



State of Wisconsin  
2009 - 2010 LEGISLATURE

LRBs0265/3  
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**SENATE SUBSTITUTE AMENDMENT 1,  
TO 2009 SENATE BILL 458**

February 10, 2010 – Offered by Senator SULLIVAN.

1     **AN ACT** *to renumber* 66.0410 (1) (a) and 66.0410 (1) (b); *to amend* 66.0410 (2)  
2           (a) and 66.0410 (2) (b); and *to create* 66.0410 (1) (bm), 66.0410 (1) (bs), 66.0410  
3           (1) (c), 66.0410 (1) (e), 66.0410 (2) (c), 66.0410 (2) (d) and 66.0410 (3) of the  
4           statutes; **relating to:** the local regulation of ticket selling and providing  
5           penalties.

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***Analysis by the Legislative Reference Bureau***

Under current law, a city, village, town, or county (political subdivision) may not enact an ordinance or adopt a resolution that prohibits the resale of any ticket to an entertainment event or a sporting event if the resale price is equal to or less than the ticket's face value. Also under current law, the Board of Regents of the University of Wisconsin System (university) may not promulgate a rule or adopt a resolution prohibiting the resale of any ticket for an amount that is equal to or less than the ticket's face value.

This substitute amendment authorizes the university or an entity (a professional baseball or football district, the Bradley Center, or Milwaukee World Festival, Inc., which operates the Summerfest grounds) to create a resale zone. A resale zone is defined as property controlled by an entity or the university that the entity designates as the only area of its property in which a ticket may be resold. With regard to the university, it may create a resale zone only for Camp Randall

Stadium and the Kohl Center. The substitute amendment also authorizes a political subdivision to prohibit the reselling of tickets within 250 feet of any property on which a resale zone is created and to prohibit the reselling of tickets to a National Collegiate Athletic Association tournament event within 250 feet of the Bradley Center.

If a person is convicted of violating the requirements of a resale zone, the person is subject to a forfeiture of \$10 for the first offense, and the law enforcement officer who issues the citation must also give the person information about the penalty that may apply for any subsequent violations. For a first offense, no court costs may be imposed on a defendant. For a second or any subsequent offense, a person is subject to a forfeiture not to exceed the penalty for a Class C forfeiture, which is a civil penalty with a maximum forfeiture of \$500.

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

1           **SECTION 1.** 66.0410 (1) (a) of the statutes is renumbered 66.0410 (1) (be).

2           **SECTION 2.** 66.0410 (1) (b) of the statutes is renumbered 66.0410 (1) (d).

3           **SECTION 3.** 66.0410 (1) (bm) of the statutes is created to read:

4           66.0410 (1) (bm) “Resale zone” means property controlled by a sports stadium,  
5 Milwaukee World Festival, Inc., or the university that such an entity designates as  
6 the only area of the property within its control in which a ticket may be resold.

7           **SECTION 4.** 66.0410 (1) (bs) of the statutes is created to read:

8           66.0410 (1) (bs) “Reselling of tickets” means to sell, offer to sell, or offer to  
9 purchase a ticket that has been previously sold or otherwise distributed by the  
10 original issuer of the ticket.

11           **SECTION 5.** 66.0410 (1) (c) of the statutes is created to read:

12           66.0410 (1) (c) “Sports stadium” means a local professional baseball park  
13 district under s. 229.65 (5), a local professional football stadium district under s.  
14 229.821 (4), or the Bradley Center Sports and Entertainment Corporation under s.  
15 232.02.

1           **SECTION 6.** 66.0410 (1) (e) of the statutes is created to read:

2           66.0410 (1) (e) “University” means the Board of Regents of the University of  
3           Wisconsin System.

4           **SECTION 7.** 66.0410 (2) (a) of the statutes is amended to read:

5           66.0410 (2) (a) ~~A~~ Except as provided in par. (c) or (d) and sub. (3), a political  
6           subdivision may not enact an ordinance or adopt a resolution and the ~~Board of~~  
7           ~~Regents of the University of Wisconsin System~~ university may not promulgate a rule  
8           or adopt a resolution prohibiting the resale of any ticket for an amount that is equal  
9           to or less than the ticket’s face value.

10          **SECTION 8.** 66.0410 (2) (b) of the statutes is amended to read:

11          66.0410 (2) (b) If a political subdivision or the ~~Board of Regents of the~~  
12          ~~University of Wisconsin System~~ university has in effect on April 22, 2004, an  
13          ordinance, rule, or resolution that is inconsistent with par. (a), the ordinance, rule,  
14          or resolution does not apply and may not be enforced.

15          **SECTION 9.** 66.0410 (2) (c) of the statutes is created to read:

16          66.0410 (2) (c) A political subdivision may prohibit the reselling of tickets  
17          within 250 feet of any property on which a resale zone is created under sub. (3) if the  
18          political subdivision posts signage notifying the public that reselling of tickets is  
19          prohibited in that area.

20          **SECTION 10.** 66.0410 (2) (d) of the statutes is created to read:

21          66.0410 (2) (d) A political subdivision may prohibit the reselling of tickets to  
22          a National Collegiate Athletic Association tournament event within 250 feet of  
23          property controlled by the Bradley Center Sports and Entertainment Corporation,  
24          under s. 232.02, at which such an event is held.

25          **SECTION 11.** 66.0410 (3) of the statutes is created to read:

