



2013 ASSEMBLY BILL 923

April 3, 2014 – Introduced by Representative HULSEY. Referred to Committee on Tourism.

1 **AN ACT** *to amend* 41.11 (4) of the statutes; **relating to:** increasing funding for
2 tourism marketing related to bicycling in this state and making an
3 appropriation.

Analysis by the Legislative Reference Bureau

This bill provides \$10,000,000 in fiscal year 2014-15 to fund tourism marketing services related to bicycling in this state.

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

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

4 **SECTION 1.** 41.11 (4) of the statutes is amended to read:
5 41.11 (4) ADVERTISING. The department shall plan and conduct a program of
6 advertising and promotion designed to attract interested persons to this state and
7 to stimulate the enjoyment of its recreational opportunities, including bicycling, by
8 residents and nonresidents alike. Any contracts engaging a private agency to

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1 conduct an advertising or promotion program under this subsection shall reserve to
2 the department the right to terminate the contract if the service is unsatisfactory to
3 the department. The department shall encourage and coordinate the efforts of public
4 and private organizations to publicize the facilities and attractions of the state for
5 the purpose of stimulating their enjoyment by residents and tourists.

6 **SECTION 2. Fiscal changes.**

7 (1) TOURISM MARKETING; BICYCLING. In the schedule under section 20.005 (3) of
8 the statutes for the appropriation to the department of tourism under section 20.380
9 (1) (b) of the statutes, as affected by the acts of 2013, the dollar amount is increased
10 by \$10,000,000 for the second fiscal year of the fiscal biennium in which this
11 subsection takes effect for tourism marketing service expenses related to promoting
12 bicycling in this state.

13 (END)