

WISCONSIN DEPARTMENT OF TOURISM

Activities Report for January 1, 2024 through December 31, 2024

Item/Service Provided	Name of Donor/Vendor	Value	Goal/Purpose/Notes	Date Received	Recipient
Admission to Milwaukee Public Market	Visit Milwaukee	\$50.00	Jared Ranahan January Familiarization Tour	1/1/24	Turner
Overnight accomodation at the Trade (3 nights)	Visit Milwaukee	\$507.00	Jared Ranahan January Familiarization Tour	1/1/24	Turner
Entry and appetizer	Lakefront Brewery	\$22.00	Jared Ranahan January Familiarization Tour	1/1/24	Turner
Drinks at Pufferfish	Hotel Metro Milwaukee	\$30.00	Jared Ranahan January Familiarization Tour	1/1/24	Turner
Dinner	Movida	\$40.00	Jared Ranahan January Familiarization Tour	1/1/24	Turner
Entry to Best Place History Tour	Pabst Brewing Co	\$14.00	Jared Ranahan January Familiarization Tour	1/1/24	Turner
Dinner	Birch and Visit Milwaukee	\$16.65	Jared Ranahan January Familiarization Tour	1/1/24	Turner
Beverages	Bryant's Cocktail Lounge	\$30.00	Jared Ranahan January Familiarization Tour	1/1/24	Turner
Entry for two and appetizer	Lakefront Brewery	\$34.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Drinks	Apertivo	\$30.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Half of meal	Ester Ev	\$180.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Beverages	Central Standard	\$30.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Meal	Visit Milwaukee	\$50.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Overnight accomodation at the Pfister	Visit Milwaukee	\$600.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Breakfast	Tre Rivali	\$30.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Entry	Milwaukee Art Museum	\$34.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Lunch	Lake Park Bistro	\$70.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Wolf Pack Adventures ice fishing excursion	Destination Lake Winnebago	\$400.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Breakfast at The Diner	Destination Lake Winnebago	\$30.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Dinner at Roepke's	Destination Lake Winnebago	\$100.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Lunch at The Cellar	Destination Lake Winnebago	\$50.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Overnight accomodation at Hotel Retlaw	Destination Lake Winnebago	\$300.00	Rebecca Toy January Familiarization Tour	1/1/24	Turner
Chinese New Year calendar, stuffed toy	Mailed gift	\$25.00	Consulate General of The People's Republic of China in Chicago	1/24/24	Travel Wisconsin
Gift cards (5) to Milwaukee Public Market	Visit Milwaukee	\$250.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Drinks and 30% off at Agency Mocktail/Cocktail	Visit Milwaukee	\$150.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Breakfast at Mi Casa Su Café	Mi Casa Su Cafe - VISIT Milwaukee paid	\$200.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
experience	Bartolotta Group	\$600.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Tours for 7, appetizers at Lakefront Brewery	Visit Milwaukee	\$225.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Tasting menu for 3	EsterEv	\$200.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Coffee, scones for 8	Pilcrow Coffee	\$120.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Entry for 7 to Milwaukee Art Museum	Visit Milwaukee	\$140.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Spirits	Dancing Goat Distillery Tour	\$500.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Overnight accomodations discount	Seven Acre Dairy - media rate	\$300.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Meal discount	The Harvey House - discount	\$750.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Overnight accomodations discount	Saint Kate Hotel - media rate	\$350.00	Beyond Dairyland February Group Familiarization Tour	2/1/24	Turner
Entry and lift ticket for two	Mt. La Crosse	\$120.00	Joe Sexton February Familiarization Tour	2/1/24	Turner
Meals, accomodations and activities	Visit Bayfield	\$1,000.00	Kikkan Randall February Familiarization Tour	2/1/24	Turner
Hotel media rate (20% off)	Kinn Guesthouse	\$225.00	Carrie Bell March Familiarization Tour	3/1/24	Turner
Dinner for two at DanDan	Visit Milwaukee	\$100.00	Carrie Bell March Familiarization Tour	3/1/24	Turner
The New Fashioned event	Visit Milwaukee	\$40.00	Carrie Bell March Familiarization Tour	3/1/24	Turner
Cranberries	Wisconsin State Cranberry Growers Association	\$5.00	Jacqueline Kehoe March Familiarization Tour	3/1/24	Turner
3 Sheeps Explorer Pack	3 Sheeps Brewery	\$20.00	Jacqueline Kehoe March Familiarization Tour	3/1/24	Turner
Bag	Duluth Trading Co.	\$25.00	Jacqueline Kehoe March Familiarization Tour	3/1/24	Turner
Cranberries	Wisconsin State Cranberry Growers Association	\$5.00	Jennifer Billock March Familiarization Tour	3/1/24	Turner
3 Sheeps Explorer Pack	3 Sheeps Brewery	\$20.00	Jennifer Billock March Familiarization Tour	3/1/24	Turner
Bag	Duluth Trading Co.	\$25.00	Jennifer Billock March Familiarization Tour	3/1/24	Turner
Cranberries	Wisconsin State Cranberry Growers Association	\$5.00	Kristine Hansen March Familiarization Tour	3/1/24	Turner
3 Sheeps Explorer Pack	3 Sheeps Brewery	\$20.00	Kristine Hansen March Familiarization Tour	3/1/24	Turner
Bag	Duluth Trading Co.	\$25.00	Kristine Hansen March Familiarization Tour	3/1/24	Turner
Overnight accomodation	Edgewater Hotel	\$150.00	Marcea Cazel May Familiarization Tour	3/1/24	Turner
Service	Citrus Pedicure Explosion	\$90.00	Marcea Cazel May Familiarization Tour	3/1/24	Turner
Overnight accomodation	The American Club	\$800.00	Marcea Cazel May Familiarization Tour	3/1/24	Turner
Cranberries	Wisconsin State Cranberry Growers Association	\$5.00	Molly O'Brien March Familiarization Tour	3/1/24	Turner
3 Sheeps Explorer Pack	3 Sheeps Brewery	\$20.00	Molly O'Brien March Familiarization Tour	3/1/24	Turner
Bag	Duluth Trading Co.	\$25.00	Molly O'Brien March Familiarization Tour	3/1/24	Turner

Coffee	Anodyne Coffee	\$20.00 Molly O'Brien March Familiarization Tour	3/1/24 Turner
Lunch	Red Cedar Watershed Conference Committee	\$12.00 Attendance at event & delivered remarks on behalf of the Office of Outdoor Recreation	3/14/24 Cassie Mordini
Appetizers	Visit Milwaukee	\$23/person Networking at premiere of Top Chef	3/20/24 Various Department of Tourism Staff
Half of meals, accommodations and activities	Green County	\$1,000.00 Monica Leon April Familiarization Tour	4/1/24 Turner
Entrance	Food + Farm Exploration Center	\$12/person Site of the April Wisconsin Council on Tourism Meeting	4/9/24 Various Department of Tourism Staff
Lunch and event registration	Wisconsin ATV/UTV Association	\$25.00 Attendance at event & delivered remarks on behalf of the Office of Outdoor Recreation	4/13/24 Cassie Mordini
Entry and tour	Yerkes Observatory	\$43.00 Represent the Department of Tourism and build relationships	4/20/24 Anne Sayers
Entry and tour	Taliesin	\$98.00 Represent the Department of Tourism and build relationships	4/22/24 Anne Sayers
Tour and admission	Harley Davidson Museum	\$40.00 Adam Waxman May Familiarization Tour	5/1/24 Turner
Tour	Marieke Gouda	\$15.00 Adam Waxman May Familiarization Tour	5/1/24 Turner
Horseback riding and Tour	Wegmueller Farm	\$130.00 Adam Waxman May Familiarization Tour	5/1/24 Turner
Room Discount	AC Hotel Madison	\$150.00 Brian Cicioni May Familiarization Tour	5/1/24 Turner
Destination Madison covered	Cafe Coda Jazz Ticket	\$20.00 Brian Cicioni May Familiarization Tour	5/1/24 Turner
Room Discount	Brewhouse Inn and Suites	\$340.00 Brian Cicioni May Familiarization Tour	5/1/24 Turner
Appetizers and drinks for two	The Getaway	\$100.00 Renee Koontz May Familiarization Tour	5/1/24 Turner
25% standard room rate	The Ridge Hotel	\$50.00 Renee Koontz May Familiarization Tour	5/1/24 Turner
Gift bag	Visit Lake Geneva	\$25.00 Renee Koontz May Familiarization Tour	5/1/24 Turner
The Dance Floor entry, food and drinks for two	Geneva National Resort & Club	\$150.00 Renee Koontz May Familiarization Tour	5/1/24 Turner
Dinner	Northwest Wisconsin	\$23.00 Attendance at event & delivered remarks on behalf of the Office of Outdoor Recreation	5/3/24 Cassie Mordini
Lunch, bike jersey	Green Bay Packers	\$100.00 Attendance at event & delivered remarks on behalf of the Office of Outdoor Recreation	5/14/24 Cassie Mordini
Entry to Baird Center Grand Opening Gala	Visit Milwaukee	value inconclusive Represent the Department of Tourism and build relationships	5/16/24 Anne Sayers & Maria Van Hoorn
Tote, t-shirt, candle, snacks, mug, candle	NTTW Fam visit	\$60.00 Rooted in Red	5/21/24 Anne Sayers
Pedal to the draft' jersey and handoff football	NTTW Fam visit	\$50.00 Green Bay Packers	5/22/24 Anne Sayers
Lunch and event registration	Visit Wausau	\$25.00 Attendance at event & delivered remarks on behalf of the Office of Outdoor Recreation	5/22/24 Cassie Mordini
Lunch and event registration	Visit Wausau	\$25.00 Attendance at event & delivered remarks on behalf of the Office of Outdoor Recreation	5/22/24 Taylor Foster
Entry	Wizard Quest	\$120.00 Courtney Fries June Familiarization Tour	6/1/24 Turner
Entry	Mt. Olympus	\$120.00 Courtney Fries June Familiarization Tour	6/1/24 Turner
Service	Sundara Spa	\$370.00 Courtney Fries June Familiarization Tour	6/1/24 Turner
Ticket	Original Wisconsin Ducks Boat Tour	\$120.00 Courtney Fries June Familiarization Tour	6/1/24 Turner
Dinner	DanDan Restaurant	\$30.00 Lina Abascal June Familiarization Tour	6/1/24 Turner
Tour	Burnham Block	\$15.00 Lina Abascal June Familiarization Tour	6/1/24 Turner
8 gift cards for journalists/staff	Third Street Market Hall - VISIT Milwaukee Gift Card	\$200.00 MICE Group Familiarization Tour	6/1/24 Turner
7 people	Collectivo Coffee - Covered by Visit Milwaukee	\$150.00 MICE Group Familiarization Tour	6/1/24 Turner
Dinner + Drinks for 6	DanDan - covered by Visit Milwaukee	\$1,000.00 MICE Group Familiarization Tour	6/1/24 Turner
7 people for admission	Harley Davidson Museum	\$140.00 MICE Group Familiarization Tour	6/1/24 Turner
6 people	Fromagination - cheese boxes covered by team	\$330.00 MICE Group Familiarization Tour	6/1/24 Turner
Lunch for 8	Wild Rock Clubhouse - comped by their team	\$400.00 MICE Group Familiarization Tour	6/1/24 Turner
\$50 discount per room at 8 rooms	Edgewater media rate - discount from Edgewater	\$400.00 MICE Group Familiarization Tour	6/1/24 Turner
Indycar lap experience	Milwaukee Mile	value inconclusive Represent the Department of Tourism and build relationships	6/10/24 Anne Sayers
Discounted accommodations	Wild Rice Retreat	\$160.00 NATOW Conference and local Familiarization Tours	6/13/24 Anne Sayers & Maria Van Hoorn
Overnight accommodations	The Dorr Hotel	\$196.00 Represent the Department of Tourism at local familiarization events	6/20/24 Anne Sayers
Entry and tour	Taliesin	98/person Represent the Department of Tourism at local familiarization events	6/24/24 Department of Tourism staff
Print, cookies	Taliesin	17/person Represent the Department of Tourism at local familiarization events	6/24/24 Department of Tourism staff
Entry	Wisconsin State Fair	\$17.00 Represent the Department of Tourism and build relationships	8/9/24 Maria Van Hoorn
Boat ride and appetizers	Milwaukee County Executive	value inconclusive Represent the Department of Tourism and build relationships	8/17/24 Anne Sayers & Maria Van Hoorn
Lunch	Hyvee & Milwaukee Mile	12/person Represent the Department of Tourism and build relationships	8/29/24 Anne Sayers & Melissa Sabel
Wisconsin wine bottle holder and wine	Ag Tourism Stops	\$30.00 Nokomis Cranberries	9/30/24 Anne Sayers
Food and drink props for photo/film shoot	Northern Waters Distillery	\$150.00 Items for talent for use in video & photo shoot promotional materials	10/2/24 Tourism Talent
Food and drink props for photo/film shoot	Norwood Pines Supper Club	\$120.00 Items for talent for use in video & photo shoot promotional materials	10/2/24 Tourism Talent
Drink props for photo/film shoot	Bottled Bean	\$15.00 Items for talent for use in video & photo shoot promotional materials	10/3/24 Tourism Talent
Napkins, table signage for IMEX Tradeshow	Dairy Farmers of Wisconsin	\$20.00 Tradeshow enhancements	10/3/24 Sara Brish
Discounted service for photo/film shoot	Private Chef Luke	\$655.00 Video & photo shoot for promotional materials	10/3/24 Tourism Talent
ATV rentals for photo/film shoot	Area 31	\$650.00 Items for talent for use in video & photo shoot promotional materials	10/4/24 Tourism Talent
Lunch	Oneida County Leadership Council	\$12.00 Presentation at industry stakeholder event	10/10/24 Specialist
Dinner	Turner Media	\$25.00 Oneida Familiarization tour	10/15/24 Ann Deuser
Dinner	Turner Media	\$25.00 Oneida Familiarization tour	10/15/24 Specialist
Dinner	Oneida Tribe/Turner	\$10.00 Oneida Familiarization tour hosted tribal lunch	10/16/24 Ann Deuser
Dinner	Oneida Tribe/Turner	\$10.00 Oneida Familiarization tour hosted tribal lunch	10/16/24 Specialist
Hat	Fam stop	\$25.00 Sand Valley	10/18/24 Anne Sayers

Lunch for two & ATV ride	Wisconsin ATV/UTV Association	\$24.00 Outdoor Recreation	10/18/24 Cassie Mordini & Anne Sayers
Coffee, candle, soap, mix	Destinations Wisconsin Fall Conferene	\$38.00 Fox Cities CVB	11/14/24 Anne Sayers
Logo insulated bag at tradeshow	4Imprint	\$5.00 Represent the Department of Tourism at tradeshow and build relationships	11/14/24 Ann Deuser
Entry	Paine Art Center and Gardens	\$16.00 Represent the Department of Tourism and build relationships	12/13/24 Maria Van Hoorn
Lunch	Wisconsin Historical Society	\$5.00 Guest speaker at event with industry stakeholders	12/13/24 Ann Deuser
Lunch	Wisconsin Historical Society	\$5.00 Guest speaker at event with industry stakeholders	12/13/24 SE Tourism Development Specialist
Assorted cheeses	Dairy Farmers of Wisconsin	\$50.00 Mailed gift to the Department	12/14/24 Travel Wisconsin
Maple Syrup	Delaney Event Management	\$50.00 Mailed gift to the Department	12/16/24 Travel Wisconsin
Racine Kringle	Good Karma Brands	\$30.00 Mailed gift to the Department	12/15/24 Travel Wisconsin
Cookies, candle, honey (4 boxes)	Source 10	\$120.00 Mailed gift to the Department	12/22/24 Maria Van Hoorn
Olive Oil	Bartolotta Group	\$50.00 Mailed gift to the Department	12/30/24 Anne Sayers & Craig Trost
		\$20,999.65	
<p>Turner recipient donations of goods and services were donated for press tours and were utilized by non department employees in furtherance of their work for the Department, thus reducing the cost to the state.</p>			
<p>received by any of the three department appointees (Secretary, 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.</p>			