



October 21, 2019

Patrick E. Fuller
Assembly Chief Clerk
17 West Main Street, Room 401
Madison, Wisconsin 53703

Jeff Renk
Senate Chief Clerk
B20 South East, State Capitol
Madison, WI 53707

SUBJECT: FY 2019 Promotional Activities Report

Pursuant to s. 23.165(6) of the Wisconsin Statutes, the following report details the activities, receipts and disbursements for promotional activities for the fiscal year ending June 30, 2019.

Under section 23.165(3) of the Wisconsin statutes, the Department “*may promote, through the sale of merchandise or otherwise, advertise or otherwise publicize department programs, department publications, and all properties, lands, facilities, waterways, projects and other areas subject to the jurisdiction or control of the department.*”

Receipts from promotional activities in the Department are credited to appropriation s. 20.370 (8)(ir), which includes “*all moneys received from subscriptions and other revenues generated by promotional activities, photographs, slides, videotapes, artwork, publications, magazines and other periodicals, except the Wisconsin natural resources magazine, to be used for these promotional activities, photographs, slides, videotapes, artwork, publications and magazines and for educational and informational activities concerning conservation and the environment.*”

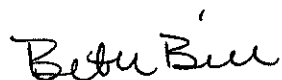
In FY 2019, the Department collected a total of \$136,974 in revenues, while spending a total of \$117,284. Expenditure activity throughout the year was primarily attributable to the following:


- Purchase and sale of maps, books and shirts in the Northern Highlands State Forest (NHAL)
- Purchase and sale of firewood in campgrounds to comply with state firewood rules that prohibit the transport of firewood on state properties from more than 10 miles.
- Publication of an annual report and sale of guide books, field guides and other literature related to reptiles & amphibians, whooping cranes, State Natural Areas, and invasive species.
- Activities related to the Wisconsin Bird Conservation Initiative, funded from the sale of Wisconsin’s *Important Bird Areas* book.
- Purchase and sale of merchandise at State Parks and Recreational Areas (e.g., coffee mugs, pins, t-shirts, books, patches, maps, etc.)

- Development of "Hunt Wild Wisconsin", a mobile hunting application for mapping, regulations, shooting hours, etc.
- Sale of Deer Management Assistance Program (DMAP) merchandise (e.g., hats, signs, etc.)

Please contact Paul Neumann at (608) 266-0818 or at paul.neumann@wisconsin.gov if you have any questions.

Sincerely,



 Preston D. Cole
Secretary

cc: Erin Ruby
Steven Little
Chris Babal
Jeff Stagg