

State of Wisconsin



2025 Assembly Bill 813

Date of enactment:
Date of publication*:

2025 WISCONSIN ACT

AN ACT to repeal 238.143 (2) and 238.143 (3) (c); to amend 238.143 (3) (a), 238.143 (3) (b) (intro.), 238.143 (4) and 238.143 (6); to repeal and recreate 238.143 (3) (title); to create 238.143 (3) (cm) of the statutes; relating to: the opportunity attraction and promotion program administered by the Wisconsin Economic Development Corporation.

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

SECTION 1. 238.143 (2) of the statutes is repealed.

SECTION 2. 238.143 (3) (title) of the statutes is repealed and recreated to read:

238.143 (3) (title) OPPORTUNITY ATTRACTION AND PROMOTION SPONSORSHIPS.

SECTION 3. 238.143 (3) (a) of the statutes is amended to read:

238.143 (3) (a) The corporation shall ~~award grants to~~ sponsor eligible applicants for major opportunities and events ~~projects~~ initiatives as provided under ~~par. (b) and (cm).~~ The corporation shall prescribe the form of sponsorship application and the information required to be submitted with ~~an a~~ a sponsorship application, ~~which shall include an.~~ Prior to awarding a sponsorship, the corporation shall estimate ~~of the~~ projected direct and indirect economic benefits of the proposed opportunity or event to the state ~~and a related cost-benefit analysis concerning the opportunity or event.~~

SECTION 4. 238.143 (3) (b) (intro.) of the statutes is amended to read:

238.143 (3) (b) (intro.) ~~An~~ Except as provided in ~~par. (cm), an~~ eligible applicant shall expend all grant sponsorship moneys on ~~a project~~ an initiative as speci-

fied in the application to attract to this state or host in this state, or both, a major opportunity or event that is open to the public, whether or not free of charge. Specifically, ~~grant~~ sponsorship moneys may be used to undertake a project to do one or more of the following:

SECTION 5. 238.143 (3) (c) of the statutes is repealed.

SECTION 6. 238.143 (3) (cm) of the statutes is created to read:

238.143 (3) (cm) An eligible applicant may expend sponsorship moneys on an initiative, as specified in the application, to attract to this state or host in this state, or both, a major opportunity or event that is not open to the public if the corporation determines that the opportunity or event will attract national exposure to this state or contribute substantially to statewide or regional economic growth. The corporation shall give special consideration to applications for sponsorship moneys under this paragraph for initiatives the corporation determines would occur during a tourist offseason or a period of economic need for the state. No sponsorship moneys may be expended under this paragraph for opportunities or events that the corporation determines are regularly scheduled in this state or rotate destinations within the state. In each fiscal year, of all the moneys the corpora-

* 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."

tion allocates to the program under this section, no more than 25 percent of those moneys may be expended under this paragraph.

SECTION 7. 238.143 (4) of the statutes is amended to read:

238.143 (4) **MATCHING REQUIREMENT.** The corporation may not award a ~~grant sponsorship~~ under sub. (3) unless the eligible applicant has secured ~~from nonstate sources~~ cash or in-kind contributions in an amount equal to the amount of the proposed ~~grant sponsorship award~~.

SECTION 8. 238.143 (6) of the statutes is amended to read:

238.143 (6) **ANNUAL REPORT.** No later than October 1 of each year, the corporation shall submit a report to the joint committee on finance for the previous fiscal year that includes a detailed description of each ~~grant sponsorship~~ awarded under sub. (3), including the ~~eligible applicant's analysis~~ corporation's estimate concerning the opportunity or event.