



WISCONSIN LEGISLATURE

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Hutton, Risser Propose Bill That Would Limit Lottery Advertising

MADISON, WI: Today Representative Rob Hutton (R-Brookfield) and Senator Fred Risser (D-Madison) introduced legislation that would limit the amount spent on “informational advertising” for the Wisconsin Lottery to \$5 million per year.

“Data clearly shows that money invested in lottery advertising does not directly equate to more spending on lottery tickets. This bill will accomplish two things. First, it will realign the amount of money spent on informational advertising. Second, it ensures the expenditure on informational advertising remains in line with the statutory limitations contained in Wisconsin’s Constitution.” Said Representative Hutton.

“While the lottery advertising Wisconsin is currently engaged in is constitutionally questionable at best, we can at least cap it at a level which could provide more money for property taxpayers,” Senator Risser said.

The Wisconsin constitution currently allows for the State of Wisconsin to run a lottery system and to provide information to potential participants on the lotteries existence. The Wisconsin Constitution however, prohibits advertising that is promotional in nature. With its ballooning advertising budget, and viewing many of their commercials, it appears the lottery may have crossed the line into promotional advertising.

The Governor’s current budget proposes increasing the Wisconsin Lottery’s informational budget by \$6 Million over the biennium. The return on this additional investment would only be \$2 Million in additional property tax relief. That means for each additional dollar spent on informational advertising we are only receiving 33 cents in property tax relief. With the budget as tight as it is this biennium we need to ensure we are investing tax dollars where they will be most effectively utilized.

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