



WISCONSIN LEGISLATURE

P.O. BOX 8952 • MADISON, WI 53708

November 12, 2018

Dear Governor-Elect Evers,

As members of the Assembly Committee on Tourism, we write today to ask you to consider retaining Secretary Stephanie Klett as the head of the Wisconsin Department of Tourism. Tourism is a completely non-partisan issue, and has experienced unprecedented levels of success under her leadership.

In the past seven years, we have seen tourism grow in the state of Wisconsin from a \$14.8 billion industry to over \$20.6 billion today. The industry supports nearly 200,000 jobs in the state. Furthermore, the industry generated over \$1.5 billion in state and local revenue and \$1.2 billion in federal taxes.

Last year, the Department of Tourism earned \$143 million of earned media, bringing the total amount of earned media under Secretary Klett's leadership to nearly \$600 million! As a result, the state has received \$7 in additional tax revenue for every \$1 invested. This means more money for our schools, roads, and healthcare.

Secretary Klett's success has been recognized not just here at home, but around the world. The department has received over 125 international, national, and regional awards for their marketing efforts since 2011. She and her team are doing amazing work!

There is no doubt you will have many tough decisions to make as Governor. This should not be one of them. You will find that Secretary Klett and her team are highly respected in every single corner of this state, and everywhere in between. They do phenomenal work, year in and year out, that has absolutely nothing to do with partisan politics.

Secretary Klett is a true talent, we are beyond fortunate to have her, and you will find no one who is more qualified or gifted. We humbly ask that you start your tenure by showing that you are more interested in results than in politics, and retain Secretary Klett and her team at the Department of Tourism.

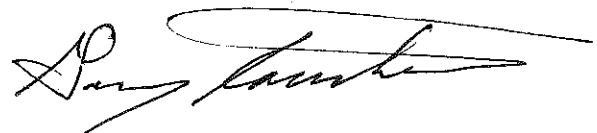
Respectfully,

State Representative Travis Tranel
49th Assembly District
Chairman, Assembly Committee on Tourism

State Representative Rob Swearingen
34th Assembly District
Vice-Chairman, Assembly Committee on Tourism



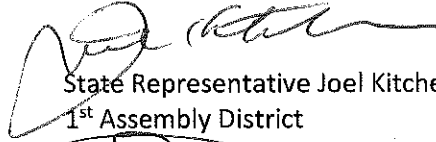
State Representative Joan Ballweg
41st Assembly District



State Representative Gary Tauchen
6th Assembly District



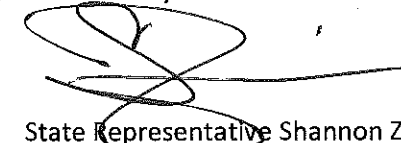
State Representative Rob Summerfield
67th Assembly District



State Representative Joel Kitchens
1st Assembly District




State Representative Jeffrey Mursau
36th Assembly District



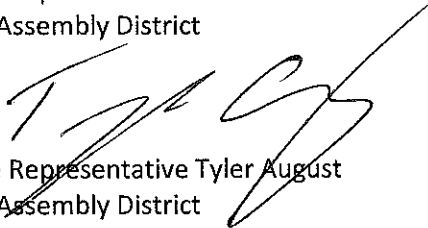
State Representative Shannon Zimmerman
30th Assembly District



State Representative Jon Plumer
42nd Assembly District



State Representative Don Vruwink
43rd Assembly District



State Representative Tyler August
32nd Assembly District