



# DAVID STEFFEN

STATE REPRESENTATIVE • 4<sup>TH</sup> ASSEMBLY DISTRICT

**FOR IMMEDIATE RELEASE**  
**March 29, 2016**

**CONTACT: Rep. David Steffen**  
**(608) 266-5840**

## **Titletown District Bill Becomes Law**

*Governor signs bill that will ensure the project can reach its \$130 million potential*

**Madison**-Today, Governor Scott Walker signed into law a bill which will assist projects such as the Titletown District development, to obtain the liquor licenses necessary to meet the project's needs. State Rep. David Steffen (R-Howard) authored the bill which creates flexibilities within Wisconsin's liquor license quota system by establishing additional options for obtaining these valuable licenses.

"Today is an exciting day for the Packers and for our entire state. This law will aid current projects throughout Wisconsin and will also encourage future economic development by ensuring projects can obtain the licenses they need in order to meet their full potential. I look forward to seeing projects and businesses throughout the state benefit from these new opportunities," said Rep. Steffen.

Last year the Packers unveiled plans for the \$130 million development project, located in the Village of Ashwaubenon. Ashwaubenon has exhausted its liquor licenses creating an obstacle for future sports bars and businesses looking to open their doors in the Titletown District.

The Titletown District bill remedies this license shortage by creating the Regional Transfer Option (RTO), whereby a municipality can sell up to three of its unused licenses to a neighboring municipality. The bill also creates the Premier Economic Development District (PEDD) option, which allows development projects with an assessed value of \$20 million or more to purchase two Premier "Class B" licenses.

AB 612 was passed by the legislature earlier this year and was signed into law today at Lambeau Field by Governor Walker.

###