

# Lobbying And Time Expenditures

2023-2024 Legislative Session

July-December 2024

**Scenic Wisconsin (formerly Citizens for a Scenic Wisconsin)**

| Description Of Totals And Expenditures       | Hours Communicating | Hours Other        | Dollars           |
|--|---------------------|--------------------|-------------------|
| <b>Lobbyists</b>                             | <b>14.00</b>        | <b>30.00</b>       | <b>\$1,900.00</b> |
| Self-Employed Lobbyist - No Firm or Org      |                     |                    | \$0.00            |
| Gary R Goyke                                 | 14.00               | 30.00              | \$1,900.00        |
| Comments:                                    |                     |                    |                   |
| <b>Non-Lobbyist Employees</b>                | <b>0.00</b>         | <b>0.00</b>        | <b>\$0.00</b>     |
| Comments:                                    |                     |                    |                   |
| <b>Overhead</b>                              |                     |                    | <b>\$0.00</b>     |
| <b>Payments to Officials<sup>2</sup></b>     |                     |                    | <b>\$0.00</b>     |
| <b>Travel and Living Expenses</b>            |                     |                    |                   |
| a) <b>Lobbyist Employees</b>                 |                     |                    | <b>\$1,900.00</b> |
| b) <b>Non-Lobbyist Employees</b>             |                     |                    | <b>\$0.00</b>     |
| <b>All Other Lobbying Expenses</b>           |                     |                    | <b>\$0.00</b>     |
| <b>Total Lobbying Time And Expenditures:</b> | <b>14.00 Hours</b>  | <b>30.00 Hours</b> | <b>\$1,900.00</b> |

| Allocation of Lobbying Effort   | Percent     |
|---|-------------|
| <b>Legislative Proposals</b>  | <b>40%</b>  |
| Assembly Bill 23  | 1 %         |
| Assembly Bill 446   | 10 %        |
| Assembly Bill 486   | 1 %         |
| Assembly Bill 603   | 1 %         |
| Senate Bill 14  | 1 %         |
| Senate Bill 18  | 1 %         |
| Senate Bill 413   | 1 %         |
| Senate Bill 443   | 20 %        |
| Senate Bill 467   | 2 %         |
| Senate Bill 584   | 2 %         |
| <b>Budget Bill Subjects</b>   | <b>0%</b>   |
| <b>Administrative Rulemaking Proceedings</b>  | <b>0%</b>   |
| <b>Topics Not Yet Assigned A Bill Or Rule Number</b>  | <b>50%</b>  |
| Scenic Wisconsin will work with local units of government throughout the state to eventually amend some WDOT rules and procedures dealing with non confirming billboards.                                   | 30 %        |
| CSW will work with the DATCP to help expand economic opportunities for additional sustainable farming in rural Wisconsin. We also will increase support for programs that promote agricultural tourism.     | 10 %        |
| We will begin to explore the idea of what might be called "Habitat Highways"...re-purposing some right of ways on the Wisconsin State Highway System. Just a concept for now but will begin doing research. | 10 %        |
| <b>Minor Efforts</b>  | <b>5%</b>   |
| <b>All Other Matters</b>  | <b>5%</b>   |
| <b>Total Reported Lobbying Effort:</b>  | <b>100%</b> |

Report Certified On: **Tuesday, January 28, 2025**

## **Certification and Electronic Signature**

I certify I am Gary Goyke and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Scenic Wisconsin (formerly Citizens for a Scenic Wisconsin).

I further understand that if I know or believe that the records I submit are not complete or that any part of it is not true, I may be fined \$10,000 or imprisoned for 5 years or both. I understand that Wisconsin Statutes require me to retain until 3 years from the date that the records are filed documents necessary to substantiate these reports.