



State of Wisconsin  
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.

\*\*\*AUTHORS SUBJECT TO CHANGE\*\*\*

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

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### ***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

