



State of Wisconsin
2023 - 2024 LEGISLATURE

LRB-1036/1
EHS:klm

2023 BILL

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

Analysis by the Legislative Reference Bureau

This bill provides a way for snowmobile clubs to erect signs that advertise certain nearby businesses along snowmobile trails on Department of Natural Resources land.

Current DNR administrative rules relating to the use of DNR properties prohibit a person from posting a sign or distributing advertising matter unless first authorized by contractual agreement. This bill allows a snowmobile club to erect eligible signs that advertise nearby businesses along snowmobile trails on DNR land if the club does so under an agreement with DNR. Under the bill, DNR must enter into such an agreement with an interested club. The bill provides that a sign is eligible if it advertises only businesses that offer fuel, food, vehicle servicing, or lodging and that are accessible by snowmobile; it is placed only at a trail intersection; it contains only the name of the business, the type of service provided, the distance to the business, and an arrow showing the direction to the business; it meets all other requirements for snowmobile guide signs; and it is erected and maintained by the club. The bill prohibits DNR from charging a fee as a condition of entering into such an agreement.

BILL

Under the bill, advertising on a sign in conformity with the bill is exempt from public bidding requirements.

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

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

2 **350.136 Signs that advertise nearby businesses.** (1) The department
3 shall allow snowmobile clubs to erect signs that advertise nearby businesses along
4 snowmobile trails on land under the department's jurisdiction as provided under this
5 section.

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

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

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

13 (c) The sign contains only the following information:

14 1. The name of the business.

15 2. The type of service provided.

16 3. The distance to the business.

17 4. An arrow showing the direction to the business.

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

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

