspread" in Wind Point (1937)
S.C. Johnson Administration Building in Racine (1936)
S.C. Johnson Research Tower in Racine (1944)
Monona Terrace Community and Convention Center (1997)
American System-Built Homes in Milwaukee (1916) (six buildings)
Annunciation Greek Orthodox Church in Wauwatosa (1956)
First Unitarian Society, Friends of the Meeting House (1951)
A.D. German Warehouse in Richland Center (1915) (Birthplace of Wright)
Wyoming Valley Grammar School in Spring Green (1957)
Bernard Schwartz House in Two Rivers (1939)
E. Clarke and Julia Arnold House in Columbus (1956)
Seth C. Peterson Cottage in Lake Delton (1958)



A.D. GERMAN WAREHOUSE

RICHLAND CENTER, VISCONSIN



January 9, 2016

A.D. German Warehouse Conservancy, Inc. (ADGWC)
300 South Church Street
P.O. Box 436
Richland Center, WI 53581
608-604-5034

Travis Tranel
Assembly District 49
Room 308 North
State Capitol
P.O. Box 8953
Madison, WI 53708

Dear Chairman Tranel and Committee Members,

The A.D. German Warehouse Conservancy (ADGWC) Board of Directors enthusiastically endorses and supports Assembly Bill 512 and Senate Bill 384 to create a Frank Lloyd Wright Heritage Trail in our state.

As you may know, Mr. Wright was born in Richland Center and it is where you will find the A.D. German Warehouse, a building Mr. Wright designed in 1915.

Historic Preservation and the rehabilitation of this unique historic treasure in our city is the cornerstone of the economic revitalization of Richland Center's downtown business area. The economic development plan created by the City of Richland Center includes this building as well as our historic City Auditorium which will become the Richland County Performing Arts Center. The City and the Board of Directors of both of these properties have formed a government and private sector alliance to work at successfully implementing this plan. Passage of these bills would greatly help in facilitating these efforts by drawing additional tourism dollars to the area to help create new jobs and opportunities for the people of Richland County and the surrounding area.

From our experience we know there is world-wide interest in this building and the many additional Wright buildings located in Wisconsin. People will surely come to visit these architectural treasures and a state-designated historic trail commemorating the work of this famous Wisconsin citizen can only enhance the tourism possibilities.

We urge your support and implementation of this legislative action. Thank you.

Respectfully Yours,

Lon Arbegust

President, A.D. German Warehouse Conservancy, Inc.



Dear Members of the Assembly Committee on Tourism:

Thank you for conducting this hearing on AB 512. We're writing to you on behalf of Frank Lloyd Wright Wisconsin, Inc., a 501(c)3 membership organization whose purpose is to "promote, protect and preserve the heritage of Frank Lloyd Wright in his native state of Wisconsin." Our board includes representatives from the public Frank Lloyd Wright sites in Wisconsin, as well as owners of his homes located in Two Rivers and Columbus.

If passed, this legislation reminds us of our roots, a group now known as Wright in Wisconsin, was established in the 1980's by representatives from the Wisconsin Department of Tourism as well as the National Park Service, along with interested individuals in Milwaukee, Madison and across the state. We are one of the few state-based organizations across the US remaining in existence from that era, a testament to the continuing interest in Frank Lloyd Wright in this state.

Since we became self-supporting, we have continued publishing a guide to the publicly-accessible Wright sites, maintaining a web site. We are also promoting and conducting public tours of Frank Lloyd Wright buildings along with those of allied architects, conducting a lecture series in Milwaukee, Madison and Racine and, with the help of donors, purchasing and are restoring four Frank Lloyd Wright American System-Built homes in Milwaukee, one of which operates as a house museum containing furniture designed by Frank Lloyd Wright.

This legislation is important because it provides a necessary coordinating and funding impetus for linking together the public Wright sites by tourism promotion, at a level that currently does not exist and for which the sites lack the capacity to accomplish. Our recent experience with the many requests on how to see and tour Wright sites coming from groups of k-12 teachers, college classes, architects, and the general public suggest that it would be extremely beneficial to make the 60 years of Wright's architecture in Wisconsin more accessible. There is no denying the continuing interest expressed by the public in Frank Lloyd Wright, a relatively untapped state asset. A recent screening last fall of an American Masters film about Pedro Guerrero, Wright's principal photographer, completely filled the auditorium at Wright's Monona Terrace in Madison.

The Wright Heritage Trail is definitely an idea whose time has come, and we applaud the intent of the cosponsors. Should this legislation pass, we look forward to collaborating with the Wisconsin Department of Tourism and the Department of Transportation in helping to make any legislative direction a reality. Again looking backwards, this legislation builds on Governor Tommy Thompson's initiative in the late 1980's to maintain and restore Taliesin's built environment. Who would have thought that some 25 years later, additional public and private Wright sites would be restored and made accessible largely due to local initiatives supported by private fund-raising with occasional grants from the National Park Service and other funding agencies. This legislation could be said to represent a continuation of an earlier state-local partnership acknowledging investments already made. We would urge you to consider that now is the time to capitalize on what already exists and make it truly accessible to the public.

Sincerely,

Lois Berg President, Frank Lloyd Wright Wisconsin George Hall Vice President, Frank Lloyd Wright Wisconsin

January 13, 2016

Assembly Committee on Tourism State Capitol P.O. Box 8953 Madison, WI 53708

Dear State Legislators:

The Wyoming Valley School was designed and built as a consolidation of several local one-room elementary schools and opened in 1958. Frank Lloyd Wright was approached and agreed to proceed with the project at the very end of his long productive career. He donated his services and purchased additional land for the site. It is the only elementary school building designed by Mr. Wright in the United Stated and is located in the Wyoming Valley, on Hwy 23 between Spring Green and Dodgeville. It is three miles south of The Frank Lloyd Wright Visitor Center and Taliesin, the home that FLLW built in 1911. The building is a sparkling open space that presently serves as the area Cultural Arts Center.

The past year, operating as a nonprofit 501©3, we entertained tours from both the East and West Coast and many local Midwest groups including the Chicago Architecture Foundation. The Wyoming Valley School also hosted, weddings, art exhibits, traditional hymn sings, children's art and science workshops and even presented a monthly winter program of Jazz Live from Lincoln Center.

Wyoming Valley is filled with buildings and history of Frank Lloyd Wright and his family, from his earliest days as a boy working on his uncle's farms in the "Valley" to Taliesin nearby, built in mid-career to the Wyoming Valley School that opened 47 years later. The proposed creation of the Frank Lloyd Wright Heritage Trail would greatly benefit this historically significant area and connect it to other sites in Wisconsin. It would allow tourists to experience the vast collection of Mr. Wright's buildings with a designated itinerary.

The Board of Directors of The Wyoming Valley School strongly encourages your support and implementation of Assembly Bill 512 and Senate Bill 384.

Sincerely,

Mary Ann McKenna

Wright in Wisconsin Board Member

WVSCAC Board Member



WYOMING VALLEY SCHOOL – CULTURAL ARTS CENTER

Design By: Frank Lloyd Wright

Year of Design: 1956 Year Opened: 1958

Location: Town of Wyoming, Iowa County, Wisconsin 6 miles south on STH 23 from the Village of Spring Green 3 miles south of Taliesin East and the Frank Lloyd Wright Visitors Center

Ownership: Wyoming Valley School, Inc.
A non-profit 501(c)3 Corporation
Managed by a Board of Directors

Hillside Pastures, LLC
Devon Cattle / Grassfed Beef
6511 Hillside School Rd.
Spring Green, WI 53588
www.HillsidePastures.com

January 12, 2016

Assembly Committee on Tourism State Capitol PO Box 8953 Madison, WI 53708

Dear State Legislators,

The township of Wyoming, in Iowa County, Wisconsin is home to three significant sites designed by Frank Lloyd Wright, all on State Highway 23, just south of Spring Green and the Wisconsin River. These three sites are Taliesin (Frank Lloyd Wright's home, built in 1911), the FLLW Visitor Center (designed originally as a restaurant in the 1950s), and Wyoming Valley School (built 1958). All three sites are open to visitors and are actively used, serving as more than museums.

Wyoming Valley School is a small jewel of a building, with clean lines, simple but dramatic details, and light-filled rooms. Set on an open site in a small valley on Hwy 23, it is open for public, private, educational, cultural, community, and business events.

The draw to Wright destinations is strong, for in-state and out-of-state travelers. Linking these Wright sites together by means of a Heritage Trail benefits the towns, restaurants, lodging, services, and overall tourism in a broad swath of Wisconsin. The Heritage Trail becomes a destination itself – in the upper Midwest and among historical and cultural sites in the country.

The community and the Board of Directors of Wyoming Valley School strongly support the Heritage Trail Bills (Assembly Bill 512 and Senate Bill 384), and encourage the state legislators to support and implement these bills.

Linda Marquar St

Sincerely,

Daniel F.∖Marqua#dt

Linda Marquardt (member of WVS Board)

Daniel Marquardt (former Frank Lloyd Wright Foundation Board Member)

Assembly Committee on Tourism State Capitol P.O. Box 8953 Madison, WI 53708

Dear State Legislators:

Staff across Wright public sites noted our tour visitors – including many from Japan and dozens of other countries – are usually traveling from another one of the state's public or private Wright site locations. Tourists are immersing themselves in a larger architectural and historical Wright experience – and one they can only find in Wisconsin. The concept of a "Wright Heritage Trail" has been around since the early nineteen-nineties, and informal itineraries already exist.

As we consider making the trail formal, and robustly promoting it to bring even more people into Wisconsin, please consider these important points:

- Wisconsin is the only place in the world you can find every style of Wright's designs spanning every
 decade of his work. Wisconsin was Wright's backyard laboratory for architectural experimentation.
- With over fifty separate buildings, and a dozen sites open to the public, we provide the destination for those who want to take a longer journey and understand a true Wright experience.
- Frank Lloyd Wright is arguably our state's most famous native son, and the people who travel and see his work spend money for this experience. He is famous internationally, having one of the best 'brands' in the world.
- A highway heritage trail could develop several easy to follow and more defined itineraries for any visitor who wishes to spend a day, a weekend or more as they "Travel Wright Wisconsin". We could more easily link together -- in one easy-to-grasp concept -- major public Wright sites across Wisconsin.
- This has not yet happened because we lack resources, both financial and logistical. The cost of designing a website, highway signs, brochures, maps and a smart phone application are beyond the budget of "Wright in Wisconsin". Additional costs for advertising online, promotion on television and marketing in print are also beyond our ability and capacity.
- This is a project best coordinated and run by people who know and understand Wisconsin tourism, and know how this can integrate within other marketing being done on behalf of the state.
- The history, culture and design of Frank Lloyd Wright also present an opportunity to energize and showcase local historical societies, archives, museums, and architectural preservation efforts. This is bigger than the dozen public sites.

We thank you for considering Assembly Bill 512 and Senate Bill 384 create a Frank Lloyd Wright Trail in Wisconsin. As we approach the 150th anniversary of Wright's birth in June of 2017, the timing is exceptional.

Sincerely,

Andrew Gussert

Wright in Wisconsin Board Member, Wright Tour Docent, and Former COO of the Frank Lloyd Wright Meeting House