



2011 ASSEMBLY BILL 9

January 31, 2011 – Introduced by Representatives JORGENSEN, BARCA, BERCEAU, BERNARD SCHABER, CLARK, DANOU, FIELDS, GRIGSBY, HULSEY, MOLEPSKE JR, PARISI, PASCH, POPE-ROBERTS, RICHARDS, RINGHAND, ROYS, SEIDEL, SHILLING, SINICKI, TURNER, VRUWINK and YOUNG, cosponsored by Senators LASSA, T. CULLEN, HANSEN, TAYLOR and WIRCH. Referred to Committee on Jobs, Economy and Small Business.

1 **AN ACT** *to amend* 20.143 (1) (c) and 20.143 (1) (ie); and *to create* 560.168 of the
2 statutes; **relating to:** marketing assistance program for Wisconsin Tier II and
3 Tier III manufacturers and making an appropriation.

Analysis by the Legislative Reference Bureau

This bill requires the Department of Commerce (Commerce) to award a grant to an association that represents manufacturers in this state for establishing manufacturing marketing programs and promoting the manufacturers' products and manufacturing services. The grant may not exceed a total of \$2,590,000 disbursed over five years. The bill specifies the purposes for which the grant proceeds may be used, including salaries and fringe benefits to certain association employees, operating expenses for a marketing and outreach office, and creating an Internet Web site for the association. The grant is funded by current Commerce appropriations that fund several economic development programs.

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.** 20.143 (1) (c) of the statutes is amended to read:

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1 0.143 (1) (c) *Wisconsin development fund; grants, loans, reimbursements, and*
2 *assistance.* Biennially, the amounts in the schedule for grants under ss. 560.145 and
3 560.047; for loans under s. 560.128; for the grant under s. 560.168; for grants and
4 loans under ss. 560.275 (2) and 560.276 and under subch. V of ch. 560; for
5 reimbursements under s. 560.167; for the costs specified in s. 560.607; for loans
6 under s. 560.203 and the loan under 1999 Wisconsin Act 9, section 9110 (4); and for
7 the grants under 1995 Wisconsin Act 27, section 9116 (7gg), 1995 Wisconsin Act 119,
8 section 2 (1), 1997 Wisconsin Act 27, section 9110 (6g), 2003 Wisconsin Act 33, section
9 9109 (1d) and (2q), 2007 Wisconsin Act 20, section 9108 (4u), (6c), (7c), (7f), (8c), (8i),
10 (9i), and (10q), 2009 Wisconsin Act 2, section 9110 (2) and (3), and 2009 Wisconsin
11 Act 28, section 9110 (17q).

12 **SECTION 2.** 20.143 (1) (ie) of the statutes is amended to read:

13 20.143 (1) (ie) *Wisconsin development fund, repayments.* All moneys received
14 in repayment of grants or loans under s. 560.085 (4) (b), 1985 stats., s. 560.10, 2005
15 stats., s. 560.147, 2005 stats., s. 560.16, 1995 stats., s. 560.165, 1993 stats., s. 560.275
16 (2), s. 560.62, 2005 stats., s. 560.63, 2005 stats., s. 560.66, 2005 stats., ss. 560.145,
17 560.157, and 560.45, subch. V of ch. 560, 1989 Wisconsin Act 336, section 3015 (1m),
18 1989 Wisconsin Act 336, section 3015 (2m), 1989 Wisconsin Act 336, section 3015
19 (3gx), 1997 Wisconsin Act 27, section 9110 (7f), 1997 Wisconsin Act 310, section 2
20 (2d), 1999 Wisconsin Act 9, section 9110 (4), and 2007 Wisconsin Act 20, section 9108
21 (5x), not appropriated under par. (gv) to be used for the grant under s. 560.168, for
22 grants and loans under ss. 560.275 (2), 560.276, and 560.45 and subch. V of ch. 560,
23 for loans under s. 560.128, for the loan under 1999 Wisconsin Act 9, section 9110 (4),
24 for the grant under 2001 Wisconsin Act 16, section 9110 (7g), for the grants under
25 2003 Wisconsin Act 33, section 9109 (1d) and (2q), for grants under 2009 Wisconsin

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1 Act 265, section 45 (1), for the study under 2009 Wisconsin Act 28, section 9110 (15u),
2 and for reimbursements under s. 560.167.

3 **SECTION 3.** 560.168 of the statutes is created to read:

4 **560.168 Wisconsin Tier II and Tier III marketing assistance program.**

5 **(1)** In this section:

6 (a) “Association” means an organization not organized or incorporated for
7 profit that represents Wisconsin-based Tier II and Tier III manufacturers.

8 (b) “Eligible business” means any of the following:

9 1. A Tier II manufacturer.

10 2. A Tier III manufacturer.

11 (c) “Tier II manufacturer” means a business operating in this state that
12 manufactures a product that is used as a part in a product produced or distributed
13 for sale or sold to a consumer.

14 (d) “Tier III manufacturer” means a business operating in this state that
15 manufactures a product that is used as a part in a product produced by a Tier II
16 manufacturer or as a part in a product produced or distributed for sale or sold to a
17 consumer.

18 **(2)** Subject to the limits under sub. (4), an association may apply under sub.
19 (3) for a 5-year grant to establish a manufacturing marketing program and conduct
20 marketing activities on behalf of, and to promote the manufacturing services of and
21 products created by, eligible businesses.

22 **(3)** An association shall submit to the department an application containing
23 all of the following:

24 (a) An itemized budget detailing expected expenses for all activities for which
25 grant moneys are sought.

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1 (b) A description of how the activities for which grant moneys are sought will
2 benefit the association's ability to market products of eligible businesses.

3 **(4)** (a) Subject to the requirements under pars. (b) and (c), from the
4 appropriation under s. 20.143 (1) (c) or (ie), the department may award one 5-year
5 grant not to exceed \$2,590,000 to an association that applies to the department under
6 sub. (3). The department shall disburse grant moneys as follows:

7 1. In the first year, not more than \$650,000 for the start-up and operation of
8 a manufacturing marketing program.

9 2. In the 4 subsequent years, not more than \$485,000 in each year.

10 (b) The association shall use grant moneys awarded under this subsection to
11 do all of the following:

12 1. Pay salaries and fringe benefits to staff employed by the association,
13 provided the staff are employed exclusively to carry out the purposes of sub. (2).

14 2. Purchase equipment and pay operating expenses for a marketing and
15 outreach office.

16 3. Create and maintain an Internet Web site to carry out the purposes of sub.
17 (2).

18 4. Pay fees and costs of not more than 2 of the staff described under subd. 1. to
19 travel to and participate in trade shows on behalf of eligible businesses.

20 5. Pay the costs associated with constructing, repairing, and transporting a
21 display booth used at trade shows under subd. 4.

22 6. Pay the costs for travel to follow up on contacts made at trade shows under
23 subd. 4.

24 7. Pay the costs of creating and producing brochures, catalogs, or other
25 advertising material used to carry out the purposes of sub. (2).

