

# State of Wisconsin



2023 Senate Bill 105

Date of enactment:  
Date of publication\*:

## 2023 WISCONSIN ACT

AN ACT *to create* 350.136 of the statutes; **relating to:** signs along snowmobile trails that advertise nearby businesses.

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

**SECTION 1.** 350.136 of the statutes is created to read:

**350.136 Signs that advertise nearby businesses.**

(1) The department shall allow snowmobile clubs to erect signs that advertise nearby businesses along snowmobile trails on land under the department's jurisdiction as provided under this section.

(2) The department shall enter into an agreement with an interested snowmobile club that allows the club to erect eligible signs containing advertising of private businesses along snowmobile trails on land under the department's jurisdiction. A sign is eligible if it meets all of the following standards:

(a) The sign advertises only businesses that offer fuel, food, vehicle servicing, or lodging and that are accessible by snowmobile.

(b) The sign is placed only at a trail intersection.

(c) The sign contains only the following information:

1. The name of the business.
2. The type of service provided.
3. The distance to the business.

4. An arrow showing the direction to the business.

(d) The sign meets all other requirements for guide signs along a snowmobile trail.

(e) The sign is erected and maintained by the snowmobile club.

(2m) The department and a snowmobile club may negotiate the inclusion in the agreement under sub. (2) of provisions relating to the erection and removal of signs.

(3) The department may not charge a snowmobile club a fee as a condition of entering into the agreement under sub. (2).

(4) All of the following are exempt from subch. IV of ch. 16:

(a) An agreement between the department and a snowmobile club under sub. (2).

(b) Advertising on a sign in conformity with the standards under sub. (2).

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\* 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."