

# Lobbying And Time Expenditures

2025-2026 Legislative Session

January-June 2025

**Greater Milwaukee Convention & Visitors Bureau,  
Inc. DBA VISIT Milwaukee**

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
<b>Lobbyists</b>	8.00	18.00	<b>\$39,000.00</b>
The Firm Consulting, LLC			
Buddy Julius	8.00	18.00	\$39,000.00
Comments:			
<b>Non-Lobbyist Employees</b>	0.00	0.00	<b>\$0.00</b>
Comments:			
<b>Overhead</b>			
<b>Payments to Officials<sup>2</sup></b>			
<b>Travel and Living Expenses</b>			
a) Lobbyist Employees			
b) Non-Lobbyist Employees			
<b>All Other Lobbying Expenses</b>			
<b>Total Lobbying Time And Expenditures:</b>	<b>8.00 Hours</b>	<b>18.00 Hours</b>	<b>\$39,000.00</b>

Allocation of Lobbying Effort	Percent
<b>Legislative Proposals</b>	<b>100%</b>
Assembly Bill 231	50 %
Senate Bill 231	50 %
<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>0%</b>
<b>Minor Efforts</b>	<b>0%</b>
<b>All Other Matters</b>	<b>0%</b>
<b>Total Reported Lobbying Effort:</b>	<b>100%</b>

**Report Certified On: Wednesday, July 30, 2025**

## Certification and Electronic Signature

I certify I am Buddy Julius and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Greater Milwaukee Convention & Visitors Bureau, Inc. DBA VISIT Milwaukee.

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.

