



WISCONSIN DEPARTMENT OF TOURISM
Activities Report for January 1, 2019 through December 31, 2019

Item/Service Provided	Name of Donor/Vendor	Value	Goal/Purpose/Notes	Date Received	Recipient
20 rooms for 2 nights	Hampton Inn	130/person/night	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
9 rooms for 2 nights, 1 room for 1 night	Ironworks Hotel	189/person/night	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
9 rooms for 2 nights, 1 room for 1 night	Hotel Goodwin	179/person/night	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Tour/Wine & Cheese for 23 individuals	Reception and tour of Rotary Botanical Gardens	10/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Dinner for 23 individuals	Dinner at Lark	25/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Class for 9 individuals	Sunrise Yoga	12/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Breakfast for 25 individuals	Breakfast at Citrus Café	12/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Lunch for 25 individuals	Lunch at So Chopped	15/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Admission and tour for 25 individuals	Tour the Milton House	8/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Tasting and tour for 11 individuals	Northleaf Winery	5/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Tour for 4 individuals	MacFarlane Pheasants	5/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Class and workshop for 6 individuals	Glass Garden Art Class	30/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Dinner for 27 individuals	Food Truck Dinner at Rock County Brewing	12/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Breakfast for 23 individuals	Breakfast at O'Riley & Conway's	12/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Tour for 13 individuals	Tallman House Tour	10/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger



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Class for 12 individuals	Lark (restaurant)	50/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Lunch for 26 individuals	Lunch at Beloit Club	18/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Kayaking for 6 individuals	Rocktown Adventures Kayaking	35/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Tour for 7 Individuals	DC Estate Winery	10/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Reception for 26 individuals	Ironworks Hotel tour, Hotel Goodwin tour & reception	10/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Dinner for 14 individuals	Dinner at Velvet Buffalo Café	45/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Dinner for 11 individuals	Dinner at Merrill & Houston's Steak Joint	45/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Breakfast for 12 individuals	Breakfast at Bagels and More	8/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Breakfast for 11 individuals	Breakfast at Blue Collar Coffee	8/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Lunch for 11 individuals	Lunch at Truck't	15/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Lunch for 12 individuals	Lunch at Lucy's #7 Burger Bar	15/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Simulation for 5 individuals	Ironworks Golf Lab	40/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Admission for 7 individuals	Nature at the Confluence	10/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Reception for 26 individuals	Reception at G5 Brewing Company	10/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Dinner for 12 individuals	Dinner at Clara Bo & Gatsby Wine Bar	30/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger



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Dinner for 12 individuals	Dinner at the 615 Club	35/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Live music for 21	Live Music at Friends of Waterfront	15/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
Airline tickets for 17 individuals	Southwest Airlines, Delta Airlines, American Airlines, United Airlines	approx. 500/ticket	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
4 drivers	Enterprise Rent-A-Car	estimated value 300/person	Rock County Press Tour for media invited by the Department to promote Wisconsin attractions	Aug. 13-17	Geiger
4 rooms for 4 nights, 2 rooms for 3 nights, 1 room for 2 nights	Deerfoot Lodge & Resort	385/night	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
8 rooms for 4 nights	Gall Condos	250/night	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
1 room for 2 nights	Comfort Inn & Suites	150/night	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Dinner for 18 individuals	Dinner at Tamarack Farms Winery	25/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Lunch for 18 individuals	Lunch at Old Southern Smokehouse	15/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Class for 7 individuals	Glassy Ladies Art Studio	60/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Sporting clays for 10 individuals	Clay Shooting at Summit Lake Game Farm	50/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Dinner for 18 individuals	Dinner at The Landing on the Chippewa Flowage	25/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Rental for 12 individuals	Snowmobile with Hayward Power Sports	200/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Lunch for 19 individuals	Lunch at Sawmill Saloon	15/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Rental for 2 individuals	Hayward Power Sports	200/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger



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Rental for 12 individuals	Up North Guided Tours, LLC	30/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Dinner for 17 individuals	Dinner at Birches Roadhouse	30/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Brunch for 15 individuals	Brunch at Brick House Café	13/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Equipment rental for 11 individuals	Up North Guided Tours, LLC	18/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Admission for 2 individuals	Cable Natural History Museum	5/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Dinner for 17 individuals	Dinner at the Rookery	30/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
Airline tickets for 12 individuals	Southwest Airlines, Delta Airlines, American Airlines, United Airlines	approx. 500/ticket	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
3 drivers	Enterprise Rent-A-Car	estimated value 300/person	Hayward and Cable Press Tour for media invited by the Department to promote Wisconsin attractions	Jan. 28 - Feb. 1	Geiger
18 rooms for one night	American Club	189/night	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
18 Rooms for 2 nights	The Osthoff Resort	250/night	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
18 rooms for one night	Blue Harbor Resort	159/night	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Dinner for 17 individuals	5 Star Dine around dinner at American Club Restaurants: Horse & Plow, The Immigrant, Blackwolf Run, Wisconsin Room	50/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Breakfast for 18 individuals	Breakfast at Press + Chill	10/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Class for 9 individuals	Sunrise Yoga	20/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Lunch for 17 individuals	Lunch at River Wildlife	20/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger



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Item/Service Provided	Name of Donor/Vendor	Value	Goal/Purpose/Notes	Date Received	Recipient
Tour and experience for 17 individuals	Tour and Experience at Kohler Waters	150/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Tour for 17 individuals	Tour of Osthoff Resort	value unknown; nominal	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Dinner for 17 Individuals	Dinner at Lola's	55/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Class for 7 Individuals	L'ecole De La Maison Cooking School	65/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Lunch for 7 Individuals	Lunch at Otto's	15/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Tour and experience for 8 individuals	Aspira Spa group 1	150/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Lunch for 8 Individuals	Lunch at Spa Café	15/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Tour and experience for 8 individuals	Aspira Spa group 2	150/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Workshop for 4 individuals	Two Fish Gallery Workshop	150/class	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Dinner for 18 Individuals	Dinner at Elkhart Inn	45/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Breakfast for 18 individuals	Breakfast at Osthoff Resort	12/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Lunch for 17 individuals	Blue Harbor Resort Lunch	20/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Tour for 17 Individuals	Tour Bookworm Gardens	7.50/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Dinner for 17 Individuals	Dinner at Lino Ristorante Italiano	45/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Airline tickets for 14 individuals	Southwest Airlines, Delta Airlines, American Airlines, United Airlines	approx. 500/ticket	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger



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3 drivers	Enterprise Rent-A-Car	estimated value 300/person	Sheboygan County Press Tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Geiger
Lodging at Boulder Bear Motor Lodge	Boulder Junction Convention and Visitors Bureau donated the Musky Fest Queen prize to Boulder Junction	85	Musky Fest contest prize (awarded to winning member of the public) used to promote state attraction arranged by the Department	Oct. 21 - 25	Laughlin Constable
Half day guided fishing with Bob's Manitowish Guide Service	Boulder Junction Convention and Visitors Bureau donated the Musky Fest Queen prize to Boulder Junction	250	Musky Fest contest prize (awarded to winning member of the public) used to promote state attraction arranged by the Department	Oct. 21 - 25	Laughlin Constable
Northern Highland Sports gift certificate	Boulder Junction Convention and Visitors Bureau donated the Musky Fest Queen prize to Boulder Junction	25	Musky Fest contest prize (awarded to winning member of the public) used to promote state attraction arranged by the Department	Oct. 21 - 25	Laughlin Constable
Experiences	Boulder Junction Convention and Visitors Bureau donated the Musky Fest Queen prize to Boulder Junction	75	Musky Fest contest prize (awarded to winning member of the public) used to promote state attraction arranged by the Department	Oct. 21 - 25	Laughlin Constable
Dining	Boulder Junction Convention and Visitors Bureau donated the Musky Fest Queen prize to Boulder Junction	40	Musky Fest contest prize (awarded to winning member of the public) used to promote state attraction arranged by the Department	Oct. 21 - 25	Laughlin Constable
Hat for gift bag (15)	Visit Milwaukee donated bags, Milwaukee Bucks hats, sunglasses from summerfest, Milwaukee magazine	20/item	Chicago deskside media kits arranged by the Department to promote state attraction	Oct. 21 - 25	Laughlin Constable
Sunglasses for gift bag (15)	Visit Milwaukee donated bags, Milwaukee Bucks hats, sunglasses from summerfest, Milwaukee magazine	5/item	Chicago deskside media kits arranged by the Department to promote state attraction	Oct. 21 - 25	Laughlin Constable
Magazine for gift bag (15)	Visit Milwaukee donated bags, Milwaukee Bucks hats, sunglasses from summerfest, Milwaukee magazine	6/item	Chicago deskside media kits arranged by the Department to promote state attraction	Oct. 21 - 25	Laughlin Constable
Bags (15)	Visit Milwaukee donated bags, Milwaukee Bucks hats, sunglasses from summerfest, Milwaukee magazine	10/item	Chicago deskside media kits arranged by the Department to promote state attraction	Oct. 21 - 25	Laughlin Constable
Museum passes	Wisconsin Maritime Museum donated 2 passes	15/person	Press tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Laughlin Constable
Lodging	Lauerman House Inn donated a king sized room	250/night	Press tour for media invited by the Department to promote Wisconsin attractions	Oct. 21 - 25	Laughlin Constable
Lodging	VISIT Milwaukee donated room at St. Kate The Arts Hotel	284/night	Experience provided to social media influencer behind the Tales and Turbans blog; arranged by the Department to promote state attraction	August	Laughlin Constable



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Museum tickets, state fair tickets, boat experience	VISIT Milwaukee donated Milwaukee Art Museum passes, Milwaukee Public Museum passes, Schuster Mansion High Tea, Wisconsin State Fair tickets, Milwaukee Boatline Tours	111/person	Experience provided to social media influencer behind the Tales and Turbans blog; arranged by the Department to promote state attraction	August	Laughlin Constable
Classes, experiences, meals	Kohler comped overnight stay and activities	350/night	Experience provided to national freelance writer by the Department to promote state attraction	September	Laughlin Constable
Dinner with Sheboygan Chamber	Sheboygan Chamber	25	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	2/19/19	SE Regional Tourism Specialist
Breakfast with resort owner	The Osthoff Resort	8	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	2/20/19	SE Regional Tourism Specialist
Tour of museum	EAA (Experimental Aircraft Association)	12.5	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/6/19	SE Regional Tourism Specialist
Behind the scenes tour of zoo	Racine Zoo	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/7/19	SE Regional Tourism Specialist
Behind the scenes tour of bakery	O&H Bakery	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/7/19	SE Regional Tourism Specialist
Kringle samples	O&H Bakery	5	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/7/19	SE Regional Tourism Specialist
Lunch	The Cannery	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/9/19	SE Regional Tourism Specialist
Tour	SC Johnson	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	9/5/19	SE Regional Tourism Specialist
National Travel and Tourism Week Press Conference and Tour	Automobile Gallery	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/9/19	SE Regional Tourism Specialist



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Tour	Museum of Wisconsin Art	15	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/28/19	SE Regional Tourism Specialist
Dinner	Washington County Convention & Visitors Bureau	20	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/28/19	SE Regional Tourism Specialist
Golf - 9 hole game	Sand Valley Golf Resort	65	Experience by Regional Tourism Specialist while hosting journalist to promote Wisconsin attractions	6/11/19	SE Regional Tourism Specialist
Lunch	Sand Valley Golf Resort	10	Experience by Regional Tourism Specialist while hosting journalist to promote Wisconsin attractions	6/11/19	SE Regional Tourism Specialist
Lunch	Al Johnson's	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	6/24/19	SE Regional Tourism Specialist
Tour	Peninsula Players Theater	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	6/25/19	SE Regional Tourism Specialist
Lunch	Door County Coffee and Tea Company	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	6/25/19	SE Regional Tourism Specialist
Admission	Door County Maritime Museum	15	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	6/25/19	SE Regional Tourism Specialist
Admission	Kenosha History Center	10	Experience by Regional Tourism Specialist at event with industry stakeholders	7/19/19	SE Regional Tourism Specialist
One admission ticket to the Henry Ford Museum	Henry Ford Museum Admission	46	Experience by Regional Tourism Specialist at event with industry stakeholders as Part of the Great Lakes USA annual meeting	7/22/19	SE Regional Tourism Specialist
One day admission pass to EAA AirVenture event	EAA AirVenture	36	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	7/26/19	SE Regional Tourism Specialist
Admission	Irish Fest	15	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	8/15/19	SE Regional Tourism Specialist



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Admission	Green Bay Packers	74	Experience by Regional Tourism Specialist at event with industry stakeholders as part of the Great Lakes states familiarization tour for leading German tour operators through Brand USA	8/29/19	SE Regional Tourism Specialist
Tour	SC Johnson	value unknown; nominal	Experience by Regional Tourism Specialist at event with industry stakeholders	9/5/19	SE Regional Tourism Specialist
Lodging	Delafield Hotel	82	Experience by Regional Tourism Specialist at event with industry stakeholders	11/12/19	SE Regional Tourism Specialist
Lunch	Fratello's Riverfront	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	11/20/19	SE Regional Tourism Specialist
Dinner	Racine Zoo	20	Experience by Regional Tourism Specialist at event with industry stakeholders	12/3/19	SE Regional Tourism Specialist
Western Extreme Skijoring event	Rice Lake Tourism	10	Experience by Regional Tourism Specialist at event with industry stakeholders	3/2/19	NW Regional Tourism Specialist
Breakfast at Nucleus	Visit Eau Claire	8	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	4/17/19	NW Regional Tourism Specialist
Tour of Pablo Center at the Confluence	Visit Eau Claire	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	4/17/19	NW Regional Tourism Specialist
Lazy Monk Brewery Tour	Visit Eau Claire	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	4/17/19	NW Regional Tourism Specialist
Guided fishing experience	Wisconsin Indian Head Country, Inc.	Covered in entry fee	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/4/19	NW Regional Tourism Specialist
Tour	Pablo Center at the Confluence	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/7/19	NW Regional Tourism Specialist
Lunch at Barker's Island Waterfront Grill	Superior-Douglas County Chamber and Travel Superior	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/9/19	NW Regional Tourism Specialist
Lunch with Chippewa Falls Area Chamber and Tourism	Bridge Street Brew	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/10/19	NW Regional Tourism Specialist



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Tour	Leinenkugels	30.16	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/10/19	NW Regional Tourism Specialist
Tour	Richard Bong Veterans Historical Center	10	Experience by Regional Tourism Specialist at event with industry stakeholders	5/13/19	NW Regional Tourism Specialist
Lunch	Washburn Tourism Association	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	9/24/19	NW Regional Tourism Specialist
Tour	The Potter's Shed	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	9/24/19	NW Regional Tourism Specialist
Tour	Fawn-Doe-Rosa Wildlife Park	9.5	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	9/26/19	NW Regional Tourism Specialist
Tour	Dancing Dragonfly Winery	12	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	9/26/19	NW Regional Tourism Specialist
Mini lumberjack show experience	Lumberjack Bowl	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	10/23/19	NW Regional Tourism Specialist & Executive Staff Assistant
Tour (2)	Freshwater Fishing Hall of Fame	8.5/person	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	10/24/19	NW Regional Tourism Specialist & Executive Staff Assistant
Dinner at Ike Walton Lodge	Burnett County Tourism Coalition	10	Experience by Regional Tourism Specialist at event with industry stakeholders	12/11/19	NW Regional Tourism Specialist
Dinner	Association of Wisconsin Snowmobile Clubs (AWSC)	25	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	2/10/19	NE Regional Tourism Specialist
Snowmobiling	Association of Wisconsin Snowmobile Clubs (AWSC)	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	2/11/19	NE Regional Tourism Specialist
Dinner	Vilas County	25	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	2/12/19	NE Regional Tourism Specialist



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Tour of museum	World Snowmobile HQ	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	2/12/19	NE Regional Tourism Specialist
Tour of Arrowhead Groomers	Arrowhead Groomers	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	2/12/19	NE Regional Tourism Specialist
Tour of museum	Leigh Yawkey Woodson Museum	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	2/13/19	NE Regional Tourism Specialist
Tourism Week Luncheon	Stevens Point Area Convention & Visitors Bureau	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/3/19	NE Regional Tourism Specialist
National Travel and Tourism Week Press Conference and Tour of Distillery	Great Northern Distilling	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/6/19	NE Regional Tourism Specialist
National Travel and Tourism Week Press Conference and Tour	Sand Valley Golf Resort	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/6/19	NE Regional Tourism Specialist
ATV Ride	RL4WDA- Road Legal 4WD Association	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	6/28/19	NE Regional Tourism Specialist
Lunch	Minocqua Chamber	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	7/10/19	NE Regional Tourism Specialist
Wakesurf experience	SurfSconsin	97.5	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	7/10/19	NE Regional Tourism Specialist
Historic Boathouse Tour	Minocqua Chamber	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	7/10/19	NE Regional Tourism Specialist
ATV Ride	Northwoods Argo ATV (All Terrain Vehicle) Tour	105	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	7/10/19	NE Regional Tourism Specialist



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Ziplining	Northwoods Zipline Adventure Tour	105	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	7/11/19	NE Regional Tourism Specialist
ATV Ride	Wisconsin ATV/UTV Association (All Terrain Vehicle/Utility Terrain Vehicle)	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	9/6/19	NE Regional Tourism Specialist
Lunch	PJ's Restaurant	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	10/9/19	NE Regional Tourism Specialist
Dinner	Minocqua Chamber	25	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	10/9/19	NE Regional Tourism Specialist
Lunch	Sunrise Lodge	10	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	10/10/19	NE Regional Tourism Specialist
Tour of Milton House	Milton House Museum	8	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	4/12/19	SW Regional Tourism Specialist
Lunch during visit	Taliesin	12	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	5/8/19	SW Regional Tourism Specialist
Behind the scenes tour	American Players Theater	value unknown; nominal	Experience by Regional Tourism Specialist at event with industry stakeholders	5/8/19	SW Regional Tourism Specialist
Tour	Taliesin	50	Experience by Regional Tourism Specialist at event with industry stakeholders	5/8/19	SW Regional Tourism Specialist
Ride on the Cruisin Turtle	Mauston Convention and Visitors Bureau	9	Experience by Regional Tourism Specialist at event with industry stakeholders	7/17/19	SW Regional Tourism Specialist
Lunch on the Cruisin Turtle	Mauston Convention and Visitors Bureau	10	Experience by Regional Tourism Specialist at event with industry stakeholders	7/17/19	SW Regional Tourism Specialist
Lunch during Geiger Tour hosted by Department of Tourism	Beloit Club	15	Experience by Regional Tourism Specialist at event with industry stakeholders	8/15/19	SW Regional Tourism Specialist
ATV Ride	Wisconsin ATV/UTV Association	value unknown; nominal	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	9/6/19	SW Regional Tourism Specialist
Tour of farm	Treinen Farms	10.9	Experience by Regional Tourism Specialist while staffing events and performing other job duties at event with industry stakeholders	10/18/19	SW Regional Tourism Specialist



WISCONSIN DEPARTMENT OF TOURISM
Activities Report for January 1, 2019 through December 31, 2019

Item/Service Provided	Name of Donor/Vendor	Value	Goal/Purpose/Notes	Date Received	Recipient
Entrance for talent to tubing hill	Green Bay Packers/Titletown	8/person	Video shoot entrance fees for talent for use in promotional materials	1/5/2019	Pop Pop Digital, Tourism
Entrance for talent to the State Park	Wisconsin DNR	3/person	Entrance fees for talent for photography shoot for promotional materials	1/11/2019	Marketing Department
Chairlift rides	Whitecap Mountain	50/person	Video shoot lift tickets for talent for use in promotional materials	1/11/2019	Pop Pop Digital
Maccaroons, cake balls and cookies for props	C. Adams Bakery (covered by Public Market Marketing)	15	Product used for video & photo promotional materials	2/11/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography, Laughlin Constable
12" pizza, 3 paninis for props	Foltz Family Market (covered by Public Market Marketing)	30	Product used for video & photo promotional materials	2/11/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography, Laughlin Constable
3 fish and chips for props	St. Paul Fish Company (covered by Public Market Marketing)	50	Product used for video & photo promotional materials	2/11/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography, Laughlin Constable
Painting supplies for art projects - included in admission price	Kohl's Art Generation Studio	5/person	Video & photo shoot for promotional materials	2/11/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography, Laughlin Constable
Museum admission - kids 12 & under are free	Milwaukee Art Museum	12/person	Video & photo shoot admission for promotional materials	2/11/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography, Laughlin Constable
String and paper puppet art- included in admission price	Design It Lab!	10	Video & photo shoot for promotional materials	2/11/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography, Laughlin Constable
Admission	Discovery World	18/person	Video & photo shoot admission for promotional materials	2/11/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography, Laughlin Constable
Wine, cocktails and food items for props	Estrellon	140	Product used for video & photo promotional materials	3/12/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography, Laughlin Constable
Media pass	Grand Geneva	10	Photo shoot admission for promotional materials	3/16/2019	James Netz Photography
Park admission	Wisconsin Department of Natural Resources	4/person	Photo shoot admission for promotional materials	5/8/2019	Department of Tourism, Rachel Hershberger Photography, Secretary's Office, Office of the Governor
Pots of coffee for props and for crew	Madison Sourdough	8	Product used for video & photo promotional materials	6/3/2019	Department of Tourism, Rachel Hershberger Photography



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Breakfast sandwiches and bakery items for props	Madison Sourdough	40	Product used for video & photo promotional materials	6/3/2019	Department of Tourism, Rachel Hershberger Photography
Ice cream varieties in cones, dishes and sundaes for props	Sassy Cow	30	Product used for video & photo promotional materials	6/3/2019	Department of Tourism, Rachel Hershberger Photography
Round-trip ferry tickets for crew and talent between Bayfield and Madeline Island	Madeline Island Ferry Line	64/vehicle	Video & photo shoot ferry tickets for talent for use in promotional materials	6/6/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography
Park admission	Wisconsin Department of Natural Resources	8/person	Video & photo shoot admission for promotional materials	6/6/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography
Kayak rentals and gear and guided sea caves tour	Trek & Trail Kayaking	65/person	Video & photo shoot items for talent for use in promotional materials	6/7/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography
Chase boat for the crew with captain	Apostle Islands Cruises	400	Video & photo shoot for promotional materials	6/7/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography
Hotel room for talent	Harbor's Edge Motel	80	Video shoot lodging for talent for promotional materials	6/7/2019	Marketing Department
Filming permit fees waived	National Forest Service	100	Video & photo shoot for promotional materials	6/7/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography
Chase boat for the crew, driver and gas	Oshkosh Convention and Visitors Bureau	50	Video & photo shoot for promotional materials	6/17/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography
Lunch for props	Wilson's Ice Cream	10/person	Product used for video & photo promotional materials	6/18/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography
Park admission	Wisconsin Department of Natural Resources	3/person	Video & photo shoot admission for promotional materials	6/25/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography
Media passes into the event	Summerfest	15/person	Photo shoot for promotional materials	7/2/2019	Department of Tourism, Rachel Hershberger Photography
Parking passes for the event	Summerfest	10/person	Photo shoot for promotional materials	7/2/2019	Department of Tourism, Rachel Hershberger Photography
Event admission	Wisconsin Historical Society	14/person	Video shoot admission for promotional materials	7/13/2019	Pop Pop Digital
Paddle boat rental for crew	Mirror Lake Concession Stand	25	Video shoot for promotional materials	7/20/2019	Pop Pop Digital
Event admission	West Bend Chamber	10/person	Video shoot admission for promotional materials	7/27/2019	Pop Pop Digital
Media passes into the event	Wisconsin State Fair	14/person	Photo shoot for promotional materials	8/5/2019	Department of Tourism, Rachel Hershberger Photography
Parking passes for the event	Wisconsin State Fair	20/person	Photo shoot for promotional materials	8/5/2019	Department of Tourism, Rachel Hershberger Photography
Deep friend olives for a prop	Fried Fruit & Fried Olives (Company)	4	Product used for photo promotional materials	8/5/2019	Department of Tourism, Rachel Hershberger Photography



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Beer flights for props	Visit Eau Claire	50	Product used for photo promotional materials	8/8/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography
Admission on cruise for crew and talent	La Crosse Queen Cruises	17/person	Video shoot and admission for talent for promotional materials	8/8/2019	Pop Pop Digital
Admission	Cave of the Mounds	15/person	Photo shoot admission for talent for promotional materials	8/13/2019	Department of Tourism, Rachel Hershberger Photography, Talent, Destination Madison
Park admission	Wisconsin Department of Natural Resources	3/person	Photo shoot admission for promotional materials	8/13/2019	Department of Tourism, Rachel Hershberger Photography
Pontoon rental for 2 hours	Mirror Lake Concession Stand	135	Photo shoot for promotional materials	8/13/2019	Department of Tourism, Rachel Hershberger Photography
Park Admission	Wisconsin Department of Natural Resources	3/person	Photo shoot admission for promotional materials	8/21/2019	Department of Tourism, Rachel Hershberger Photography
Fish boil buffet dinners for talent and props	Rowleys	13/person	Product used for video & photo promotional materials	8/28/2019	Department of Tourism, Pop Pop Digital, Rachel Hershberger Photography, Talent
Media passes into the event	Off Road Races	20/person	Video shoot for promotional materials	9/1/2019	Pop Pop Digital
Parking passes for the event	Holy Hill	20/person	Photo shoot for promotional materials	9/21/2019	Department of Tourism, Rachel Hershberger Photography
Event admission	Oktoberfest	8/person	Video & photo shoot admission for promotional materials	9/27/2019	Pop Pop Digital, Rachel Hershberger Photography
Museum admission	Children's Museum of La Crosse	7.50/person	Photo shoot admission for promotional materials	9/27/2019	Department of Tourism, Rachel Hershberger Photography
Apple picking for talent	Ecker's	20	Photo shoot admission for promotional materials	9/30/2019	Rachel Hershberger Photography, Talent
Wine pour for props	Elmaro	10	Photo shoot for promotional materials	9/30/2019	Rachel Hershberger Photography
Canoe rental for talent	Hunt's Hill	12	Photo shoot rental for talent for use in promotional materials	10/2/2019	Department of Tourism, Rachel Hershberger Photography
Park admission	Wisconsin Department of Natural Resources	4/person	Photo shoot admission for promotional materials	10/2/2019	Department of Tourism, Rachel Hershberger Photography
Park admission	Wisconsin Department of Natural Resources	4/person	Photo shoot admission for promotional materials	10/3/2019	Department of Tourism, Rachel Hershberger Photography
Attraction admission	Burnett County Historical Society	10/person	Photo shoot admission for promotional materials	10/3/2019	Department of Tourism, Rachel Hershberger Photography
Attraction admission	Green Bay Fear	20/person	Photo shoot admission for promotional materials	10/4/2019	Pop Pop Digital
Bicycle rentals for talent	Zu Zu's Pedals - Port Washington	10/person	Video shoot rentals for talent for use in promotional materials	10/17/2019	Pop Pop Digital, Laughlin Contable
Park admission	Wisconsin Department of Natural Resources	4/person	Photo shoot admission for promotional materials	10/24/2019	Rachel Hershberger Photography
Event admission	Holiday Folk Fair	14/person	Photo shoot admission for promotional materials	11/23/2019	Pop Pop Digital, Rachel Hershberger Photography
Attraction admission	Discovery Center	16/person	Video & photo shoot admission for promotional materials	12/7/2019	Pop Pop Digital



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Tour of Richard Bong Veterans Historical Center (2)	Richard Bong Veteran Historical Center	10/person	Travel Wisconsin Welcome Center familiarization tour	5/13/19	Marketing Specialist
Smoothie, T Shirt, Mini Lavender Essential Oil	Fragrant Isle Lavender Farm	35	Met with partners from Washington Island and Fragrant Isle Lavender Farm with Regional Tourism Specialist. Gathered research for editorial use.	6/26/19	Managing Editor & Marketing Specialist
Lunch	Al Johnson's Swedish Restaurant	10	Meeting with Lars Johnson with Regional Tourism Specialist and Secretary. Gathered research for editorial use.	6/24/19	Managing Editor
Tour of Door County Maritime Museum	Door County Maritime Museum	15	Attended Joint Effort Marketing Grant check presentation with Regional Tourism Specialist and Secretary	6/25/19	Managing Editor
Madeline Island Ferry Ticket	Madeline Island Ferry	16	Attend Native American Tourism of Wisconsin conference in Bayfield and participated in a familiarization tour while in the area	6/10/19	Senior Marketing Specialist
Sailboat Ride	Dreamcatcher Sailing	199	Attend Native American Tourism of Wisconsin conference in Bayfield and participated in a familiarization tour while in the area	6/10/19	Senior Marketing Specialist
Golf - 18 holes	Wisconsin State Fair / Visit Milwaukee	185	Represented the Department of Tourism at the Wisconsin State Fair Park Foundation Golf Outing, a 501c3 nonprofit, who provides a superior experience for Wisconsin State Fair Park visitors through public and private partnerships; year-round art and education programs; and the continual enhancements and environmental sustainability of Wisconsin State Fair Park.	6/4/19	Director of Marketing & Advertising
Golf - 9 holes	Sand Valley Golf Resort	65	Represented the Department of Tourism during a familiarization tour of Sand Valley Resort in conjunction with meetings with members of the golf stakeholders group.	6/11/19	Director of Marketing & Advertising
Lunch	Sand Valley Golf Resort	10	Received as part of the familiarization tour of Sand Valley Resort in conjunction with meetings with members of the golf stakeholders group	6/11/19	Director of Marketing & Advertising
Registration fee for speaking engagement at conference	Go Monroe County/ Monroe County Economic Development	60	Registration for Department of Tourism attendee	2/24/2019	Department of Tourism
Registration fee for speaking engagement at conference	Wausau/Central Wisconsin Convention and Visitors Bureau	40	Registration for Department of Tourism attendee	4/24/2019	Department of Tourism
Cream Puffs	Wisconsin State Fair	25	Food item received and donated to local shelter	8/1/2019	Department of Tourism
Lodging	Destination Madison	82/night	Accommodation for Department of Tourism attendee	11/7/2019	Department of Tourism



WISCONSIN DEPARTMENT OF TOURISM
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Cheese and summer sausage	Mauston Convention and Visitors Bureau	33	Food item received and donated to local shelter	12/1/2019	Department of Tourism
Four boxes of Sugar Cookies	Turner Public Relations	40	Food item received and donated to local shelter	12/1/2019	Department of Tourism
Racine Kringle	Racine Kringle	25	Food item received and donated to local shelter	12/1/2019	Department of Tourism
Tote, travel blanket, water bottle, toffee, mini notepad, sweatband, notepad, medal, travel tag	Misc. Vendors/Blue Harbor, Wausau	25	Received at Association of Wisconsin Snowm	2/11/2019	Department of Tourism
Brewers Uecker 8-ball, Bobble head, notepad, glass, coffee mug, tshirt	WTMJ Radio	30	Received during WTMJ Meet & Greet	3/8/2019	Department of Tourism
Storage basket with coffee mugs, bread mix, mini jelly jars, travel converter, chapsticks	Simpleview Destination Marketing Solutions	25	Mailed Gift	4/1/2019	Department of Tourism
Frisbee, bobbers, keychain, scissors, flashlight, caramel corn, coozies	Wisconsin Indian Head Country	15	Received at Fishing Opener during National T	5/3/2019	Department of Tourism
Stress ball, mints, magnet, wine glass, honey, maple syrup	St. Croix County Tourism	20	Received on Polk County familiarization tour	9/25/2019	Department of Tourism
Towel, Print, recipe book, ornament, mint	The History Center, Washington County	30	Received at the Wausau/Central WI Tourism	4/24/2019	Department of Tourism
Baseball cap, beach towel, fleece picnic bl	Greater Mauston Tourism Association	40	Received on Mauston familiarization tour	7/18/2019	Department of Tourism
Book, mug, coasters	SC Johnson	25	Received at site visit and tour	9/5/2019	Department of Tourism
Museum Books	Leigh Yawkey Art Museum	40	Received after site visit and tour	5/1/2019	Department of Tourism
Spiral notepad	Jessica Cavezos	15	Mailed after a meeting	12/1/2019	Department of Tourism
Baseball Cap from VISIT Superior	VISIT Superior	10	Received during National Travel and Tourism	5/5/2019	Department of Tourism
		104,502			

• Note that, for greater transparency, the Department has chosen to include the information at lines 95-247 pertaining to Department staff that may not consistently have been included in the Department's prior annual Activities Report.

• Note also that any items or services of value received by any of the three department appointees (Secretary-designee, Deputy and Communications Director) are, consistent with prior practice, set forth in their EIS submissions of this same date and to satisfy Wis. Stats. sections 19.42 (1) and 19.575. Although the EIS statements do not require inclusion of items having a value less than \$50, they are included in the appointees' EIS for completeness.