

WISCONSIN DEPARTMENT OF TOURISM

Activities Report for January 1, 2025 through December 31, 2025

Ice skate rentals	Pettit Center (Milwaukee)	\$ 175.00	Items for talent for use in video & photo shoot promotional materials	1/15/25	Tourism Talent & Crew
Lift tickets	Granite Peak	\$ 900.00	Admission: video & photo shoot for promotional materials	1/17/25	Tourism Talent & Crew
Gear rental	Granite Peak	\$ 650.00	Items for talent for use in video & photo shoot promotional materials	1/17/25	Tourism Talent & Crew
Food and drink props	Lemongrass	\$ 350.00	Product used for video & photo promotional materials	1/17/25	Tourism Talent
Drink props and coffee class admission	The Pinery	\$ 45.00	Product used for video & photo promotional materials	1/18/25	Tourism Talent
Tubing passes	Sylvan Hill	\$ 143.00	Admission: video & photo shoot for promotional materials	1/18/25	Tourism Talent & Crew
Food and drink props	Chocolate Cafe	\$ 55.00	Product used for video & photo promotional materials	1/18/25	Tourism Talent
Food and drink props	Velveteen Plum	\$ 155.39	Product used for video & photo promotional materials	1/19/25	Tourism Talent
Media Rate	Mineral Point Hotel	\$ 100.00	Cori Hanna Familiarization Tour	1/24/25	Turner
Discount on pottery	Globe Clay Center	\$ 50.00	Cori Hanna Familiarization Tour	1/24/25	Turner
Discount on skis	Tyrol Basin	\$ 50.00	Cori Hanna Familiarization Tour	1/24/25	Turner
Wolf-tracking experience	Wolf Tracking	\$ 50.00	Alexandra Owens Familiarization Tour	2/1/25	Turner
Lunch	Manawa Snodeo	\$ 12.00	Attend event on behalf of the Office of Outdoor Recreation and meet with stakeholders	2/15/25	Cassie Mordini
Bike rentals	New Moon Ski & Bike	\$ 600.00	Items for talent for use in video & photo shoot promotional materials	2/20/25	Tourism Talent
Ice fishing gear & guide service	Mike Best Guide Service	\$ 650.00	Video & photo shoot for promotional materials	2/22/25	Tourism Talent
Snowmobile rental	Hayward Power Sports	\$ 900.00	Items for talent for use in video & photo shoot promotional materials	2/22/25	Tourism Talent
Dinner	Turner PR	\$ 80.00	Remarks at travel journalist familiarization tour	2/25/25	Anne Sayers & Maria Van Hoorn
Cooking gift box	Bartolotta Group	\$ 40.00	Gift received by the Department	2/25/25	Anne Sayers
Accommodations (2 nights)	The Dylin	\$ 500.00	Rachel Chang Familiarization Tour	3/1/25	Turner
Concert ticket	Taliesin	\$ 50.00	Rachel Chang Familiarization Tour	3/1/25	Turner
Dinner, Light Show, & Accommodations	The Dells	\$ 250.00	Rachel Chang Familiarization Tour	3/1/25	Turner
Accommodations (2 nights), basketball game, dinner, spa treatment	Visit Milwaukee	\$ 750.00	Rachel Chang Familiarization Tour	3/1/25	Turner
Media Rate (~\$200 discount)	The Park Hotel	\$ 400.00	Matt Kirouc Familiarization Tour	3/1/25	Turner
Gift Card for dinner at Lucille's	Destination Madison	\$ 50.00	Matt Kirouc Familiarization Tour	3/1/25	Turner
Gift Card for dinner at Tornado Steak House	Destination Madison	\$ 50.00	Matt Kirouc Familiarization Tour	3/1/25	Turner
Accommodations	Kohler	\$ 500.00	Emma John Familiarization Tour	3/1/25	Turner
F&B Credit	Kohler	\$ 250.00	Emma John Familiarization Tour	3/1/25	Turner
Media Rate Accommodations for 3 nights	The Dorr Hotel	\$ 500.00	Emma John Familiarization Tour	3/1/25	Turner
Lunch	Destination Door County	\$ 30.00	Emma John Familiarization Tour	3/1/25	Turner
Ferry ride	Destination Door County	\$ 15.00	Emma John Familiarization Tour	3/1/25	Turner
Accommodation for 1 night	Visit Sheboygan	\$ 200.00	Emma John Familiarization Tour	3/1/25	Turner
Accommodation for 1 night	Pfister Hotel	\$ 300.00	Emma John Familiarization Tour	3/1/25	Turner
Hot Spell Sauna, Dinner at Bacchus	Visit Milwaukee	\$ 100.00	Emma John Familiarization Tour	3/1/25	Turner
Accommodations	Visit Eau Claire	\$ 200.00	Stacy Brooks Familiarization Tour	3/1/25	Turner
Accommodations	Discover Green Bay	\$ 400.00	Stacy Brooks Familiarization Tour	3/1/25	Turner
Lambeau Field/Hall of Fame Stadium Tour	Green Bay Packers	\$ 50.00	Stacy Brooks Familiarization Tour	3/1/25	Turner
Media rate/breakfast voucher	The Charmant Hotel	\$ 200.00	Todd Walker Familiarization Tour	3/1/25	Turner
Ride from Amtrak, media rate spa treatment	Sundara Spa	\$ 200.00	Todd Walker Familiarization Tour	3/1/25	Turner
Door County Gift Bag (Media)	Door County Premier Media Gift	\$ 54.00	Holiday Movie Familiarization Tour	4/1/25	Turner
Meal discount	Avii	\$ 100.00	Young, Wild & Well Familiarization Tour	4/1/25	Turner
Discounted Hotel Rate	The Pfister Hotel	\$ 600.00	Young, Wild & Well Familiarization Tour	4/1/25	Turner
Discounted Rate	Discourse Coffee	\$ 15.00	Young, Wild & Well Familiarization Tour	4/1/25	Turner
Discounted Hotel Rate	The Stella Hotel & Ballroom	\$ 150.00	Young, Wild & Well Familiarization Tour	4/1/25	Turner
Cherries for giftbags	Door County	\$ 250.00	AFAR Editorial Retreat	4/1/25	Turner
Chocolate for giftbags	Indulgence Chocolatiers	\$ 400.00	AFAR Editorial Retreat	4/1/25	Turner
Popcorn for giftbags	Lush Popcorn	\$ 300.00	AFAR Editorial Retreat	4/1/25	Turner
Admission	Milwaukee Public Art Museum	\$ 324.00	AFAR Editorial Retreat	4/1/25	Turner
Hats, mugs, caps	Henry Outfitters	\$ 113.00	Gift received by the Department	4/7/25	Office of Outdoor Recreation
15 complimentary admission tickets	Milwaukee Art Museum	\$ 405.00	Gift received by the Department	4/21/25	Heidi Schultz
Hall of Fame Entrance (4)	Green Bay Packers	\$ 120.00	NFL Draft Familiarization Tour	4/22/25	Turner
Milwaukee Bucks Ticket (4)	Visit Milwaukee	\$ 200.00	NFL Draft Familiarization Tour	4/22/25	Turner
Accommodations	Cobblestone Hotel, De Pere	\$ 3,750.00	NFL Draft Familiarization Tour	4/22/25	Turner

Admission	Harley Davidson Museum	\$ 40.00	Tasia Familiarization Tour	4/22/25	Turner
Admission	Milwaukee Art Museum	\$ 38.00	Tasia Familiarization Tour	4/22/25	Turner
Admission	Bobble Head Museum	\$ 10.00	Tasia Familiarization Tour	4/22/25	Turner
Tour	Miller Brewing Company	\$ 40.00	Tasia Familiarization Tour	4/22/25	Turner
Gift Card	3rd Street Market Hall	\$ 50.00	Tasia Familiarization Tour	4/22/25	Turner
Media Rate	The Iron Horse	\$ 100.00	Tasia Familiarization Tour	4/22/25	Turner
Tour & X Golf Experience	American Family Field	\$ 100.00	Tasia Familiarization Tour	4/22/25	Turner
Morning brunch experience	Kohler	\$ 50.00	Tasia Familiarization Tour	4/22/25	Turner
Packers Hall of Fame Tour	Discover Green Bay	\$ 20.00	Tasia Familiarization Tour	4/22/25	Turner
VIP Tent Experience x2	Lodge Kohler	\$ 350.00	Tasia Familiarization Tour	4/22/25	Turner
Admission	Harley Davidson Museum	\$ 40.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Admission	Milwaukee Art Museum	\$ 38.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Admission	Bobble Head Museum	\$ 10.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Tour	Miller Brewing Company	\$ 40.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Gift Card	3rd Street Market Hall	\$ 50.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Media Rate	The Iron Horse	\$ 100.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Tour & X Golf Experience	American Family Field	\$ 100.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Morning brunch experience	Kohler	\$ 50.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Packers Hall of Fame Tour	Discover Green Bay	\$ 20.00	John & Mikaela Familiarization Tour	4/22/25	Turner
VIP Tent Experience x2	Lodge Kohler	\$ 350.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Tailgate Talk Live Luncheon	Visit Milwaukee	\$ 200.00	John & Mikaela Familiarization Tour	4/22/25	Turner
Discounted room + tee time	Destination Kohler	\$ 400.00	Mike & Joe Familiarization Tour	4/22/25	Turner
X Golf Experience at American Family Field	Visit Milwaukee	\$ 200.00	Mike & Joe Familiarization Tour	4/22/25	Turner
Admission (in Gift Bag)	Harley Davidson Museum	\$ 40.00	Mike & Joe Familiarization Tour	4/22/25	Turner
Admission (in Gift Bag)	Milwaukee Art Museum	\$ 38.00	Mike & Joe Familiarization Tour	4/22/25	Turner
Admission (in Gift Bag)	Bobble Head Museum	\$ 10.00	Mike & Joe Familiarization Tour	4/22/25	Turner
Tour (in Gift Bag)	Miller Brewing Company	\$ 40.00	Mike & Joe Familiarization Tour	4/22/25	Turner
Gift Card (in Gift Bag)	3rd Street Market Hall	\$ 50.00	Mike & Joe Familiarization Tour	4/22/25	Turner
VIP Tent Experience x2	Lodge Kohler	\$ 350.00	Mike & Joe Familiarization Tour	4/22/25	Turner
Hall of Fame Tour	Green Bay Packers	\$ 80.00	Mike & Joe Familiarization Tour	4/22/25	Turner
Entrance	Corporation	\$ 800.00	Represent the Department of Tourism and build relationships	4/23/25	Anne Sayers
Food samples	Taste of the Draft	\$ 30.00	Represent the Department of Tourism and build relationships	4/23/25	Anne Sayers
Taste of the Draft admission	GenYouth	\$ 200.00	Kay Adams Familiarization Tour	4/23/25	Turner
Hall of Fame Entrance for (5) \$20/person	Green Bay Packers	\$ 100.00	Admission: video & photo shoot for promotional materials	4/24/25	Tourism Talent
Dinner (\$23/person)	Green Bay Packers	\$ 92.00	Represent the Department of Tourism and build relationships	4/24/25	4 staff
Lunch (\$12/person)	Kohler	\$ 96.00	Represent the Department of Tourism and build relationships	4/24/25	10 staff members
Admission	Visit Milwaukee	\$ 27.00	Familiarization tour	5/1/25	Anne Sayers
T-shirt	Travel NW WI	\$ 20.00	Gift received by the Department	5/2/25	Northern Tourism Development Specialist
Cap, golf towel, tshirt, car safety tool	Northwest Wisconsin Tourism	\$ 30.00	Gift received by the Department	5/3/25	Anne Sayers
Cap, chili sauce, pickleball	Visit Eau Claire	\$ 30.00	Gift received by the Department	5/3/25	Anne Sayers
Ulta products	Sports Destinations Management	\$ 40.00	Gift received by the Department	5/5/25	Wisconsin Department of Tourism
T-shirts	Sauk Prairie CVB	\$ 25.00	Remarks at WI River Bridge Celebration	5/8/25	Anne Sayers
Lunch	Oneida County Tourism	\$ 11.00	Experience by Tourism Development Specialist at event with industry stakeholders	5/9/25	Northern Tourism Development Specialist
Accommodations	Oneida Hotel	\$ 458.00	Sarah Lohman Familiarization Tour	6/1/25	Turner
Media Rate	St James Social	\$ 200.00	Sarah Lohman Familiarization Tour	6/1/25	Turner
Media Rate, meal voucher	Saint Kate Hotel	\$ 150.00	Joe Yogerst Familiarization Tour	6/1/25	Turner
Tour, appetizer	Lakefront Brewery	\$ 25.00	Joe Yogerst Familiarization Tour	6/1/25	Turner
Meal	Bacchus meal	\$ 100.00	Joe Yogerst Familiarization Tour	6/1/25	Turner
Admission	Milwaukee Art Museum	\$ 27.00	Joe Yogerst Familiarization Tour	6/1/25	Turner
Tour	Monona Terrace Tour	\$ 5.00	Joe Yogerst Familiarization Tour	6/1/25	Turner
Media Rate	The Saddlery	\$ 150.00	Joe Yogerst Familiarization Tour	6/1/25	Turner
Dinner	Destination Madison	\$ 75.00	Joe Yogerst Familiarization Tour	6/1/25	Turner
Lily pad add-on	Powers Lake Boat Rental	\$ 50.00	Cortney Fries Familiarization Tour	6/1/25	Turner
Medallion necklace	Heilongjiang delegation	\$ 50.00	Gift received by the Department	6/3/25	Anne Sayers
Entry (30), snack and beverages	Cave of the Mounds	\$ 900.00	Staff retreat and partner visit	6/11/25	Department of Tourism staff
Hat, appetizers	Milwaukee World Festival, Inc.	\$ 30.00	Gift and food provided during speaking engagement	6/19/25	Maria Van Hoorn

E-bike Rental	Destination Madison	\$ 25.00	Hunter Prosper Familiarization Tour	6/20/25	Turner
Discount on Paddle Board Rental	Destination Madison	\$ 75.00	Hunter Prosper Familiarization Tour	6/20/25	Turner
Milwaukee Irish Fest tickets (10)	Milwaukee Irish Fest	\$ 230.00	Gift received by the Department	6/26/25	Anne Sayers
Tour	Ellsworth Creamery	\$ 25.00	Madelyn Varela Familiarization Tour	6/27/25	Turner
Tasting	Cheese Curd Festival	\$ 25.00	Madelyn Varela Familiarization Tour	6/27/25	Turner
Tour	Cedar Cove Cheese	\$ 25.00	Madelyn Varela Familiarization Tour	6/27/25	Turner
E-bike rental	Destination Madison	\$ 10.00	Madelyn Varela Familiarization Tour	6/27/25	Turner
Fromagination tasting	Destination Madison	\$ 50.00	Madelyn Varela Familiarization Tour	6/27/25	Turner
Lodging media rate	Chalet Landhaus Inn	\$ 200.00	Andrea Guthmann Familiarization Tour	7/1/25	Turner
Bicycle rental	Green County Chamber	\$ 25.00	Andrea Guthmann Familiarization Tour	7/1/25	Turner
Misc. local gifts	Door County Premier Media Gift	\$ 17.00	Kristine Hansen Familiarization Tour	7/1/25	Turner
Admission	Yerkes Observatory	\$ 45.00	Matthew Plowman Familiarization Tour	7/28/25	Turner
Admission	House on the rock	\$ 35.00	Matthew Plowman Familiarization Tour	7/28/25	Turner
Media Rate	The Wisconsin Hotel	\$ 100.00	Matthew Plowman Familiarization Tour	7/28/25	Turner
Discounted room and golf greens fee	Inn at SentryWorld	\$ 300.00	Alexandra Olaughlin Familiarization Tour	8/6/25	Turner
Discounted greens fee	Sand Valley Golf Course	\$ 50.00	Alexandra Olaughlin Familiarization Tour	8/6/25	Turner
Discounted room rate	Destination Kohler	\$ 35.00	Alexandra Olaughlin Familiarization Tour	8/6/25	Turner
Lunch (3 staff)	Hilton Appleton Paper Valley	\$ 36.00	Conference site visit and working meeting	9/8/25	3 staff
Jersey	Green Bay Packers	\$ 149.00	Gift received by the Department	9/9/25	Anne Sayers
Dinner	WHLA	\$ 23.00	Experience by Tourism Development Specialist at event with industry stakeholders	9/10/25	Marketing Tourism Development Specialist
Lunch (5 staff)	Green Bay Packers	\$ 60.00	Media event working meeting	9/10/25	5 staff
Dinner	Wisconsin Hotel & Lodging Association	\$ 23.00	Keynote remarks at industry event	9/10/25	Anne Sayers
Admission	Oktoberfest La Crosse	\$ 60.00	Best Date Food Familiarization Tour	9/27/25	Turner
Appetizer	SAGRA Food & Wine	\$ 15.00	Best Date Food Familiarization Tour	9/27/25	Turner
Lodging media rate	The Vue Hotel	\$ 268.00	Noctourism Group Familiarization Tour	10/1/25	Turner
Beverages	Dawn Manor Bar and Speakeasy	\$ 40.00	Noctourism Group Familiarization Tour	10/1/25	Turner
Admission (4)	Aquavia Lumina Experience	\$ 100.00	Noctourism Group Familiarization Tour	10/1/25	Turner
Admission (4)	Take Flight	\$ 60.00	Noctourism Group Familiarization Tour	10/1/25	Turner
Admission (4)	Wisconsin Ducks Boat Tour	\$ 160.00	Noctourism Group Familiarization Tour	10/1/25	Turner
Lodging at media rate	The Cove of Lake Geneva	\$ 200.00	Noctourism Group Familiarization Tour	10/1/25	Turner
Entrance	Yerkes Observatory	\$ 560.00	Noctourism Group Familiarization Tour	10/1/25	Turner
Appetizers	Bar Corallini	\$ 50.00	Noctourism Group Familiarization Tour	10/1/25	Turner
Admission (4)	Gleam Olbrich Botanical Gardens	\$ 80.00	Noctourism Group Familiarization Tour	10/1/25	Turner
Pin	Taliesin Preservation	\$ 25.00	Gift received by the Department	10/1/25	Anne Sayers
Lunch (3 staff)	WATVA	\$ 36.00	Remarks and participation at industry event	10/10/25	3 staff
Admission	Door County Maritime Museum	\$ 50.00	Kelly Larkin Familiarization Tour	10/11/25	Turner
Lunch (2 staff)	Menominee Tribe	\$ 12.00	State Tribal Consultation	10/14/25	Anne Sayers, Maria Van Hoorn
Gift Card	Visit Eau Claire	\$ 50.00	Clara Lopez Familiarization Tour	10/15/25	Turner
Discounted transportation	Visit Eau Claire	\$ 25.00	Clara Lopez Familiarization Tour	10/15/25	Turner
Discounted tour	Baraboo	\$ 25.00	Lindsay & Khail Familiarization Tour	10/17/25	Turner
Breakfast (2) and tour	Al Ringling B&B	\$ 100.00	Lindsay & Khail Familiarization Tour	10/17/25	Turner
Discounted experiences	Wisconsin Dells	\$ 75.00	Lindsay & Khail Familiarization Tour	10/17/25	Turner
Discounted experience	Ski-Hi Fruit Farm	\$ 35.00	Lindsay & Khail Familiarization Tour	10/17/25	Turner
Dinner	GLITC	\$ 23.00	Experience by Tourism Development Specialist at event with industry stakeholders	10/21/25	Northern Tourism Development Specialist
T-Shirt	GLITC	\$ 20.00	Gift received by the Department	10/21/25	Northern Tourism Development Specialist
Registration	Rails to Trails Conservancy	\$ 695.00	Attendance at event & delivered remarks on behalf of the Office of Outdoor Recreation	10/27/25	Cassie Mordini
Glass ornament	Bergstrom Mahler Museum of Glass	\$ 25.00	Gift received by the Department	11/20/25	Anne Sayers
Door County Gift Bag (Media)	Door County Premier Media Gift	\$ 17.00	Holiday Movie Premiere Familiarization Tour	12/1/25	Turner
Lake City Books gift card	Destination Madison	\$ 10.00	Gift received by the Department	12/2/25	Anne Sayers
Media Rate	High Point Inn	\$ 100.00	BestDateFood Familiarization Tour	12/11/25	Turner
Media Rate	The Washington House	\$ 50.00	BestDateFood Familiarization Tour	12/11/25	Turner
Media Rate	High Point Inn	\$ 100.00	Leah Inman Familiarization Tour	12/13/25	Turner
Cooking gift box	Bartolotta Restaurants	\$ 60.00	Gift received by the Department	12/15/25	Department of Tourism
Entry (30)	Olbrich Gardens	\$ 180.00	Staff retreat and partner visit	12/17/25	Department of Tourism staff
		\$ 28,375.39			

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.

Note also that any items or services of value 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.

Gifts received by state officials are transferred to the Department for official use or donation.