



## 1999 ASSEMBLY BILL 47

January 19, 1999 – Introduced by Representatives HAHN, SPILLNER, AINSWORTH, GUNDERSON, SYKORA, PORTER, OTT, FREESE, F. LASEE, HANDRICK and RYBA, cosponsored by Senators BRESKE and FITZGERALD. Referred to Committee on Tourism and Recreation.

1     **AN ACT** *to amend* 41.19 (2m) (c) (intro.); and *to create* 20.380 (1) (gm), 25.40 (1)  
2             (a) 18. and 84.02 (5) (am) of the statutes; **relating to:** the sale of advertising  
3             space in folded highway maps, the heritage tourism program, requiring the  
4             exercise of rule-making authority and making an appropriation.

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### *Analysis by the Legislative Reference Bureau*

Under current law, the department of transportation (DOT) publishes highway service maps, which show the state trunk highway system and other main highways and features, and sells these maps for a price not less than the cost of producing them. Current law also requires DOT to publish folded versions of the maps for free distribution to the public.

This bill requires DOT to sell commercial advertising space in the folded highway maps. DOT must try to sell the space for advertising attractions that will promote tourism in this state. Advertisements must be consistent with the goals, purposes and functions of DOT and of the department of tourism and may not include political advertisements, nor advertisements for products or services prohibited to persons under 18 years of age. The bill directs all proceeds from the sale of advertising space to the heritage tourism pilot program administered by the department of tourism to promote the enjoyment of historic and prehistoric resources.

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For further information see the *state and local* fiscal estimate, which will be printed as an appendix to this bill.

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*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

1           **SECTION 1.** 20.380 (1) (gm) of the statutes is created to read:

2           20.380 (1) (gm) *Heritage tourism program supplement.* All moneys received  
3 under s. 84.02 (5) (am), to operate the heritage tourism program under s. 41.19.

4           **SECTION 2.** 25.40 (1) (a) 18. of the statutes is created to read:

5           25.40 (1) (a) 18. Moneys received under s. 84.02 (5) (am) that are deposited in  
6 the general fund and credited to the appropriation under s. 20.380 (1) (gm).

7           **SECTION 3.** 41.19 (2m) (c) (intro.) of the statutes is amended to read:

8           41.19 (2m) (c) (intro.) Subject to par. (d), from the appropriation accounts under  
9 s. 20.380 (1) (bm) and (gm), the department shall award a grant to the applicant on  
10 behalf of an area of the state selected under par. (a) if all of the following apply:

11           **SECTION 4.** 84.02 (5) (am) of the statutes is created to read:

12           84.02 (5) (am) The department shall sell commercial advertising space in  
13 folded highway maps produced under par. (a) according to rules of the department.  
14 To the greatest extent practicable, the department shall endeavor to sell advertising  
15 space for attractions that will promote and stimulate tourism in this state.  
16 Advertisements published in folded highway maps shall be consistent with the goals,  
17 purposes and functions of the department of transportation and of the department  
18 of tourism and may not include political advertisements, nor advertisements for any  
19 product or service that a person under 18 years of age may not purchase or possess.  
20 All proceeds received under this paragraph shall be deposited in the general fund

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1 and credited to the appropriation account under s. 20.380 (1) (gm). The department  
2 shall promulgate rules to implement this paragraph.

3 (END)