

Lobbying And Time Expenditures

2025-2026 Legislative Session

July-December 2025

Alliance of Wisconsin Retailers, LLC

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Lobbyists	8.50	83.90	\$27,000.00
Buhrandt Strategies, LLC			\$0.00
Jeffrey Buhrandt	2.75	31.50	\$0.00
Paladin Consulting Group			\$0.00
Savannah Regali	3.75	33.65	\$0.00
Paladin Consulting Group LLC			\$27,000.00
Bryan Brooks	2.00	11.75	\$0.00
Jeff M Fitzgerald	0.00	7.00	\$0.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Overhead			\$0.00
Payments to Officials²			\$0.00
Travel and Living Expenses			
a) Lobbyist Employees			\$27,000.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	8.50 Hours	83.90 Hours	\$27,000.00

Allocation of Lobbying Effort	Percent
Legislative Proposals	40%
Assembly Bill 89	5 %
Assembly Bill 172	5 %
Assembly Bill 180	5 %
Assembly Bill 732	5 %
Senate Bill 92	5 %
Senate Bill 154	5 %
Senate Bill 166	5 %
Senate Bill 709	5 %
Budget Bill Subjects	0%
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	60%
General issues related to the Retail Industry	50 %
Issues related to the collection of retail sales tax	5 %
Sales tax holiday	5 %
Minor Efforts	0%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

Report Certified On: Friday, January 30, 2026

Certification and Electronic Signature

I certify I am Bryan Brooks and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Alliance of Wisconsin Retailers, LLC.

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.