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STATE REPRESENTATIVE

Testimony on SB 382 - Directional Signage for the Iola Old Car Show in Marathon, Portage, and Waupaca Counties.

According to state statute 86.19 (1): Except as provided in sub. (1m) or s. 84.01 (30) (g), no sign shall be placed within the limits of any street or highway except such as are necessary for the guidance or warning of traffic or as provided by ss. 60.23 (17m) and 66.0429. The authorities charged with the maintenance of streets or highways shall cause the removal therefrom and the disposal of all other signs.

Additionally, state statute 86.19 (6) states: At the request of any city, village or town, the department shall erect directional signs on state trunk highways at the intersection of those highways with streets or other highways where the streets or other highways lead to the city, village or town, provided the city, village or town is located within 5 miles of the intersection and provided the city, village or town agrees to pay for the installation and maintenance of the sign. The directional sign shall show the name of the city, village or town. For the purpose of this subsection, the term "intersection" includes exit ramps from any expressway or freeway or interstate highway.

Senate Bill 382 requires the Department of Transportation to erect and maintain several directional signs for the Iola Old Car Show. No state funds, other than from contributions from interested parties, may be used for the fabrication, erection, or maintenance of the signs.

The Iola Old Car Show a non-profit 501(c) 3 corporation, started as a community fund-raising project in 1972 for the Iola Lions Club. Although less than 20 cars were displayed in 1972, the small community of Iola, Wisconsin would forever be changed. That single event eventually proved to be the catalyst for one of America's greatest car shows.

Today, the Iola Old Car Show features 2,200 show cars, 1,000 car coral displays, 4,430 swap vendor spaces, and 1,600 campsites. A team of greater than 3,000 volunteers is assembled from 135 area non-profit service groups and

organizations in a five-county central Wisconsin area. These individuals work together in true cooperative spirit to make the show an annual success. All of the show's proceeds are distributed among the organizations that donate their time by staffing the event to support community and state activities.

Typically the Iola Old Car Show attracts crowds of more than 120,000 people which brings in tourism dollars to Iola, the surrounding area, and the state of Wisconsin's economy through restaurants, hotels, and all of the ancillary spending during the 4 day show.

Senate Bill 382 will literally put the Iola Old Car Show on the map. All signs, installation, maintenance, and upkeep will be paid for by the Iola Old Car Show.