



Tourism Commission Meeting Agenda

Monday, June 30, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

Roll Call

Notice of Open Meeting

Approval of Agenda

Approval of Minutes

1. Consider and Take Action to Approve the Minutes from May 5, 2025

Public Comment

New Business

2. Consider and Take Action Regarding the Applications for the Tourism Reimbursement Grant

Unfinished Business

Staff Reports

3. Update Regarding the Tourism Flyer Project
4. 2025 Budget Update

Future Agenda Items

5. 2025 Tourism Priority Update
6. Upcoming 2026 Budget

Adjourn

*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: June 30, 2025

Item Title: Consider and Take Action to Approve the Minutes from May 5, 2025

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission met on May 5, 2025. Staff will present the minutes from that meeting to be reviewed, corrected if necessary, and approved by the commission.

List all Supporting Documentation Attached:

Meeting Minutes from May 5, 2025

Action Requested of the Council:

Review, make any corrections, and approve the Tourism Commission minutes from May 5, 2025



Tourism Commission Meeting Minutes

Monday, May 05, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

Walcott called the meeting to order at 6:30 pm.

Roll Call

A quorum consisting of Belschner, Famularo, Hammer, Roelke, Walcott, and Walker were present. Staff liaison Bennett was also present.

Notice of Open Meeting

Bennett stated that the meeting was properly noticed.

Approval of Agenda

Bennett noted a glitch in the agenda software that cause the second item under Unfinished Business to be mislabeled and recommended that the Commission amends the title.

Roelke motioned to approve the agenda and change 2025 Budget Update under Unfinished Business to Discussion Regarding Digital Signage Updates with a second by Hammer. Motion carried by unanimous vote.

Approval of Minutes

1. Review and Approve Minutes from April 7, 2025

Famularo motioned to approve, as written, the Tourism Commission minutes from April 7, 2025. Belschner seconded. Motion carried by unanimous vote.

Public Comment

There were no members of the public present for comments. Bennett confirmed there was no correspondence either.

Unfinished Business

2. Review and Approve Flyer Printing and Distribution

Bennett presented a recap of the effort from last meeting and provided some additional designs and tweaks to the flyer handout. The Tourism Commission discussed printing and distribution options with Belschner providing details about what the Redbud Players can do. Belschner shared that the Players could print 8"x11" flyers with the tourism ad on one side and the Redbud Players ad on the other in full color. This would cost \$200.

Additional graphics were discussed in order to expand the current flyer to meet the new size requirements. The Commission would like to see a collage of multiple events and amenities.

Famularo made a motion to approve \$200 and partner with the Redbud Players to print and distribute the flyers during the 4th of July parade. Hammer seconded. A roll call vote was held with: Walker - aye, Famularo - aye, Hammer - aye, Walcott - aye, Roelke - aye, and Belschner - abstain. Motion was carried with 5 ayes and 1 abstention.

A final version of the flyer will be presented at the next Tourism meeting.

3. Discussion Regarding Digital Signage Updates

Bennett informed the Tourism Commission about the Recreation Department's steps toward getting digital signage for the Aquatic Center. Bennett would like to propose some sort of partnership with the City as a whole or with other departments interested in the same idea in order to better synergize and reduce duplicated efforts. Bennett will address this topic at appropriate staff-level meetings.

Bennett asked the Commission if it would be interested in pursuing the partnership(s) and if it would still be willing to contribute financially to the project. The Commission members agreed that it would be a good idea to entertain possible partnership and would be willing to contribute funds as it had already been budgeted for.

Bennett will update the Tourism Commission of updates and progress.

4. Recommend to Council Changes to the Tourism Committee Ordinance

Bennett brought back the approved ordinance change from the previous meeting. Staff was informed that the version the Tourism Commission approved would unintentionally trigger off a new election of commission officers if the Council approved the changes. It was recommended by the Clerk to remake the motion to recommend to Council the proposed ordinance changes and include an exemption to the election for 2025. The Tourism Commission agreed.

Walker motioned to recommend to the Council to repeal and replace Sec. 2-381 - Terms. of the Columbus Tourism Committee Code with the following changes: "The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on June 1 of each year," (from The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on January 1 of each year,); "and at its first meeting after the Council's first meeting in May or as soon thereafter as the Tourism Commission may meet, shall elect a chairperson, vice chairperson, and secretary." (from and at its first meeting of each calendar year, shall elect a chairperson, vice chairperson, and secretary.), and to exempt election of chairperson, vice chairperson, and secretary in 2025, with the next election of Tourism officers to take place as per the updated ordinance in 2026. Roelke seconded the motion. The motion carried by unanimous vote.

New Business

5. 2025 Tourism Priority Update

Bennett informed the Commission that everything was on track regarding progress and presented a rough timeline for the remainder of the year. June would have review of the grant applications, finalize the flyers, and ramp up summer event marketing. July would have digital signage updates and progress, begin budgeting and secondary projects. August would finish budgeting, work on secondary projects, and signage progress. October would see the start of holiday marketing, continue secondary projects, and finish up digital signage if it isn't completed by then. November would feature a ramp up of holiday marketing, setting 2026 priorities, and getting grant applicants to send in final reports. December would have no meeting, but staff would gather final reports for review at the meeting in January 2026.

The Commission asked about the house decorating and Chamber Choir events. Bennett has confirmed that those have been added and will continue to be added to the events calendar and promoted on the Tourism Facebook page.

Staff Reports

6. 2025 Budget Update

Bennett did not have any revenue updates and stated that expenditures haven't been reported yet. Bennett added that staff is currently training with a new process for tracking budgets. The new process would allow staff to see changes in more "real-time". There is \$55,356.35 remaining in the 2025 budget.

Bennett highlighted that staff have met with the Tourism Grant applicants and is collecting information to complete their applications. Review of applications is anticipated for the June meeting and will likely use all of the 2025 budget line for Special Events.

Future Agenda Items

No additional items were brought up for future agendas.

Adjourn

The next meeting will take place Monday, June 2, 2025.

Famularo motioned to adjourn the meeting with a second by Belschner. Motion carried by unanimous vote.

The meeting was adjourned at 7:01 pm.

*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.

** These minutes will be approved at a future meeting and may be amended. These minutes are respectfully submitted by David Bennett, Communications and Economic Development Coordinator **



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: June 30, 2025

Item Title: Consider and Take Action Regarding the Applications for the Tourism Reimbursement Grant

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Staff have received 9 applications from 5 organizations requesting room tax funds for a variety of events, facilities, and marketing. The Tourism Commission has budgeted \$10,000 to be allocated during the review of applications. The Tourism Commission can modify or reject applications.

List of all Supporting Documentation Attached:

Applications for room tax funding

Action Requested of Tourism Commission:

Review and take any possible actions to approve awarding of the room tax reimbursement grant applications



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

Applicant's Information

Name: Tory Weidemann

Phone: 920-344-0101

Email: toryweide@hotmail.com

Organization Information

Name: Columbus 4th of July Organization

Phone: 920-344-0101

Email: toryweide@hotmail.com

Tax-Exempt: Yes

Applying for: Total of \$10,000 for the 4th of July Celebration taking place from 7/2/2025 – 7/7/2025 with \$5,000 for fireworks, \$4,000 for entertainment/bands, and \$1,000 for advertising.

Use of Funds: The funds will be used for advertising, promotional tools, ad books, radio spots, and social media. helping to secure entertainment for the celebration. family night for families. WBEV will be livestreaming the parade and the ad book circulates in the area with 10,000 printed. The 4th of July Organization has a long-term working relationship with Mr. Ed's Magical Midway carnival and prioritizes local musical acts. The event also includes area food trucks.

The 4th of July Organization will be spending up to \$25,000 on fireworks, \$20,000 on entertainment/bands, and \$6,600 for advertising for the week-long event.

The 4th of July Celebration is the biggest entertainment draw to the city of Columbus. We help to bring money into the city for many businesses as the carnival workers and visitors dine at restaurants with the night concerts and events provide opportunity for the motel and B&Bs to generate overnight stays. We plan to work with local restaurants and the motel to provide analytics regarding the impact of this event.

Supporting Materials:

- 2025 Budget
- 2025 Schedule of Events



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

2025 Budget Lines for Fireworks, Entertainment, and Advertising

Fireworks

- Budgeted \$25,000

Entertainment

- Budgeted \$20,000
 - Bands
 - Smart Mouth
 - The Ramble
 - David Austin Polka Band
 - No Limit
 - The Now
 - Jesse Walker
 - TJ Howell Comedy Juggler & Unicyclist
 - Family Night Entertainment
 - Face painting
 - Character Meet & Greet performers
 - Mr. Ed's Magical Midway Carnival

Advertising

- Budgeted \$6,600
 - Ad Books
 - WBEV / Daily Dodge
 - Print Ads
 - Digital Ads



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

COLUMBUS 4TH OF JULY CELEBRATION



Celebration Event Schedule • July 1-6

FIREMAN'S PARK Park Ave., Columbus, WI • columbuswi4th.com

Tuesday, July 1

FAMILY FUN NIGHT
CHARACTER MEET & GREET,
FACE PAINTING AND
OTHER KID'S ACTIVITIES
5:30pm - 8pm in Pavilion Area

Wednesday, July 2

MR. ED'S MAGICAL MIDWAY
CARNIVAL
Open 5pm - 9pm
Wristband Special \$30*

DJ
Drexel Main Stage 7pm - 11pm

Thursday, July 3

MR. ED'S MAGICAL MIDWAY
CARNIVAL
Open 6pm - 10pm
Wristband Special \$30*

SMART MOUTH
Drexel Main Stage 7pm - 11pm

Friday, July 4

FIRECRACKER 5
Rain or Shine
5K Run & Walk - 8:30am
Childrens Sparkler Sprint - 9:30am
Go to Columbuswi.myrec.com/Info/Default.aspx to sign up and for details.

COLUMBUS 4TH OF JULY PARADE

Begins at Noon
N. Ludington/Park Ave.

MR. ED'S MAGICAL MIDWAY
CARNIVAL
Opens at 2pm - All Rides
Regular Price

ENTERTAINMENT GARDEN
Opens at 2pm

TJ HOWELL
COMEDY JUGGLER &
UNICYCLIST
Located Near The KC Brat Stand
2:30pm - 3:30pm

BINGO - KNIGHTS OF COLUMBUS

After Parade, Approx. 3pm
Park Pavilion

THE RAMBLE

Drexel Main Stage 6pm - 9:30pm

FIREWORKS

Begin at Dusk
Please Note: Rain Date is July 5
for Fireworks Only.

Saturday, July 5

MR. ED'S MAGICAL MIDWAY
CARNIVAL
Open Noon - 9pm
Mega Band Special \$40*
(9 hours of riding for one price)

ENTERTAINMENT GARDEN
Opens at Noon

CORNHOLE TOURNAMENT

Signup at Noon
Bags Fly at 1pm
Fireman's Park by
the Baseball Diamond
DAVID AUSTIN POLKA BAND
2pm - 4pm
Columbus Park Pavilion, Park Ave.
Handicap Accessible

NO LIMIT

Drexel Main Stage 1pm - 5pm

THE NOW

Drexel Main Stage 7pm - 11pm

Sunday, July 6

JESSE WALKER
12pm - 2pm
American Legion Building,
229 Poet St.
(Across From Aquatic Center)

ONLY CASH ACCEPTED IN PARK

**Prices subject to change on day of event.*



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Applicant's Information

Name: Randy Koehn

Phone: 920-296-4333

Email: ytoakoehn@charter.net

Organization Information

Name: Columbus, WI Area Historical Society (CAHS)

Phone:

Email:

columbusareahistoricalociety@gmail.com

Tax-Exempt: Yes

Applying for: \$1,050.00 for Marketing the opening of the Historical Society Museum in the fall of 2025. \$900 for Shopping Reminder ad, and \$150 for print brochures

Use of Funds: The CAHS plans to use the funds for marketing and promotion of the grand opening of the Columbus Area Historical Museum located at 152 W James Street. Marketing will primarily include print ads. Additionally, the funds will be used to create pamphlets to highlight the museum and to assist in the museum opening event. We do not currently have a date for museum opening but are looking at Fall of 2025.

Supporting Materials:

CAHS Letter



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

Columbus Area Historical Society

P.O. Box 144

Columbus, WI 53925

The Columbus Area Historical Society (CAHS) is in the midst of renovating the historic former Bellack's Clothing Store at 152 W. James Street in downtown Columbus for use as a museum. The purchase of the building was completed last September. Since then, we have been busy working on improvements to make it museum-worthy. We have painted most of the interior, had the hardwood floor refurbished, installed a new boiler, installed storm windows for better temperature efficiency, and added new locks for security to name a few of the improvements so far. The process is on-going, and work is continuing until we can open the museum. While we are unable to set a specific date for our grand opening at this time, we intend it to be prior to the end of the year.

Our request for funds from the Tourism Commission is to assist with promotional materials and marketing. Once our opening date is set, we intend to do the following...

- Purchase a half-page ad in the Shopping Reminder with an estimated cost of \$1,800. (We previously had a half-page ad for an open house we had at the time of the purchase of the building.)
- Print brochures that would be placed at various locations around the area with an estimated cost of \$300.

These items would promote the museum in downtown Columbus and bring people into the city. Since we are not currently open, it is hard to project future attendance.

Even without a museum, CAHS has been bringing people into Columbus to see our series of historical presentations which we call Tap Into History. We hold six of these per year. Our previous presentations on the History of the Kurth Brewery, the History of the Columbus 151 Speedway, the History of the Poser Clinic and Family, and Wisconsin POW Camps each had an attendance of over 100 people.

Receiving a tourism grant for marketing, to go along with our existing website and Facebook page, would go a long way to increase our public exposure and bring people into Columbus to see our museum.

We understand that a grant may pay for 1/2 of the total project, \$2,100 total, with \$1,050 being our responsibility. Thank you for your consideration.



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Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

Randy Koehn

CAHS President



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

Applicant's Information

Name: Henry Elling

Phone: 920-350-5644

Email: ejh2261@outlook.com

Organization Information

Name: City of Columbus Historic Landmarks and Preservation Commission (CHLPC)

Phone: 920-623-5900

Email: ruth@hermansonllc.com

Tax-Exempt: Yes

Applying for: Total of \$1000 for marketing the 2025 Summer Concert Series taking place on 6/19/2025, 7/17/2025, and 8/14/2025, with \$750 towards digital marketing and \$250 for additional print marketing.

Use of Funds: The CHLPC will be sponsoring Concerts in the Park again during June, July and August 2025. They would like assistance in paying for additional on-line marketing and printing of advertising posters. The specific funding request is \$750 for posting on Events.com for the three concerts and \$250.00 for printing posters to be distributed throughout the community.

This is the fifth summer of the once-a-month concert series and attendance has ranged between 250 - 400 per concert during 2024. The event is attended by residents and out-of-town guests who follow the performers/bands. There is also the ability for local restaurants and vendors to participate with 'food trucks' or stands to serve the public. Analytics will be collected through the opportunity for digital promotion and coordinating with the local restaurants or performances for local groups.

In 2024 we completed an annual report of the concert series at our November meeting. This would allow time for the required final report to the Tourism Commission at their December 23 deadline.

Supporting Materials:

- Additional Notes



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

Additional Notes:

- 2024 total expenses were \$4,107.59 and include \$653 in posters and publicity, along with \$2,550 in contract costs for the performers
- 2025 expenses through May 1, 2025, include \$296.43 for posters and publicity and \$2,350 in contract costs for the performers.
- For identifying attendance numbers and visitors, we plan to question audience members during the intermission for "farthest travelled to see the concert" and ask how many will be staying overnight from out-of-town.
- We will also be doing a headcount of the attendees just before intermission when most people are in the audience.
- CHLPC anticipates additional costs in 2025 for on-line postings as identified in the grant request.



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Applicant's Information

Name: Amy Jo Meyers

Phone: 920-623-5936

Email: ameyers@columbuswi.gov

Organization Information

Name: City of Columbus Recreation Department

Phone: 920-623-5936

Email: ameyers@columbuswi.gov

Tax-Exempt: Yes

Applying for: \$1,600 for Development Funding

Use of Funds: The Recreation Department plans to use the funds to purchase a 10-pack of 36" Bistro / Cocktail Tables, along with a Heavy-Duty Steel Moving Cart Bundle, at a total cost of \$1,600.

These tables have been requested by users of the Fireman's Park Pavilion, and they would introduce a fresh style to the building, while also helping to reduce wear and tear on our existing tables.

Supporting Materials:

- Pricing and Images of Bistro/Cocktail Tables 10-pack



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Tourism – Room Tax Fund Reimbursement Grant Application

10-Pack of 36" Bistro / Cocktail Tables and Heavy-Duty Steel Moving Cart Bundle

\$1599.99





City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Applicant's Information

Name: Julie Belschner

Phone: 608-219-8316

Email: jbelschner@madison.com

Organization Information

Name: Redbud Players

Phone: 608-219-8316

Email: columbusredbud@gmail.com

Tax-Exempt: Yes

Applying for: Total of \$750 for event funding and marketing for the Summer Theater Camp event held in August.

Use of Funds: This application is for our summer theater camp, which is held in August each year at Fireman's Park. Because of more extensive advertising, we expect many more attendees this year. Funds will be used for printing scripts, costumes, director fee, assistant director fee, set materials, food and drink for campers, etc.

Funds will be used for performance licenses, scripts, venue cost, costumes, director fees, and other costs associated with the plays. Funds will also go towards advertising, signs, and flyers.

Supporting Materials:

2025 Summer Camp Budget

2025 Madison Media Partners Note



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

Redbud Players Summer Camp 2025

Estimated costs

Estimated cost flyers for summer camp 2025 -- \$100

Advertising -- \$1,000 (includes Columbus Commotion)

Set construction, etc. -- \$100

Costumes, etc. -- \$150

Misc. -- \$150

Total – \$1,500



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

We plan to do more advertising in 2025, estimated cost \$2,000

2024:

I have a 1/16 page full color ad scheduled to run for the next two weeks in Badgerland Values-Dodge, Shopping Reminder, Daily Citizen, Badgerland Values-Columbia and the Portage Daily Register.

That comes out to \$1365.75.

Please let me know if you have any questions or need more info.

Thanks,

Scott



Scott Zeinemann
Director of Local Retail Advertising

madisonmediapartners.com



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Applicant's Information

Name: Julie Belschner

Phone: 608-219-8316

Email: jbelschner@madison.com

Organization Information

Name: Redbud Players

Phone: 608-219-8316

Email: columbusredbud@gmail.com

Tax-Exempt: Yes

Applying for: Total of \$1,200 for event funding and marketing for the Halloween/fall event held in October.

Use of Funds: These funds will be used for our Halloween/fall event, for set materials, giveaways, costumes, etc. The funds will also be used for advertising, signs, flyers, etc., for our Halloween/Fall event.

Supporting Materials:

2025 October Event Budget

2025 Fall Production Budget

Agri-View Ads Note

Madison Media Partners Ad Note



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

Redbud Players October event 2025

Estimated costs

Estimated cost yard signs for fall production 2025 -- \$400

Estimated cost flyers for October event 2025 -- \$300

Advertising -- \$3,000 (includes Columbus Commotion)

Set construction, etc. -- \$100

Costumes, etc. -- \$150

Misc. -- \$150

Total – \$4,100



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Item #2.

Redbud Players Fall production 2025

Estimated costs

Estimated cost yard signs for fall production 2025 -- \$800

Estimated cost flyers for fall production 2025 -- \$400

Advertising -- \$5,000 (includes Columbus Commotion)

Scripts, etc. -- \$1,000

Set construction, etc. -- \$500

Costumes, etc. -- \$500

Misc. -- \$500

Total – \$8,700



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Item #2.

We plan to advertise in more issues in 2025. Estimated cost \$1,500



2x4 full color ad

Sept. 5, 12, 19 and Oct. 24 issues, 2024 -- \$481.28

4x8 full color ad

Sept. 26 and Oct. 17 issues, 2024 – \$481.28

Total \$962.56

Julie Belschner / Managing Editor
1901 Fish Hatchery Road • Madison, WI 53713
Mobile: 608-219-8316

www.AgriView.com

facebook.com/AgriView





City of Columbus, Wisconsin
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Item #2.

We plan to do more advertising in 2025, estimated cost \$2,000

2024:

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Please let me know if you have any questions or need more info.

Thanks,

Scott



Scott Zeinemann
Director of Local Retail Advertising

madisonmediapartners.com



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

Applicant's Information

Name: Barbara Oelke

Phone: 920-350-5618

Email: twyverns@gmail.com

Organization Information

Name: Wyvern's Trove Inc.

Phone: 888-999-1212

Email: twyverns@gmail.com

Tax-Exempt: Yes

Applying for: Total of \$2500 for the for the Quilt Workshop, Show, & Sale taking place from 10/30/2025 – 11/1/2025. This will include \$2000 for event displays and \$500 for additional advertising opportunities.

Use of Funds: From October 30 through November 1, Wyverns Trove will be holding a three-day quilt workshop and two-day quilt show and sale. Workshop participants will attend all three days but will be on their own for dinner and overnight stays so reaching out to more distant quilters, such as from Milwaukee and Chicago will encourage use of our local hotel and B&Bs. Last year we focused on the quilt sale part of the event but over a dozen quilters came to the show, more interested in viewing new quilt ideas and classes, at least two from as far away as north Chicago/south of Milwaukee.

Marketing includes the resources we currently use for advertising such as AllEvents, Events.com, Travel Wisconsin, Daily Dodge, and Quilters Hub.

Funding would be used to fund additional advertising in print media, such as newspapers and mailings to regional quilt groups, as well as to print instructional material to handle additional workshop attendees and print more professional-looking signage around the museum about the quilts that will be on display. Advertising and signage costs without additional funding support will be limited to paper, printer ink, and postage for mailings to quilt guilds, which include only a small percentage of quilters.

Other costs for the event include fabric, instructional materials, and possibly sewing machine rentals for additional workshop attendees as anyone who flies in will not bring a sewing machine. If enough quilters agree to show/sell quilts, a monetary prize encourages attendance and participation. It is traditional for local fabric stores to sponsor such competitions, but we don't have one. Online reservations do not provide personal information, so location information of attendees is all from personal discussion.

For the development of past events, we have purchased reusable items such as



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pole and drape stations for aiding museum displays (approx. \$1500) and continually improving displays, contents, etc. for the museum itself.

Additional poles and drape bars (approx. \$2000) will enable us to display more quilts at the Quilt Show and Sale and allow us to improve displays for all our events, add backdrops, hang art, and generally improve the experience of museum visitors.

Supporting Materials:



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Item #2.

Applicant's Information

Name: Barbara Oelke

Phone: 920-350-5618

Email: twyverns@gmail.com

Organization Information

Name: Wyvern's Trove Inc.

Phone: 888-999-1212

Email: twyverns@gmail.com

Tax-Exempt: Yes

Applying for: Total of \$750 for the Open-Air Art & Garden Party taking place 6/6/2025 & 6/7/2025. This will include \$250 for event creation and \$500 for additional advertising opportunities.

Use of Funds: On June 6 and June 7, Wyverns Trove will be holding an Open-Air Art and Garden Party and includes artists coming to draw and/or paint outdoors, views of the gardens and historic buildings, focusing on the former Zion Lutheran Church and parsonage. Registered artists will get tours of the yard and garden, lunch, and will be present both days. The public is invited to watch and get tours of the garden and museum. On day two, we will host an old- style garden party including yard games and tea-style lunch, Pre-registration will be required.

Advertising will include posting to AllEvents, Events.com, Travel Wisconsin, Daily Dodge events page, social media via Columbus Area Chamber of Commerce and Columbus Tourism. If we can get funding help, we would like to additionally advertise in the papers in Madison and Milwaukee (est. \$300) and distribute fliers through regional galleries (est.\$200).

Last year's artists were from out of town, registered online, from which we have no detailed personal information, so their origins are based on personal chats. Attendance and artists were limited due to bad weather.

For past events, we have purchased reusable items such as pole and drape stations for aiding museum displays (approx. \$1500), easels for the use of painters at the Open Air Art and Garden Events, continue to improve the yard and gardens to make them appeal to artists and visitors (Approx. \$3000 for arbors and perennials and several hundred dollars every year for plants, mulch, etc.), as well as continually improving displays, contents, etc. for the museum itself. We have acquired two pavilions / awnings for shelter for the outdoor painting event (\$2000 for one pop up and one custom canvas pavilion).

Additional poles and drape bars (cost \$2000) will enable us to display more art for the Open-Air Art event, and for displaying more quilts and allow us to improve



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Item #2.

displays for all our events, add backdrops, hang art, and generally improve the experience of museum visitors.

Other event expenses for the Open-Air Art and Garden Party include food, beverages, serving ware, (\$8 to \$10 per artist and picnic participant), temporary decorations and temporary museum display signage (est. \$40), croquet set, horseshoe area (if feasible), and other yard games (\$200, reusable for future events, reducing costs of future repeats of the event.).

Supporting Materials:



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

Applicant's Information

Name: Barbara Oelke

Phone: 920-350-5618

Email: twyverns@gmail.com

Organization Information

Name: Wyvern's Trove Inc.

Phone: 888-999-1212

Email: twyverns@gmail.com

Tax-Exempt: Yes

Applying for: Total of \$2000 in Development Funding for improving the Wyvern's Trove facility to host tourism events. Wyvern's Trove will spend around \$6000 this year and have spent \$6500 on developing the facility. This will include \$2000 for poles and drape bars used for displays.

Use of Funds: Wyvern's Trove will be spending about \$6000 on a new heater/ac to improve the experience of museum visitors during extreme weather and is planning on hiring a carpenter to repair woodwork on the front of the building and the interior (price TBD, not requesting city funding for facade improvement as we are outside the downtown improvement area).

For the development of past events, we have purchased reusable items such as pole and drape stations for aiding museum displays (approx. \$1500), easels for the use of painters at the Open Air Art and Garden Events, continue to improve the yard and gardens to make them appeal to artists and visitors, approx. \$3000 for arbors, trees and perennials, and several hundred dollars every year for plants, mulch, etc., as well as continually improving displays, contents, etc. for the museum itself. We have acquired two pavilions / awnings for shelter for the outdoor painting event. (\$2000 for one pop-up and one custom canvas pavilion).

Additional poles and drape bars (approx. \$2000) will enable us to display more art for the Open-Air Art event, and for displaying more quilts at the Quilt Show and Sale but also allow us to improve displays for all our events, add backdrops, hang art, and generally improve the experience of museum visitors.

Supporting Materials:

- Photos of the building
- Planted Plum Tree photo
- Garden Photo



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application

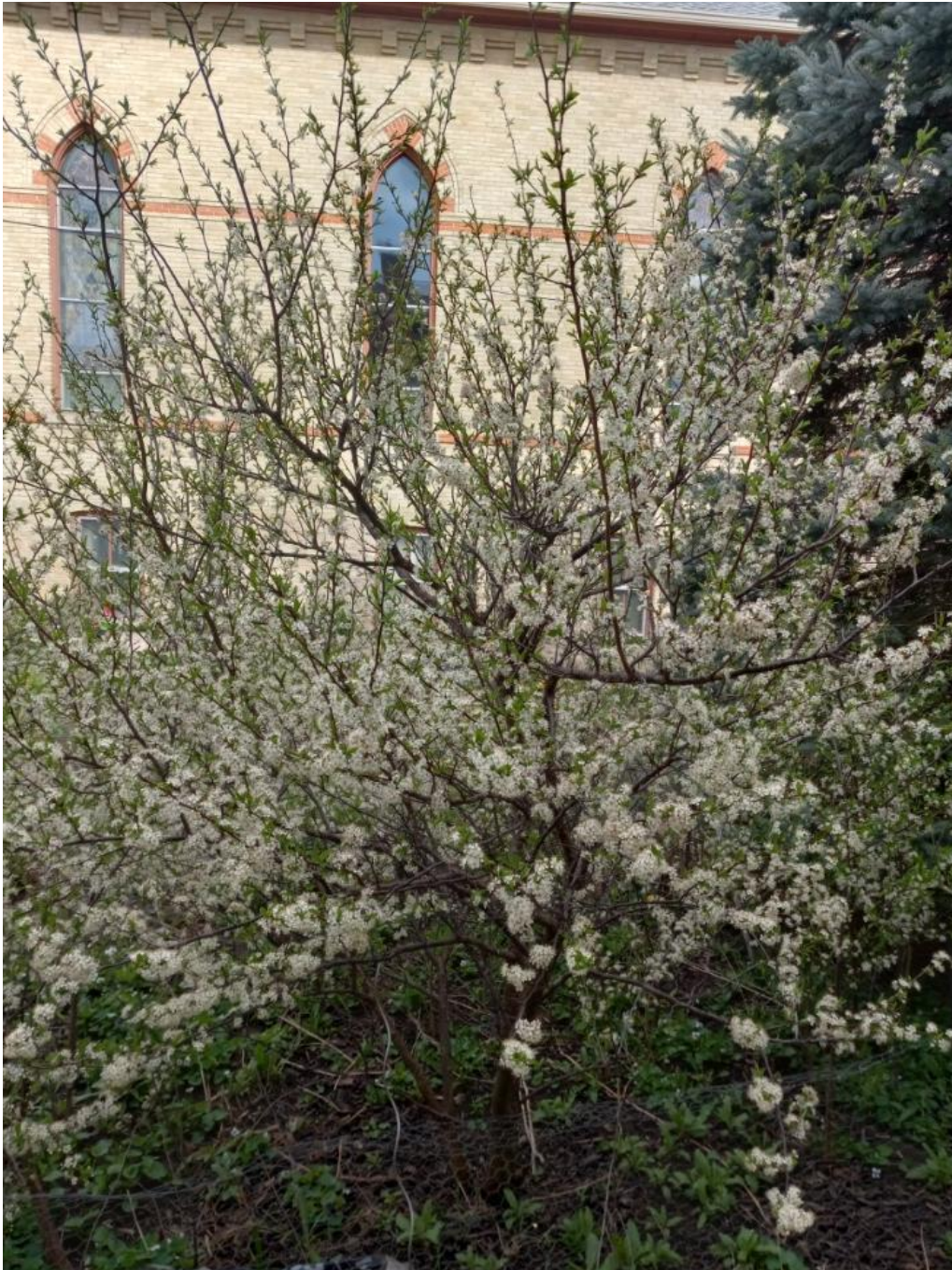
Building Photos



Planted Plum Tree



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application





City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Application





Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: June 2, 2025

Item Title: Update Regarding the Tourism Flyer Project

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission met on May 5, 2025, and approved partnering with the Redbud Players to distribute flyers for upcoming events. Staff was directed to update the graphics and reformat the postcard flyer to fit a standard sheet of paper and bring back for review. Due to no quorum at the June 2nd meeting, staff sent the updated copy to Redbud Players and paid the invoice.

List of all Supporting Documentation Attached:

Final Version – July Tourism Flyer

Action Requested of Tourism Commission:

None.



EVENTS IN COLUMBUS



Summer Concert Series

July 17, August 14

Beach Night at the Aquatic Center

July 18

Crawdads Baseball

July 27, July 31

Oddtoberfest

September 27

Wine Walk

October 18

Freak Week & Trick-or-Treat

Week of October 27-31

Holiday Hop & Holiday Parade

November 29

CPKC Holiday Train

Early December

Sparkle in the Park

December

Redbud Days

May 2026





Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: June 30, 2025

Item Title: 2025 Budget Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

No new room tax revenues to report. The kayak rentals have not started yet.

Expenditures from Google Ads have totaled \$410.79 in March and April. Staff is in a transition to utilizing a new process to track budget revenues and expenses in more real-time.

Staff is anticipating using up the Special Events line item in the 2025 budget.

List of all Supporting Documentation Attached:

May 2025 Budget Statement

Action Requested of Tourism Commission:

Discussion with no additional action requested

TOURISM COMMISSION

FOR ADMINISTRATION USE ONLY 41 % OF THE FISCAL YEAR HAS ELAPSED 05/30/2025 09:00AM PAGE: 1

CITY OF COLUMBUS

EXPENDITURES WITH COMPARISON TO BUDGET

FOR THE 5 MONTHS ENDING MAY 31, 2025

TOURISM COMMISSION

		PERIOD		BUDGET		% OF
		ACTUAL	YTD ACTUAL	AMOUNT	VARIANCE	BUDGET
TOURISM; PERSONNEL						
250-511000-249	TOURISM; MATERIALS & SERVICES	.00	.00	20,000.00	20,000.00	.00
250-511000-310	TOURISM; WEB MEDIA	154.10	1,070.47	1,600.00	529.53	66.90
250-511000-313	TOURISM; MARKETING/ADVERTISING	99.00	2,042.31	10,000.00	7,957.69	20.42
250-511000-345	TOURISM; SPECIAL EVENTS	.00	.00	10,000.00	10,000.00	.00
TOTAL TOURISM; PERSONNEL		253.10	3,112.78	41,600.00	38,487.22	7.48
TOURISM; CONTRIBUTION TO GF						
250-568000-610	TOURISM; CONTR TO GEN FUND	.00	4,180.56	15,253.92	11,073.36	27.41
TOTAL TOURISM; CONTRIBUTION TO GF		.00	4,180.56	15,253.92	11,073.36	27.41
TOTAL FUND EXPENDITURES		253.10	7,293.34	56,853.92	49,560.58	12.83
NET REVENUES OVER EXPENDITURES		(253.10)	(7,125.04)	.00	(106,246.20)	(6.71)



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: June 30, 2025

Item Title: 2025 Tourism Priority Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission at its February meeting, created the following list of secondary priorities for 2025. Staff would like direction as to which of these priorities should be tackled in 2025.

- Event based around the film, “Public Enemies” – the film was partially shot in town and could be celebrated with an event themed around 1930’s gangsters and John Dillinger. Previous ideas involved finding an organization to host the event.
- History / Walking Tours – guided or unguided, tour brochures featuring maps of historic areas of the city. Trends show that municipalities are utilizing themed in-person touring events to highlight specific areas of their communities such as downtown, cemeteries, etc.
- Itinerary Marketing – curated list of things to do while in the city tying things together like restaurants, shops, events, attractions, and amenities. These can be very specific and niche, or general depending who its being marketed to.

List of all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Discussion with direction given to staff on which item(s) to work on.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: June 30, 2025

Item Title: Upcoming 2026 Budget

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Staff would like to work on the 2026 budget at the Tourism Commission's August meeting. If needed a special meeting could be called before then. Staff will receive word from Administration as to when the process starts and will reach out to the Tourism Chair if an earlier meeting is needed for the Commission to address the 2026 budget.

List of all Supporting Documentation Attached:

Action Requested of Tourism Commission:

No action requested.