
Wisconsin Legislative Council

ACT MEMO



Prepared by: Benjamin Kranner, Staff Analyst

December 19, 2023

2023 Wisconsin Act 63
[2023 Senate Bill 105]

**Signs Along Snowmobile Trails
on DNR-Managed Land**

2023 WISCONSIN ACT 63

2023 Wisconsin Act 63 directs the Department of Natural Resources (DNR) to enter into agreements with interested snowmobile clubs to allow the clubs to erect certain signs along snowmobile trails on DNR-managed land.

The act applies to signs that satisfy certain criteria. Specifically, the act requires a sign authorized under an agreement with a snowmobile club to meet all of the following requirements:

- The sign advertises only businesses that offer fuel, food, vehicle service, or lodging that are accessible by snowmobile.
- The sign is placed only at a trail intersection.
- The sign contains only specified information, including the business name, the type of service provided, the distance to the business, and a directional arrow.
- The sign is erected and maintained by the snowmobile club.

The act provides that DNR and snowmobile clubs may negotiate the inclusion of provisions relating to the erection and removal of signs in the agreement. The act also specifies that both the agreement between DNR and a snowmobile club, as well as advertising on a sign in conformance with the requirements described above, are exempt from state procurement requirements.

Effective date: December 8, 2023

For a full history of the bill, visit the Legislature's [bill history page](#)

BK:kp;ksm