

State of Wisconsin



2021 Assembly Bill 234

Date of enactment:
Date of publication*:

2021 WISCONSIN ACT

AN ACT relating to: tourism industry grants.

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

SECTION 9143. Nonstatutory provisions; Tourism.

(1) TOURISM PROMOTION AND DEVELOPMENT ORGANIZATION GRANTS.

(a) *Definitions.* In this subsection:

1. "Governmental organization" means a department or a subunit of a county, city, village, town, or federally recognized American Indian tribe or band in this state.

2. "Tourism promotion and development organization" means a nonprofit organization or a governmental organization whose primary purpose is the promotion and development of tourism to or within this state or a particular region in this state.

(b) *Continuation of operations grants.* From the moneys allocated under par. (e), the department of tourism shall award grants to tourism promotion and development organizations, other than governmental organizations, adversely affected by the COVID-19 global pandemic to assist those organizations to remain operational.

(c) *Tourism marketing grants.* From the moneys allocated under par. (e), the department of tourism shall award grants to tourism promotion and development organizations for purposes of short-term tourism marketing in connection with this state's recovery from the COVID-19 global pandemic.

(d) *Grant limits.* No organization may receive grants under pars. (b) and (c) that in the aggregate exceed the lesser of the following:

1. \$1,000,000.

2. Fifty percent of the organization's average annual tourism marketing budget for the preceding 3 years, not including 2020.

(e) *Allocation of moneys.* Of the moneys the governor accepts from the federal government under s. 16.54 pursuant to section 602 of the federal Social Security Act as amended by the federal American Rescue Plan Act of 2021, P.L. 117-2, the governor shall allocate \$50,000,000 for the grants under pars. (b) and (c).

(2) AMUSEMENT INDUSTRY TOURISM MARKETING GRANTS.

(a) *Grants.* From the moneys allocated under par. (c), the department of tourism shall award grants to organizations that own or operate amusement or theme parks in this state for purposes of short-term tourism marketing in connection with the organization's recovery from the COVID-19 global pandemic.

(b) *Grant limit.* No organization may receive a grant under par. (a) that exceeds 50 percent of the organization's average annual tourism marketing budget for the preceding 3 years, not including 2020.

(c) *Allocation of moneys.* Of the moneys the governor accepts from the federal government under s. 16.54

* Section 991.11, WISCONSIN STATUTES: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication."

2021 Wisconsin Act

– 2 –

2021 Assembly Bill 234

pursuant to section 602 of the federal Social Security Act
as amended by the federal American Rescue Plan Act of

2021, P.L. 117–2, the governor shall allocate
\$25,000,000 for the grants under par. (a).
