



DEVIN LEMAHIEU

STATE SENATOR

DATE: January 21st, 2015
RE: **Testimony on 2015 Senate Bill 550**
TO: The Senate Committee on Transportation and Veteran Affairs
FROM: Senator Devin LeMahieu

Mr. Chairman and committee members, thank you for taking time today to discuss Senate Bill 550, which will create a Milwaukee Bucks specialty license plate.

The Bucks are the only professional sports team in our state without a license plate. Similar to what the Legislature has done in the past for the Lambeau Field and Miller Park projects, the revenue from the Bucks license plate will go towards paying down the public debt for the new Milwaukee arena. In four years, the Brewers plate has raised over \$1,000,000 to subsidize the cost of Miller Park. A Bucks license plate can also make a substantial impact on the state's contribution to the Milwaukee arena.

Senate Bill 550 will lessen the burden on state taxpayers for the new arena, and allow Bucks fans, including those who live outstate and are unable to travel to games, an opportunity to support their team.

Under the bill, 80% of the revenue generated from the license plates will be deposited in the general fund for the purposes of reimbursing the state's contribution to the arena. The other 20% will go to the Milwaukee Bucks Foundation, the Bucks' local charity that focuses on giving back to their community. After the state's debt for the Milwaukee arena is paid off, all revenue from the Bucks license plate will go towards the Milwaukee Bucks Foundation.

The bill was drafted with the Department of Transportation's preferred language for license plate bills. No license plates will be printed unless enough fans sign up for them, offsetting the initial costs of developing and manufacturing the plates. Unlike the Brewers and Packers license plates, the NBA will not be taking a portion of the revenue as a licensing fee.

Throughout the process we have worked with the Milwaukee Bucks organization and they are supportive of this legislation. The bill has also received bi-partisan support in both houses and support from representatives from the Milwaukee area as well as out-state. Thank you for your time, I hope you will join us in supporting Senate Bill 550 as it is a win, win for taxpayers and Bucks fans alike.



PAUL TITTL

STATE REPRESENTATIVE • 25TH ASSEMBLY DISTRICT

Committee on Transportation and Veterans Affairs
Senate Bill 550 Testimony
January 21, 2016

First of all, I would like to thank you, Chairman Petrowski and committee members, for allowing me to testify before you today on Senate Bill 550.

Currently, the Milwaukee Bucks are the only professional sports team in our state without a license plate. This bill will change that situation and allow Bucks fans the opportunity to show their support by displaying the Bucks plate on their vehicles.

Under the bill 80% of the revenue from the license plates will be deposited in the general fund for the purposes of reimbursing the state's contribution to the arena. The other 20% will go to the Milwaukee Bucks Foundation.

Therefore, the bill is good for all state taxpayers, whether Bucks fans or not, because revenue from the plates will go toward paying down the public debt for the new Milwaukee arena.

After the state's debt for the Milwaukee arena is paid off, the revenue from the Bucks license plate will continue go toward the Milwaukee Bucks Foundation.

The Milwaukee Bucks organization supports the legislation, and I urge you to support it as well.

Thank you for hearing this bill today. I would be happy to address any questions you may have.