

TOURISM

Budget Summary						FTE Position Summary				
Fund	2018-19 Adjusted Base	Governor		2019-21 Change Over Base Year Doubled		2018-19	Governor		2020-21 Over 2018-19	
		2019-20	2020-21	Amount	%		2019-20	2020-21	Number	%
GPR	\$5,141,700	\$10,071,600	\$7,220,300	\$7,008,500	68.2%	29.00	35.00	35.00	6.00	20.7%
FED	766,200	770,900	770,900	9,400	0.6	1.00	1.00	1.00	0.00	0.0
PR	9,599,500	9,871,800	9,871,800	544,600	2.8	4.00	1.00	1.00	- 3.00	- 75.0
SEG	<u>1,603,500</u>	<u>1,603,500</u>	<u>1,603,500</u>	<u>0</u>	0.0	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	0.0
TOTAL	\$17,110,900	\$22,317,800	\$19,466,500	\$7,562,500	22.1%	34.00	37.00	37.00	3.00	8.8%

Budget Change Items

1. STANDARD BUDGET ADJUSTMENTS

GPR	\$264,700
PR	74,700
FED	<u>9,400</u>
Total	\$348,900

Governor: Provide adjustments to the agency base budget for the following: (a) full funding of continuing position salaries and fringe benefits (\$126,400 GPR, \$37,400 PR, and \$4,700 FED annually); and (b) full funding of lease and directed moves costs (\$3,100 GPR in 2019-20 and \$8,800 GPR in 2020-21).

2. INCREASE OUT-OF-STATE MARKETING

	Funding	Positions
GPR	\$5,186,700	1.00

Governor: Provide \$4,000,000 GPR in 2019-20 and \$1,000,000 GPR in 2020-21 in the Department's GPR marketing appropriation. Further, provide 1.0 GPR position with \$80,000 GPR in 2019-20 and \$106,700 GPR in 2020-21 in the Department's general program operations appropriation to support the increased marketing funding. The administration indicates it intends for the funds to supplement out-of-state marketing of Wisconsin as a cultural and recreational destination. Budgeted amounts under the bill for Tourism marketing appropriations are shown in the table. A separate item discusses the increase of the tribal gaming PR marketing appropriation.

Tourism Marketing Appropriations

<u>Fund</u>	<u>Base</u>	<u>2019-20</u>	<u>2020-21</u>
GPR	\$1,827,100	\$5,827,100	\$2,827,100
Tribal Gaming PR	9,127,100	9,227,100	9,227,100
Transportation Fund SEG	<u>1,591,400</u>	<u>1,591,400</u>	<u>1,591,400</u>
Total	\$12,545,600	\$16,645,600	\$13,645,600

Tourism marketing funds support advertising contracts with private firms to advertise Wisconsin tourism destinations primarily within the state and region. Direct advertising and marketing efforts totaled approximately 82% of marketing expenditures in 2017-18, with the remainder supporting grant programs, market research, publications, and other costs.

3. VIDEO PRODUCTION STAFF

	Funding	Positions
GPR	\$790,000	2.00

Governor: Provide 2.0 positions with \$374,200 in 2019-20 and \$415,800 in 2020-21 in the Department's general program operations appropriation. Funding would consist of \$101,400 in 2019-20 and \$135,400 in 2020-21 for salary and fringe benefits, and \$272,800 in 2019-20 and \$280,400 in 2020-21 for supplies and services. The administration indicates it intends to better support marketing campaigns by increasing the Department's capacity to create promotional videos in-house. Under the bill, Tourism general program operations are budgeted at \$3.4 million in 2019-20 and \$3.6 million in 2020-21.

4. CREATE OFFICE OF OUTDOOR RECREATION

	Funding	Positions
GPR	\$623,300	3.00

Governor: Provide 3.0 positions with \$274,300 in 2019-20 and \$349,000 in 2020-21 to create an Office of Outdoor Recreation. Funding would be provided under the Department's general program operations appropriation. The purpose of the Office is to promote Wisconsin's outdoor recreational opportunities and to connect businesses in the outdoor recreation industry.

5. DELETE OFFICE OF MARKETING SERVICES

	Funding	Positions
PR	- \$731,600	- 4.00

Governor: Delete 4.0 positions and \$365,800 annually associated with the Office of Marketing Services (OMS). The administration indicates it intends deleted funding and position authority to be offset by creation of the Office of Outdoor Recreation (3.0 GPR positions) and provision of in-house video production staff (2.0 GPR positions) as discussed in other entries. While the provision deletes funding associated with OMS, the statutory authorization for the office would remain.

OMS provides services to state agencies such as marketing plan development, market research, public relations, and advertising. Under the arrangement, Tourism assesses state agencies charges for marketing services sufficient to cover Tourism's cost in providing the services. Recent projects have included recruitment videos, marketing of annual conferences, awareness campaigns for state programs, and agency publications. In 2017-18, Tourism provided 2,100 hours of staff time to 22 projects, with revenue of \$166,200.

6. NATIVE AMERICAN TOURISM OF WISCONSIN MARKETING

PR	\$200,000
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Governor: Provide an additional \$100,000 each year in Tourism's tribal gaming PR marketing appropriation to promote tourism featuring Native American heritage and culture. The funding is intended to increase the Department's contract with Native American Tourism of Wisconsin (NATOW) from \$200,000 to \$300,000 annually. Currently, Tourism contracts with NATOW to promote awareness of Wisconsin's Native American tribes and the tribes' tourist destinations, including notable cultural and natural sites. During the 2017-19 biennium, this contract is \$200,000 each year. Under the bill, tribal gaming PR-supported marketing is budgeted at \$9,227,100 each year. [See "Administration -- Division of Gaming."]

7. RESTORE PERCENT FOR ART

	Funding	Positions
PR	\$1,001,400	1.00

Governor: Restore the Percent for Art (PfA) program, which requires a percentage of state building costs be used to acquire and display works of art for public viewing. Previously, 2011 Act 32, the biennial budget act, deleted PfA, including its funding and positions.

Create a PR continuing appropriation with 1.0 position and \$500,700 each year within the Arts Board to receive all money from state agencies for acquisition and display of art in state buildings under PfA. Additionally, create a PR continuing appropriation within the Arts Board to receive a portion of funds received for PfA as necessary for administration of the program.

Require at least 0.2% of any appropriation for the construction or remodeling of eligible state buildings be spent for the acquisition and display of art within or on the grounds of the building, plus any administrative costs incurred by the Board. Specify the Building Commission may not approve a contract unless the proposed building, if eligible, complies with the requirements of PfA. Define work of art as any original creation of visual art, or a reproduction that is controlled by the artist as part of a limited edition. Define buildings subject to PfA as permanent structures that are normally occupied by state employees, wholly or partially enclosed, and used for performance of the functions of a state agency. Exempt from PfA: (a) any building with total construction cost less than \$250,000; (b) any building or portion of a building not open to the general public in its normal use; and (c) game farms, fish hatcheries, nurseries, and other production facilities operated by the Department of Natural Resources.

For each construction project, require the Board to appoint a committee to review and recommend art to be displayed. Specify that each project's committee have at least five members, consisting of: (a) a member of the Arts Board; (b) two artists, art educators, art administrators, museum directors or curators, art critics, or art collectors; and (c) two project managers, architects, users of the proposed building, or members of the Building Commission. Require the Arts Board to select at least one work of art recommended by the advisory committee. In cases of contiguous buildings, authorize the Board, after reviewing recommendations of the advisory committee, to allocate art for display at the buildings as one project. Specify that the selection of art must represent a wide variety of art forms from the broadest feasible diversity of artists, except that preference must be given to Wisconsin artists.

For the purpose of procuring art for PfA, specify that any contract will assign ownership of the art to the state, but preserve the following considerations: (a) for an existing work, any remaining obligations of the art's current owner to the artist; and (b) for works newly created or owned by the originating artist, the right of the artist to reproduce the art, including rights under federal copyright law, and the right of the artist to claim authorship of the art. Direct the Arts Board to ensure all art is installed within public view. In the case of new, original works of art, require the Board to ensure proper execution of the piece. Require the Board to cooperate with the Building Commission and artist to ensure maintenance of the artwork, allowing artistic alteration only with approval of the artist or their representative.

Specify that artwork must be displayed for at least 25 years, unless earlier removal is found to be in the public interest by the Board in consultation with the agency occupying the building. Require that art removed from display be loaned to an accredited museum in Wisconsin, or other educational or public institutions capable of maintaining and exhibiting it.

[Bill Sections: 18, 182, 183, and 423 thru 426]

8. STATE AID FOR THE ARTS

GPR	\$143,800
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Governor: Provide an additional \$71,900 annually in the Arts Board's state aids for the arts appropriation. Under the bill, the appropriation would be budgeted at \$431,200 annually. The amount is intended to represent a general increase in arts funding of 20%, and is not intended to target a specific grant program. Further, increased funding would be expected to assist with match requirements of federal funding received from the National Endowment for the Arts that the Board administers on behalf of Wisconsin. Arts Board grant programs support arts programming by nonprofit arts organizations, community groups, and local government agencies, including performances, arts education for K-12 students, folk and traditional arts, and pass-through funding for regranting by local entities.