State of Misconsin 2023 - 2024 LEGISLATURE

LRB-1706/1 MDE:emw

2023 ASSEMBLY BILL 23

February 10, 2023 - Introduced by Representatives Plumer, Dallman, C. Anderson, Armstrong, Kitchens, Mursau, Myers, Novak, Penterman, Rozar, Schutt and Jacobson, cosponsored by Senators Ballweg, Cowles, Marklein, Smith, Spreitzer and Taylor. Referred to Committee on Tourism.

AN ACT *to repeal* 41.11 (5), 41.12 (3) and 41.24 (3); and *to amend* 41.11 (1) (h) of the statutes; **relating to:** modifying the Department of Tourism's reporting duties and repealing requirements to distribute cheese, submit a financial statement, and use famous residents in marketing.

Analysis by the Legislative Reference Bureau

This bill makes several changes to laws administered by the Department of Tourism.

The bill modifies the requirement imposed under current law that the department annually report on its activities to the Senate Natural Resources Committee and the Assembly Committee on Tourism. Under the bill, the department is directed to report to the appropriate standing committees of the legislature, rather than the specifically named committees.

Additionally, the bill repeals the following three provisions:

- 1. The requirement that the department distribute donated cheese that is made in Wisconsin at tourist information centers. The department no longer operates tourist information centers.
- 2. The requirement that the Council on Tourism consider the use of famous Wisconsin residents and former residents in tourism marketing strategies.
- 3. The requirement that WPGA Junior Foundation, Inc., annually submit to the attorney general and the legislature an audited financial statement on the

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foundation's use of the contributions it receives when drivers purchase a special Golf Wisconsin license plate.

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

SECTION 1. 41.11 (1) (h) of the statutes is amended to read:

41.11 (1) (h) Annually report to the senate natural resources committee and the assembly committee on tourism appropriate standing committees of the legislature under s. 13.172 (3) the activities, marketing efforts, receipts, and disbursements of the department for the previous fiscal year. The report under this paragraph shall include information on the marketing efforts conducted for the Frank Lloyd Wright Trail established under s. 84.10255.

- **Section 2.** 41.11 (5) of the statutes is repealed.
- 9 **Section 3.** 41.12 (3) of the statutes is repealed.
- **Section 4.** 41.24 (3) of the statutes is repealed.

11 (END)