



**State of Wisconsin
2019 - 2020 LEGISLATURE**

LRB-0393/1
MPG:emw

2019 BILL

1 **AN ACT to create** 20.380 (3) (dm) and 41.567 of the statutes; **relating to:** creative
2 economy development initiative grants and making an appropriation.

Analysis by the Legislative Reference Bureau

This bill creates a grant program administered by the Arts Board in the Department of Tourism. The bill requires the Arts Board to award grants on a competitive basis to businesses, whether operated for profit or not for profit, local governmental agencies, and business development organizations or associations that work to promote any of the following in Wisconsin:

1. Individuals or organizations whose products or services have an origin in artistic, cultural, creative, or aesthetic content.
2. Job creation.
3. Economic development.
4. Arts education.
5. Workforce training and development.

Under the bill, such a grant may not exceed \$40,000, and the bill prohibits the Arts Board from awarding a grant unless the proposed grant recipient has secured from nonstate sources an amount equal to at least twice the amount of the proposed grant.

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:***

1 **SECTION 1.** 20.005 (3) (schedule) of the statutes: at the appropriate place, insert
2 the following amounts for the purposes indicated:

2019-20 2020-21

3 **20.380 Tourism, department of**

4 (3) SUPPORT OF ARTS PROJECTS

5 (dm) Creative economy development

6 initiative grants GPR C 500,000 -0-

7 **SECTION 2.** 20.380 (3) (dm) of the statutes is created to read:

8 20.380 (3) (dm) *Creative economy development initiative grants.* As a
9 continuing appropriation, the amounts in the schedule for creative economy
10 development initiative grants under s. 41.567.

11 **SECTION 3.** 41.567 of the statutes is created to read:

12 **41.567 Creative economy development initiative grants.** (1) In this
13 section, “creative industry” means any of the following whose products or services
14 have an origin in artistic, cultural, creative, or aesthetic content:

15 (a) An organization or business, whether operated for profit or not for profit.

16 (b) An individual.

17 (2) From the appropriation under s. 20.380 (3) (dm), the board shall award
18 creative economy development initiative grants on a competitive basis to businesses,
19 whether operated for profit or not for profit, municipal and county governmental
20 agencies, and business development organizations or associations that work to
21 promote creative industries, job creation, arts education, workforce training and
22 development, or economic development in this state. A grant awarded under this
23 subsection may not exceed \$40,000.

BILL

1 **(3)** The board may not award a grant under sub. (2) unless the business,
2 governmental agency, or business development organization or association has
3 secured from nonstate sources an amount equal to at least twice the amount of the
4 proposed grant.

5 **SECTION 4. Nonstatutory provision.**

6 **(1) EFFECTIVENESS REPORT.** The arts board shall develop a matrix to evaluate
7 the effectiveness of creative economy development initiative grants awarded under
8 s. 41.567 and shall submit a report on the effectiveness of the creative economy
9 development initiative grants, as determined using the matrix developed under this
10 subsection, to the joint committee on finance no later than May 1, 2021.

11 **SECTION 5. Effective date.**

12 **(1)** This act takes effect on the day after publication, or on the 2nd day after
13 publication of the 2019 biennial budget act, whichever is later.

14 **(END)**