

Representative Goyke
Senator Johnson
Senator Roys
Representative McGuire

TOURISM

Omnibus Motion [LFB Papers #750, #751, #752, #753, and #754]

Motion:

Move to adopt the following provisions:

1. *Marketing and Advertising Funds (Paper #750)*. Adopt Alternatives 1a, 2a, 2b, 2c, 2d, and 3a, which would do the following: (a) provide \$33,600,000 GPR in 2023-24 in Tourism's biennial marketing appropriation to expand marketing and advertising funds; (b) provide \$201,800 in 2023-24 and \$255,000 in 2024-25 with 4.0 marketing positions; and (c) provide \$1,498,200 in 2023-24 and \$1,445,000 in 2024-25 for supplies and contracted services.

2. *Opportunity Attraction and Promotion Fund (Paper #751)*. Adopt Alternatives 1a and 4a, which would: (a) create a continuing appropriation for Tourism to attract major opportunities and events to the state, including major marketing and promotional efforts, and require Tourism to coordinate program duties with the Wisconsin Economic Development Corporation; (b) provide \$20,000,000 GPR in 2023-24 and \$10,000,000 GPR in 2024-25 in the appropriation; and (c) authorize 1.0 GPR permanent position with funding of \$54,800 in 2023-24 and \$69,500 in 2024-25. Specify an allowable use of funding is \$2,000,000 for supporting the 2025 NFL Draft in Green Bay.

3. *Meetings, Conventions, and Sports Bureau (Paper #752)*. Adopt Alternatives A1 and B1 to: (a) delete the Office of Marketing Services and transfer its 1.0 filled PR position and related salary, fringe, and supplies funding to Tourism's GPR general operations appropriation; and (b) create a Meetings, Conventions, and Sports Bureau and provide \$1,314,300 GPR in 2023-24 and \$1,352,500 in 2024-25 with 2.0 additional GPR positions.

4. *Office of Outdoor Recreation (Paper #753)*. Adopt Alternative 1 to provide ongoing funding of \$519,500 in 2023-24 and \$572,700 in 2024-25 with 3.0 permanent positions for the Office of Outdoor Recreation.

5. *Arts Board Fund Matching (Paper #754)*. Adopt Alternatives 1b and 2b, which would provide \$407,200 GPR to match federal grant awards through September, 2024, and \$366,900 GPR to match estimated federal awards in fiscal year 2025.

[Change to Base: \$57,595,800 GPR, -\$149,800 PR with 11.0 GPR and -1.0 PR Positions for 2023-24; \$14,061,600 GPR, -\$149,800 PR with 11.0 GPR and -1.0 PR Positions for 2024-25]

