

**WISCONSIN DEPARTMENT  
OF TOURISM**

**Activities Report for January  
1, 2020 through December  
31, 2020**

<b>Item/Service Provided</b>	<b>Name of Donor/Vendor</b>	<b>Value</b>	<b>Goal/Purpose/Notes</b>	<b>Date Received</b>	<b>Recipient</b>
Bike Rental (7)	Electric Bicycling - Comped		70 Winter Adventure FAM tour	Feb. 7-10	Turner PR
6 rooms rooms for 1 night	Best Western Premier Park Hotel -	134/person/night	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Dinner (7)	The Avenue Club - Visit Madison	25/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Breakfast for (7)	Manna Café - Visit Madison	15/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
7 rooms for 1 night	Hotel Retlaw - Lake Winnebago	134/person/night	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Cars into state park (2)	Candle Light Hike - Comped	8/car	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Dinner (7)	The Fox and Hound Supper Club -	50/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Breakfast (7)	Jazzmine's Brasserie - Lake Winnebago Region CVB	15/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Lunch (7)	Thelmas - Lake Winnebago Region	20/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Tasting & Cheese Sampling (7)	Ledgerock Distillery & LaClare Family Creamery - Comped	20/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Drinks and snacks (7)	The American Club, The Horse & Plow - Comped	20/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Dinner (7)	Duke of Devon on the Boardwalk - Visit Sheboygan	50/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
7 rooms for 1 night	Blue Harbor Resort - Visit	179/person/night	Winter Adventure FAM tour	Feb. 7-10	Turner PR
SUP rentals, Wetsuit, boots + gloves (5)	Surfing + Paddle Boarding on Lake Michigan- Comped	54/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
5 tickets	Snowtubing at Sunburst Moutain-	20/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Lunch (7)	Sunburst Moutain - Comped	20/person	Winter Adventure FAM tour	Feb. 7-10	Turner PR
Uber	Destination Madison	\$16.36	Alison Fox Media Influencer tour	March 13-16	Turner PR
Breakfast at Sardine	Destination Madison	\$30.00	Alison Fox Media Influencer tour	March 13-16	Turner PR
Drinks at En Vino	Destination Madison	\$20.00	Alison Fox Media Influencer tour	March 13-16	Turner PR
Dinner at Bar Corallini	Destination Madison	\$50.00	Alison Fox Media Influencer tour	March 13-16	Turner PR
Breakfast at Short Stack Eatery	Destination Madison	\$30.00	Alison Fox Media Influencer tour	March 13-16	Turner PR
Lunch at Graze	Destination Madison	\$30.00	Alison Fox Media Influencer tour	March 13-16	Turner PR
Fromagination	Destination Madison	\$18.97	Alison Fox Media Influencer tour	March 13-16	Turner PR
Sailing Excursion Discount	Superior Charters	478	Brian Clark Media Influencer tour	June 11-14	Turner PR

Round of golf (2)	Sand Valley Golf Resort	225/round	Drew Binsky & Lee Abbamonte Media Influencer tour; Influencers were comped a round of golf to share the experience with their large social media following as a form of	July 7-11	Turner PR
Round of golf (2)	Whistling Straits, Kohler Golf Course	485/round	Drew Binsky & Lee Abbamonte Media Influencer tour; Influencers were comped a round of golf to share the experience with their large social media following as a form of	July 7-11	Turner PR
2 Bedroom Suite	Inn on Woodlake	137/round	Drew Binsky & Lee Abbamonte Media Influencer tour; Influencers were comped a round of golf to share the experience with their large social media following as a form of	July 7-11	Turner PR
Round of golf (2)	Blackwolf Run Golf Course, Destination Kohler	355/round	Drew Binsky & Lee Abbamonte Media Influencer tour; Influencers were comped a round of golf to share the experience with their large social media following as a form of	July 7-11	Turner PR
Round of golf (2)	Erin Hills Golf Course	295/round	Drew Binsky & Lee Abbamonte Media Influencer tour; Influencers were comped a round of golf to share the experience with their large social media following as a form of	July 7-11	Turner PR
Door County Gift Card	Door County CVB	400	Jay Gentile Media Influencer tour	July 12-20	Turner PR
Tickets (6) (3 Children x 3 Adult)	Apostle Islands Cruises - 2020 Evening Grand Tour		Cassandra Brooklyn Media Influencer tour	Aug. 24-28	Turner PR
Half Day Kayaking Tour	Lost Creek Adventures Kayaking		Cassandra Brooklyn Media Influencer	Aug. 24-28	Turner PR
3 rooms for 1 night	Legendary Waters Resort & Casino	170/night	Cassandra Brooklyn Media Influencer	Aug. 24-28	Turner PR
1 room for 2 nights	Turner PR	110/night	Ramsey Quebin Media Influencer	September	Turner PR
Lunch at Graze	Turner PR	\$30.00	Ramsey Quebin Media Influencer	September	Turner PR
Dinner at Eno Vino	Turner PR	\$40.00	Ramsey Quebin Media Influencer	September	Turner PR
Breakfast at Edgewater Hotel	Turner PR	\$25.00	Ramsey Quebin Media Influencer	September	Turner PR
Lunch at 1919 Kitchen & Tap	Turner PR	\$25.00	Ramsey Quebin Media Influencer	September	Turner PR
Stay at Hotel Northland	Turner PR	\$125.00	Ramsey Quebin Media Influencer	September	Turner PR
Dinner at Angelina	Turner PR	\$40.00	Ramsey Quebin Media Influencer	September	Turner PR
Breakfast at Hotel Northland	Turner PR	\$25.00	Ramsey Quebin Media Influencer	September	Turner PR

1 room for 2 nights	American Club Cabins, Kohler	1500/night	Brandon Presser Media Influencer	November	Turner PR
Food and Beverage credit	American Club, Kohler	102.75	Brandon Presser Media Influencer	November	Turner PR
Bike Rental	American Club, Kohler	30	Brandon Presser Media Influencer	November	Turner PR
1 room for 2 nights	The Landmark Resort	88/night	Cheryl Eugino Media Influencer Tour	Oct. 31-Nov. 3	Turner PR
Dinner (5)	The White Gull Inn	20/person	Cheryl Eugino Media Influencer Tour	Oct. 31-Nov. 3	Turner PR
Door County Gift Card	Door County CVB	400	Cheryl Eugino Media Influencer Tour	Oct. 31-Nov. 3	Turner PR
Media Discount	Candlewood Cabins	800	Nicole Schnitzler Media Influencer	November	Turner PR
Dinner with local tourism partners	Schreiner's Restaurant	15	Experience by Regional Tourims Specialist while staffing events and performing other job duties at event	1/23/20	NE Regional Tourism Specialist
Lunch with local tourism partners	Max's Bistro	20	Experience by Regional Tourims Specialist while staffing events and performing other job duties at event	1/24/20	NE Regional Tourism Specialist
Dinner with Polk County Tourism Committee	Polk County Tourism Committee	10	Experience by Regional Tourims Specialist while staffing events and performing other job duties at event	2/5/20	NW Regional Tourism Specialist
Reception with Hudson Hot Air Affair Pilots	Hudson Hot Air Affair Committee	20	Experience by Regional Tourism Specialist at event with industry	2/7/20	NW Regional Tourism Specialist
Lunch at the Fat Bike Birkie event	American Birkebeiner Ski Foundation	10	Experience by Regional Tourims Specialist while staffing events and performing other job duties at event	3/7/20	NW Regional Tourism Specialist
Dinner with Turtle Lake Area Chamber	Turtle Lake Area Chamber	15	Experience by Regional Tourims Specialist while staffing events and performing other job duties at event	8/6/20	NW Regional Tourism Specialist
Dinner with Trempealeau Chamber members	Trempealeau Chamber	20	Experience by Regional Tourims Specialist while staffing events and performing other job duties at event	10/13/20	NW Regional Tourism Specialist
Green fees and cart fees for video production: 4 golfers, 8 crew (didn't play full round, only	University Ridge	300	Admission: video & photo shoot for promotional materials	8/4/20	Tourism, Pop Pop Digital
Green fees and cart fees for video production: 5 golfers, 6 crew (didn't play full round, only	Sand Valley	2575	Admission: video & photo shoot for promotional materials	8/12/20	Tourism, Pop Pop Digital
Green fees and cart fees for video production: 4 golfers, 8 crew (didn't play full round, only	Sentry World	540	Admission: video & photo shoot for promotional materials	8/12/20	Tourism, Pop Pop Digital

Green fees and cart fees for video production: 5 golfers, 5 crew (didn't play full round, only Blackwolf Run		3000	Admission: video & photo shoot for promotional materials	8/18/20	Tourism, Pop Pop Digital
Green fees and cart fees for video production: 5 golfers, 5 crew (didn't play full round, only Whistling Straits		4100	Admission: video & photo shoot for promotional materials	8/18/20	Tourism, Pop Pop Digital
Green fees and cart fees for video production: 4 golfers, 6 crew (didn't play full round, only Erin Hills		1280	Admission: video & photo shoot for promotional materials	8/24/20	Tourism, Pop Pop Digital
Green fees and cart fees for video production: 4 golfers, 6 crew (didn't play full round, only Geneva National		1140	Admission: video & photo shoot for promotional materials	8/25/20	Tourism, Pop Pop Digital
Green fees and cart fees for video production: 4 golfers, 8 crew (didn't play full round, only Grand Geneva		356	Admission: video & photo shoot for promotional materials	8/25/20	Tourism, Pop Pop Digital
Green fees and cart fees for video production: 4 golfers, 8 crew (didn't play full round, only Thornberry Creek		236	Admission: video & photo shoot for promotional materials	8/26/20	Tourism, Pop Pop Digital
Entry and lift passes for photo and video production (5)	Alpine Valley Resort	250	Admission: video & photo shoot for promotional materials	1/23/20	Tourism, Pop Pop Digital, Rachel
Media Passes for Birkie (2)	Birkebeiner	value unknown	Admission: video & photo shoot for promotional materials	2/21/20	Pop Pop Digital
State Park Enter (5)	Kohler-Andrae State Park	5/person	Admission: photo shoot for	8/18/20	Tourism, Rachel
Media Passes for WinterFest (3)	Lake Geneva CVB	value unknown	Admission: video & photo shoot for promotional materials	2/1/20	Tourism, Pop Pop Digital
UTV rental provided for fall 2022 campaign content capture	WATVA - Randy Harden	800	Items for talent for use in video & photo shoot promotional materials	10/7/20	Tourism, Hiebing
Wardrobe rentals for summer and fall 2022 campaign content	Duluth Trading Co.	200	Items for talent for use in video & photo shoot promotional materials	9/7/20	Tourism, Hiebing
Wardrobe for summer and fall 2022 campaign content capture	Vortex	100	Items for talent for use in video & photo shoot promotional materials	9/7/20	Tourism, Hiebing
Prop items for summer and fall 2022 campaign content capture	GoMacro	80	Product used for video & photo promotional materials	9/7/20	Tourism, Hiebing
Kayak, paddle and lifejacket rentals for summer and fall 2022 campaign content capture	Johnson Outdoors	200	Items for talent for use in video & photo shoot promotional materials	9/7/20	Tourism, Hiebing
Pontoon rental for fall 2022 campaign content capture	Montego Bay Pontoons	1000	Product used for video & photo promotional materials	10/7/20	Tourism, Hiebing

Fishing rod rentals for fall 2022 campaign content capture	St. Croix Rods	400	Product used for video & photo promotional materials	10/7/20	Tourism, Hiebing
Kayak and SUP paddle rentals for summer and fall 2022	Bending Branches	300	Product used for video & photo promotional materials	9/7/20	Tourism, Hiebing
Bontrager Helmet rentals for summer 2022 campaign content	Trek	180	Items for talent for use in video & photo shoot promotional materials	9/7/20	Tourism, Hiebing
Bublr Bike rentals for summer 2022 campaign content capture	Trek/Bublr	144	Items for talent for use in video & photo shoot promotional materials	9/7/20	Tourism, Hiebing
Wardrobe for summer and fall 2022 campaign content capture	Wheel & Sprocket, Trek	120	Items for talent for use in video & photo shoot promotional materials	9/7/20	Tourism, Hiebing
4-bike bike rack for summer 2022 campaign content capture	Saris	800	Product used for video & photo promotional materials	9/7/20	Tourism, Hiebing
Wardrobe for summer and fall 2022 campaign content capture	Harley-Davidson	120	Items for talent for use in video & photo shoot promotional materials	9/7/20	Tourism, Hiebing
box	Coraggio	30	from home	March	Tourism
		<b>\$33,856</b>			

• **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.**