



Tourism Commission Meeting Agenda

Monday, January 05, 2026 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

Notice of Open Meeting

Approval of Agenda

Approval of Minutes

- 1.** Consider and take action regarding approving the Tourism Commission meeting minutes from November 3, 2025

Public Comment

New Business

- 2.** Consider and take action to approve Tourism Grant final reports

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.



Tourism Commission Meeting Minutes

Monday, November 03, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

The meeting was called to order at 6:31pm. A quorum consisting of Famularo, Walcott, Walker, and Belschner was present. Staff liaison Bennett was present.

Notice of Open Meeting

Bennett acknowledged the meeting was properly noticed.

Approval of Agenda

Famularo motioned to approve the agenda as presented. Belschner seconded the motion. The motion was carried unanimously.

Approval of Minutes

1. Consider and take action to approve the Tourism meeting minutes from October 6, 2025

Famularo motioned to approve the Tourism Commission meeting minutes from October 6, 2025, as presented. Walker seconded the motion. The motion was carried unanimously.

Public Comment

There were no members of the public in attendance for comment. Staff did not receive any correspondence.

New Business

2. Discuss an aerator or other options for clearing the kayak launch at Rotary Park

Bennett brought back additional information as requested from the previous meeting. Bennett presented DNR information regarding aeration systems along with a few different options to look at. The options presented were self-contained, solar aerators, AquaThruster systems, and pond skimmers.

After discussion, the Tourism Commission would like staff to reach out to the DNR for additional information. Additionally, there was interest in the AquaThruster options. Bennett will gather more information about water thrusting aerators.

3. Discuss ideas to build an initial itinerary for marketing Columbus to visitors

The Tourism Commission focused on the holidays for itinerary marketing content. Discussion for possible additional ways to market the content was discussed such as short video ads and audio ads for Spotify and social media. Beaver Dam and Sun Prairie were cited as examples. Digital ads utilizing geofencing features was brought up.

The Tourism Commission discussed assisting the City's Recreation Department with its Sparkle in the Park light display via sponsorship and a banner. Additionally, the commission would like to expand the concept and have staff create a map featuring various light displays including Fireman's Park, holiday contest decorators, and festive businesses. The map would be linked to a QR code for distribution. Belschner motioned to assist the Columbus Recreation Department with

its Sparkle in the Park light display with up to \$500 sponsorship. Walker seconded the motion. The motion was carried unanimously. Staff had prior authorization to perform the sponsorship via the City's purchasing policy.

The Tourism Commission would like to brainstorm more topics at future meetings.

4. Discuss potential tourism niche opportunities for Columbus and how they can be marketed towards visitors

The Tourism Commission would like to take an opportunity in the next meeting to discuss possible niches to aid in focused marketing of the community. Staff would like to look at target audiences as well.

5. Discuss possible brewing industry - related tourism event for Columbus

Bennett had this item on the agenda as it was previously brought up at previous meetings. There was concern that an event focused on the brewery history in Columbus would only cater to a specific group. Staff will keep this on future agendas.

6. Discussion of potential Discover Wisconsin project proposal

Bennett presented a proposal from Discover Wisconsin for a digital content campaign. The campaign wouldn't be until 2027 or 2028, and staff had this on the agenda for informational purposes. There was discussion about Discover Wisconsin's examples regarding its analytics. The general consensus was that the main reason to get the service is to leverage their large reach and media network. No action was taken.

The Tourism Commission would like to add a newsletter topic to the next agenda.

Adjourn

Famularo motioned to adjourn the meeting. Walker seconded the motion. The motion was carried unanimously. The meeting was adjourned at 8:07pm.

*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: January 5, 2025

Item Title:	Consider and take action to approve Tourism Grant final reports
Submitted By:	David Bennett, Communications & Economic Development Coordinator
Strategic Plan Objective:	None

Detailed Description of Subject Matter:

From the March 31, 2025, application window, the Tourism Commission had since awarded room tax grants to several non-profits and City government that totaled \$10,000 between 7 applications. In the inaugural year since revamping the grants, there have been more than double the applications from previous years. Staff have met with and remained in contact with the applicants, and although there could be improvements, overall, the process has been smooth and otherwise successful.

Staff recommends approving the following awards:

- \$6,000 to the Columbus 4th of July Organization for its 4th of July Celebration event
- \$750 to the Historic Landmarks Preservation Commission for their Summer Concerts Series
- \$800 to the Columbus Recreation Department for tables at the Fireman's Park Pavilion
- \$750 to the Redbud Players for their Charlotte's Web performances
- \$500 to Wyverns Trove for its Art & Garden event
- \$900 to Wyverns Trove for its Fall Quilt Workshop and Show

Staff recommends rescinding the following awards:

- \$300 to the Columbus Historical Society as it couldn't host the museum grand opening

List all Supporting Documentation Attached:

- Final Reports from the tourism grant applicants

Action Requested of the Committee of the Whole:

Review final reports and either review or approve the awarded Tourism Grant amounts to applicants and to reject the award to the Historical Society.



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Final Report

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

Awarded for: \$6,000.00 for additional entertainment, advertising, and promotional tools for the annual 4th of July Celebration.

Use of Funds: The funds to be reimbursed were for additional advertising, promotional tools, ad books, radio spots, and social media. We contracted with WBEV to livestream the parade, and our ad book circulated 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 included area food trucks. This helped to bring in over 24,500 visitors to the community, generating some economic impact and reasonably likely overnight lodging stays.

The 4th of July Organization spent around \$42,000 on entertainment, \$20,000 on fireworks and \$7,270 for advertising/marketing tools for the week-long event.

Supporting Materials:

- Insights
- Photos
- Revenue Statement



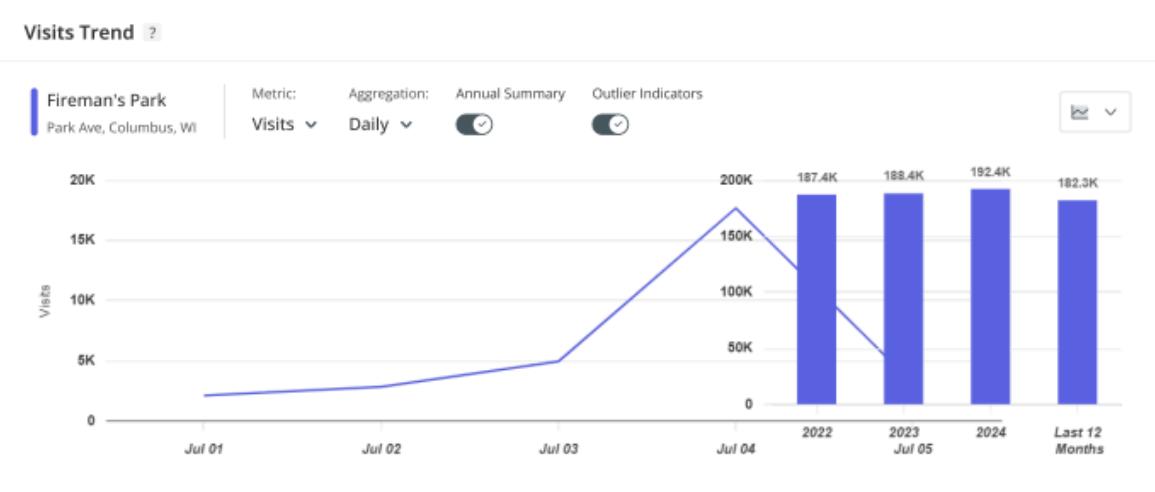
City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Insights

The 4th of July Celebration utilized Placer.ai to utilize data from mobile devices to provide estimates of visits, traffic, and potential economic impact. Although, there is no data regarding lodging stays, it is reasonably likely that overnight stays were generated as the parade, carnival, and fireworks took place on the 4th of July which landed on a Friday. The data shows that Thursday, Friday, and Saturday had the most visits.

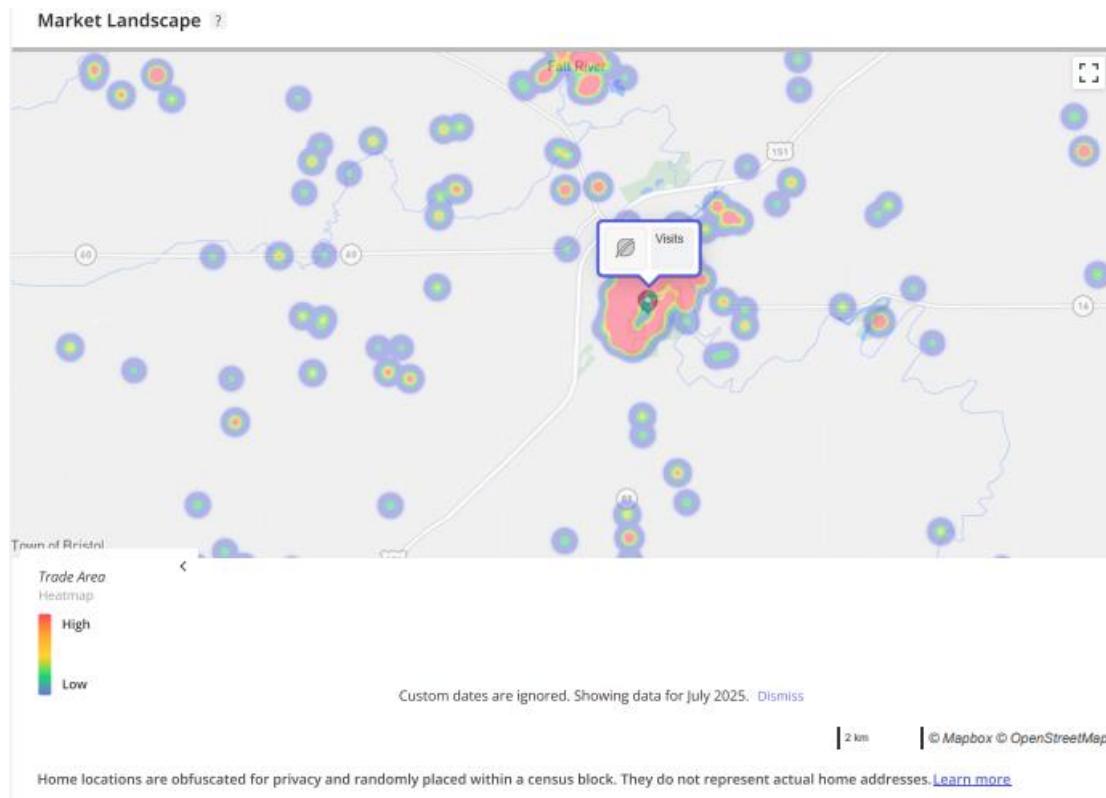
Metrics ?			
Fireman's Park			
Visits	30.8K	Avg. Dwell Time	110 Min
Visits / sq ft	0.03	Panel Visits	1.6K
Size - sq ft	1.2M	Visits YoY	+97%
Visitors	24.6K	Visits Yo2Y	+7%
Visit Frequency	1.25	Visits Yo3Y	+69.9%

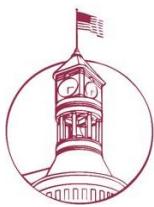




City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.





City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Favorite Places [?](#)

Fireman's Park
Park Ave, Columbus, WI

Category: [Categories \(46\)](#) Min. Visits 1

Rank	Name	Distance
1	Columbus Fireman's Park Columbus, WI, United States	0.1 mi
2	Columbus Community Pool 1049 PARK AVENUE, Columbus, WI 53925	0.1 mi
3	Kwik Trip 204 Dix St, Columbus, WI 53925	1.2 mi
4	Prairie Lakes 2804 Prairie Lakes Dr, Sun Prairie, WI 53590	16.8 mi
5	Walmart 120 Frances Ln, Beaver Dam, WI 53916	15.3 mi
6	BP 1250 Park Ave, Columbus, WI 53925	0.2 mi
7	Pick 'n Save 210 Dix St, Columbus, WI 53925	1.2 mi
8	Culver's 201 Dix St, Columbus, WI 53925	1 mi
9	Park Village Shopping Center 820 Park Ave, Beaver Dam, WI 53916	13.6 mi
10	Heritage Mall 1645 N Spring St, Beaver Dam, WI 53916	14.3 mi

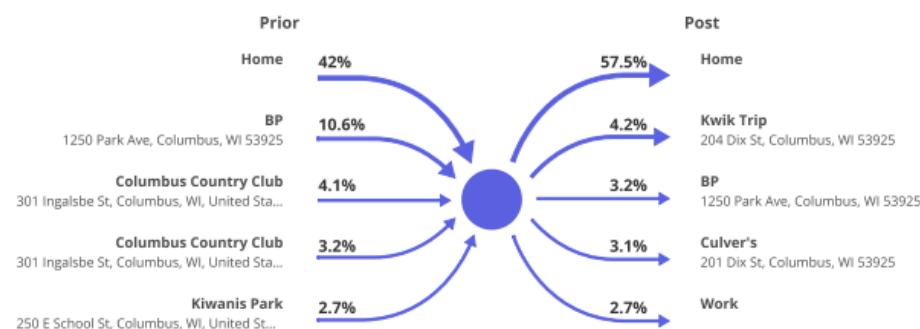
1 to 10 of 50 [K](#) [C](#) Page 1 of 5 [>](#) [>>](#)

Visitor Journey [?](#)

Fireman's Park
Park Ave, Columbus, WI

Show by: [Location](#) [Category](#) [Category Group](#)

Show Home/Work: On





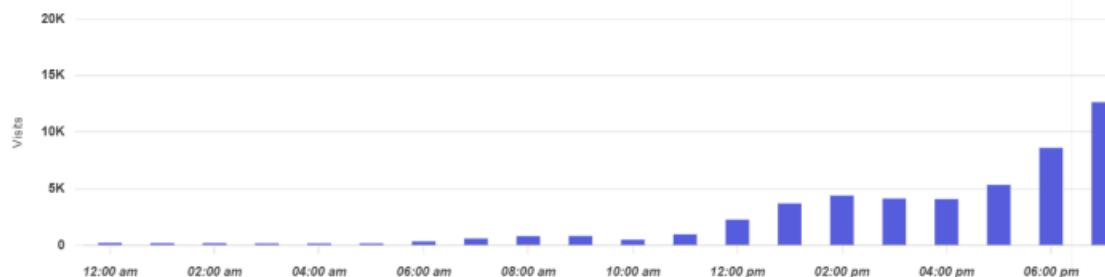
City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Hourly Visits ?

Fireman's Park
Park Ave, Columbus, WI

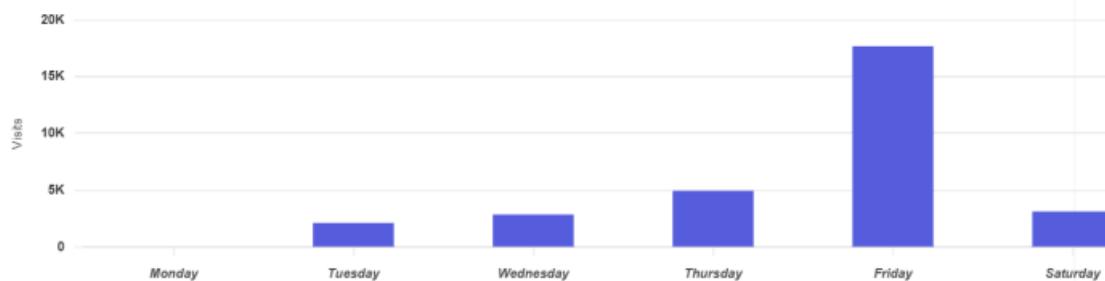
Metric:
Visits



Daily Visits ?

Fireman's Park
Park Ave, Columbus, WI

Metric:
Visits



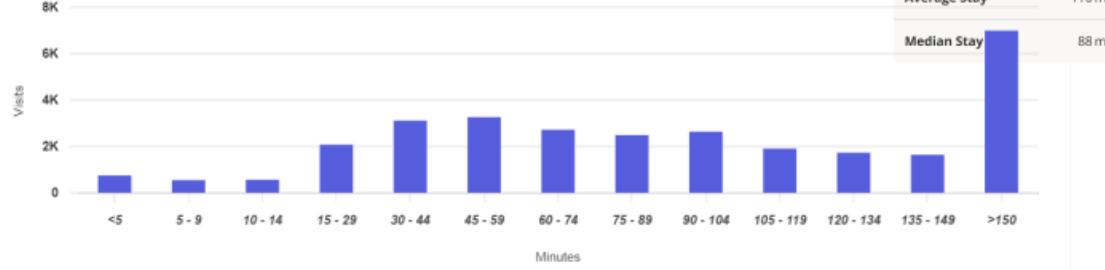
Visit Duration ?

Fireman's Park
Park Ave, Columbus, WI

Metric:
Visits

Average Stay 110 min

Median Stay 88 min





City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Photos





City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.





City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.





City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.





City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Revenue Statement

Line
No.

2025

INCOME:

1	Contributions	\$ 16,440
2	Fundraising Income	2,737
3	Ad Booklet Revenue	27,038
4	Event Revenue	58,210
5	Investment Income	489
6	Total Income	<u>\$ 104,914</u>

EXPENSES:**Program Expenses**

7	Rent, Utilities, Maintenance	\$ 7,264
8	Printing and Advertising	13,270
9	Insurance	6,736
10	Fireworks Display	20,000
11	Event Security	3,763
12	Program Event Fees	41,998
13	Miscellaneous Expenses	9,164
14	Total Program Expenses	<u>\$ 102,195</u>

16	Net Increase (Decrease) in Net Assets	\$ 2,719
17	Net assets at beginning of year	\$ 53,147
18	Net assets at end of year	<u>\$ 55,866</u>



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

Item #2.

Applicant's Information

Name: Randy Koehn
Phone: 920-296-4333

Email: ytoakoehn@charter.net

Organization Information

Name: Columbus, WI Area Historical Society
Phone: **Email:** columbusareahistoricalsociety@gmail.com
Tax-Exempt: Yes

Awarded for: \$300 for marketing the grand opening of the new historical society museum.

Use of Funds: The Columbus Area Historical Society was not able to hold its grand opening in 2025 due to construction delays. The historical society plans to hold the grand opening for its new museum in 2026 and may re-apply.

Supporting Materials:

- None



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Applicant's Information

Name: Henry Elling
Phone: 920-350-5644 **Email:** ejh2261@outlook.com

Organization Information

Name: City of Columbus Historic Landmarks Preservation Commission
Phone: 920-623-5900 **Email:** ruth@hermansonllc.com
Tax-Exempt: Yes

Awarded for: \$750 for additional digital marketing for the 2025 Summer Concert Series

Use of Funds: The Historic Landmarks Preservation Commission (HLPC) hosted 3 concerts in 2025. \$748 were spent on additional digital advertising via a couple of 2-week marketing campaigns in conjunction with leveraging free marketing tools by Events.com and Facebook. No data was collected regarding overnight stays or economic impact. HLPC surveyed attendees to see which of the free marketing materials were effective. Events.com digital marketing targeted a 50-mile radius around Columbus and generated over 5,800 views and over 2,800 opens. The survey showed that the free marketing options were localized through tactics such as word-of-mouth, flyers and banners, and posting to local Facebook groups.

Supporting Materials:

- Events.com analytics
- HLPC marketing survey
- Photos



City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Total Events.com: Total spent \$748 / \$750

- 5,815 views and 2,848 opens
- Advertised in a 50 mi radius of Columbus, Madison, and Milwaukee

Events.com Promotion #1 Budget: \$352.00 / \$750

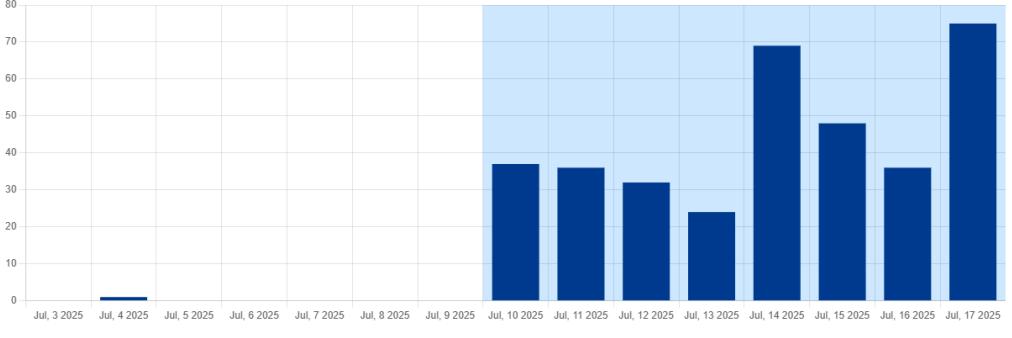
 **Summer Concert Series**
19/06/2025 @ Fireman's Park [View event details](#)

Promotion recap

 830 Total Views	 77 Total Opens	 \$ 5 CPE	 1 Promotions Created
--	---	---	---

Breakdown by day (views)

03/07/2025 – 17/07/2025 Day Month



Legend: Events.com network boost (dark blue), Advertising channels (yellow), Premier listing (green), Days with an active promotion (light blue), E.S. = Event's start, E.E. = Event's end.

⌚ Promotion up to 8 days: Thu – 10 Jul 2025, Thu – 17 Jul 2025

TIP: Click on date to see timeframe

Events.com Discover: Featured listings

CHANNEL	VIEWS	OPENS	CTR	CPM	CPE	
Events.com Discover	514	77	14.98%	\$ 373,54	\$ 2,49	View on Discover



City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Events.com Promotion #2 Budget: \$396.00 / \$750

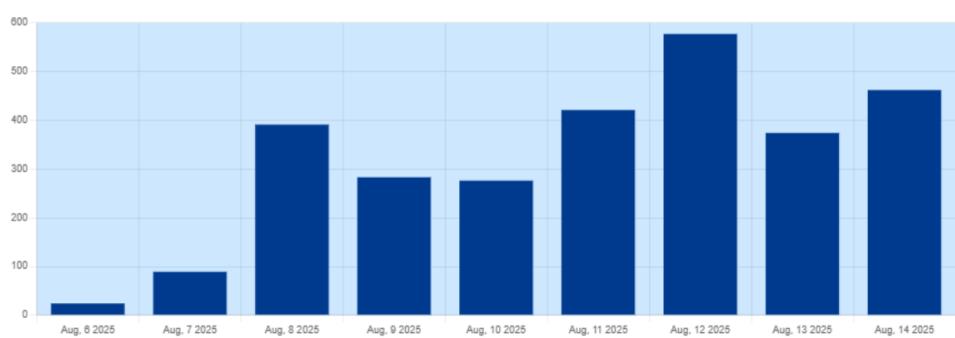
 **Summer Concert Series**
19/06/2025 @ Fireman's Park [View event details](#)

Promotion recap

 4.985 Total Views	 2.771 Total Opens	 \$1 CPE	 2 Promotions Created
---	---	---	--

Breakdown by day (views)

06/08/2025 – 14/08/2025 Day Month



Events.com network boost Advertising channels Premier listing Days with an active promotion E.S. = Event's start E.E. = Event's end

Promotion up to 8 days: Thu – 10 Jul 2025, Thu – 17 Jul 2025 Promotion up to 9 days: Wed – 06 Aug 2025, Thu – 14 Aug 2025

TIP: Click on date to see timeframe

Events.com Discover: Featured listings

CHANNEL	VIEWS	OPENS	CTR	CPM	CPE	
Events.com Discover	4.146	2.771	66.84%	\$103.84	\$0.16	View on Discover

Boosted Listings

CALENDAR	VIEWS	OPENS	CTR	CPM	CPE	
 Redbud City Events	703	--	--	--	--	View on Calendar
 OnDoorCounty.com	72	--	--	--	--	View on Calendar
 Music Festivals US	45	--	--	--	--	View on Calendar



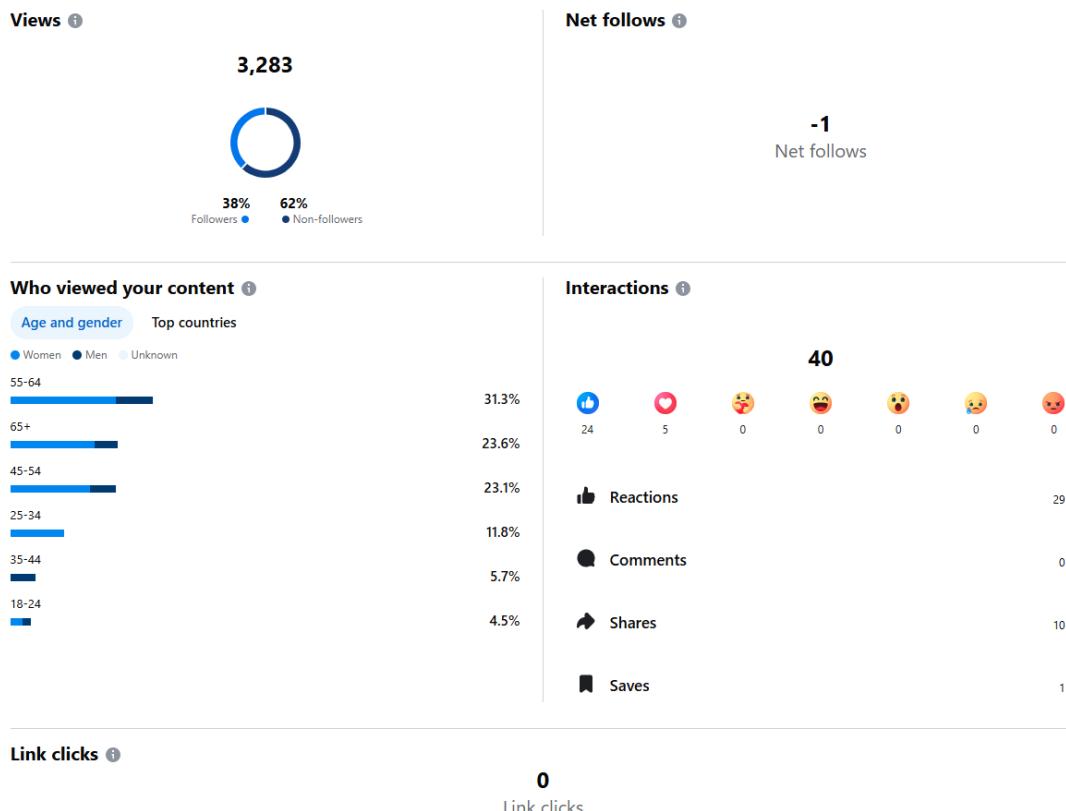
City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Total Facebook for all concerts (5 posts via City page):

- Avg. 44% non-followers
- Gained 2 followers
- 12,053 views
- 25 shares

Facebook Post #1

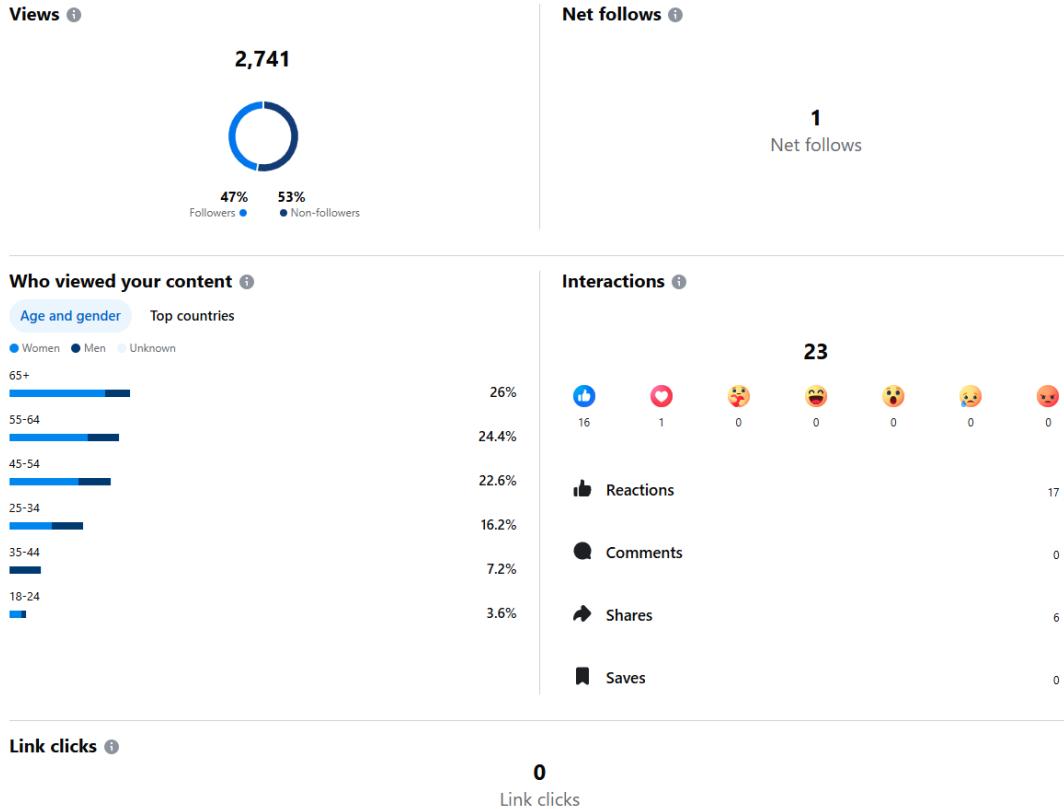




City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Facebook Post #2





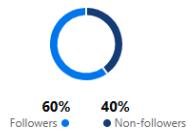
City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Facebook Post #3

Views ⓘ

3,377



Net follows ⓘ

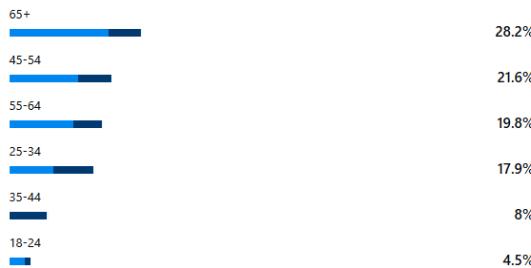
1

Net follows

Who viewed your content ⓘ

Age and gender Top countries

● Women ● Men ● Unknown



Interactions ⓘ

56



Reactions

52

Comments

0

Shares

3

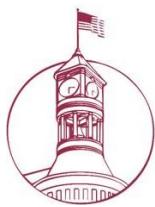
Saves

1

Link clicks ⓘ

0

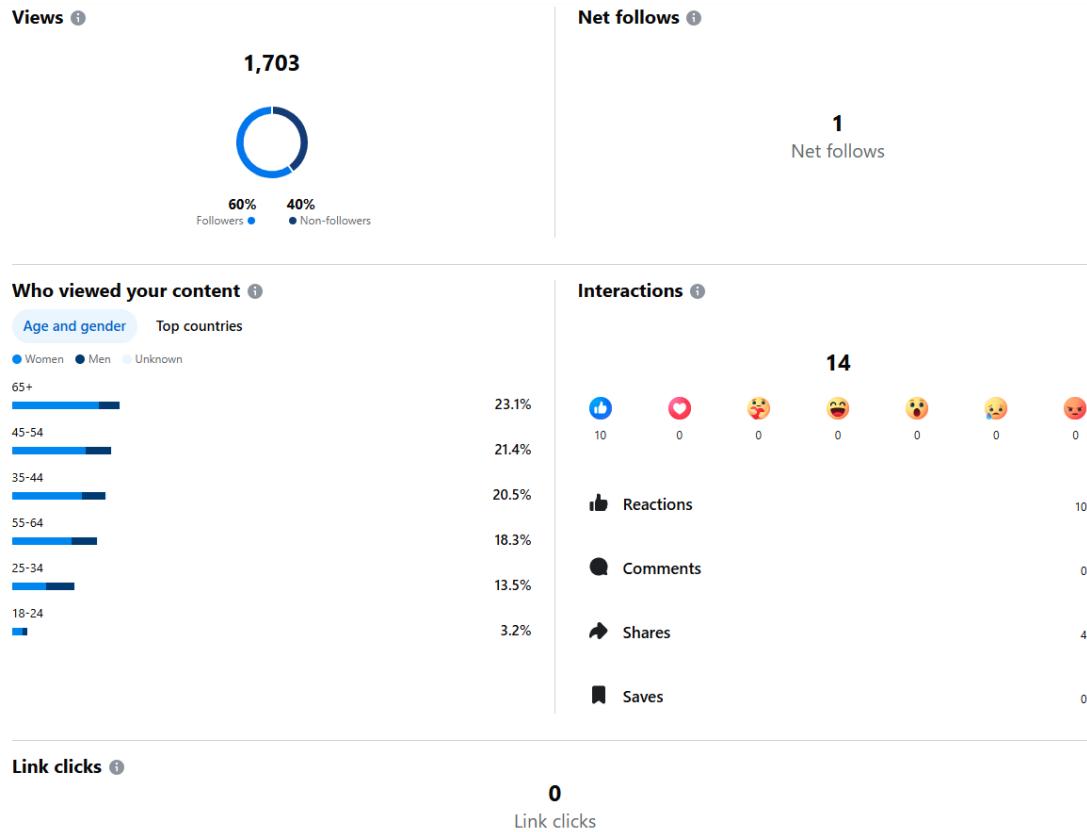
Link clicks



City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Facebook Post #4

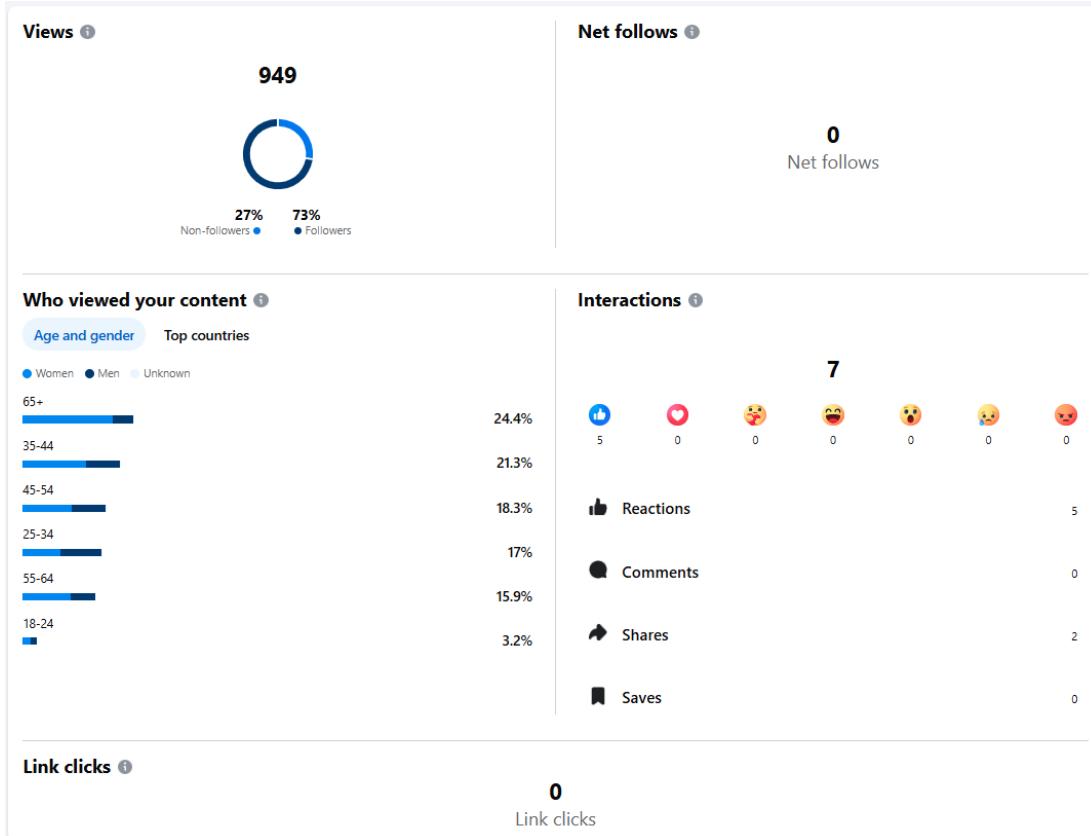




City of Columbus, Wisconsin Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Facebook Post #5





HLPC Marketing Survey

Categories with total responses from 165 total forms completed

People were allowed to list all the places they may have seen the concert information:

- 86 - word of mouth
- 80 - banners around the city
- 65 - Facebook postings
- 62 - yard signs
- 60 - 4th of July tourism book
- 22 - postcards from businesses
- 18 - posters in store windows
- 17 - City website information



City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

Photos





City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.





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

Item #2.

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

Awarded for: \$800 for a set of cocktail tables to be used at the Fireman's Park Pavilion.

Use of Funds: The cocktail tables were purchased as an amenity upgrade for the Pavilion at Fireman's Park. Although, they did not directly increase the number of rentals, they were well received by those who used them. No analytics were gathered, but staff will have more frequent opportunities to capture photos of the tables in-use during select public events. The tables are yet another wonderful amenity to help elevate the Fireman's Park Pavilion as an event destination in Columbus.

Supporting Materials:

- Receipt
- Letter



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

Item #2.



3500 Main Street, Ste 130 - PMB 144
Amherst, New York 14226

Invoice # CRM1000239993 Order # CRM1000239993 Order Date: Jul 25, 2025	
Sold to:	Ship to:
Amy Jo Meyer City of Columbus 161 N Dickason Blvd. Columbus, Wisconsin, 53925 United States T: 9203662558	Amy Jo Meyer City of Columbus: Dept. of Works 229 East School St Columbus, Wisconsin, 53925 United States T: 9203662558
Payment Method:	Shipping Method:
	CRM Shipping Method - LTL (Total Shipping Charges \$319.84)

Products	SKU	Price	Qty	Tax	Subtotal
10-Pack of 36" Bistro / Cocktail	AX-36CTB-A-10-CAR	\$1,599.99	1	\$0.00	\$1,599.99
Tables and Heavy Duty Steel Moving	T				
Cart Bundle					

Subtotal:	\$1,599.99
Shipping & Handling:	\$319.84
Grand Total (Excl. Tax):	\$1,919.83
Tax:	\$0.00
Grand Total (Incl. Tax):	\$1,919.83
Total Paid:	\$1,919.83
Total Due:	\$0.00

\$1119.83
5800 - grant

10555400251

When you receive your order, you expressly agree that you have read, understand and are bound by Tent and Table's terms and conditions of sale. You can review these terms and conditions here: <https://www.tentandtable.net/terms-conditions>. Acceptance of these terms and conditions cannot be waived, or the Terms and Conditions themselves cannot be modified, without written consent of Tent and Table. Please contact Tent and Table if you have any questions.

INSPECTION: Buyer shall inspect the product(s) promptly after receipt and shall notify Seller in writing of any claims, including claims of breach of warranty, within fifteen (15) days after Buyer discovers or should have discovered the facts upon which the claim is based.

NOTE: Damage caused by shipping company is not included in this claim to Seller. Failure of Buyer to give written notice of a claim within the inspection time period shall be deemed to be a waiver of a claim for defective products, a waiver of the right to reject the goods, and conclusive proof that the product(s) were received by Buyer without defect(s).



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

Item #2.

November 6, 2025

Dear David and Members of the Tourism Commission,

Thank you for following up and thank you again for your support through the Room Tax Funding Grant. The new tables have been a wonderful addition to the Pavilion, and we have

already heard great feedback from those who have used the space since they were added.

I understand the concerns regarding the size of the request and whether it could have been

managed through our regular budget. The tables themselves cost approximately \$1,919.83

and the funding from Tourism made a meaningful difference in making this purchase possible. With how tight our budgets have been—and continue to be—this is not something we could have confidently included as a budget item without your assistance.

Your support truly helped enhance the Pavilion in a way that benefits all who use it.

I have included the receipt for the tables with this letter. While the tables themselves did not directly increase rental numbers, they have been a well-received amenity and add a polished, professional touch to the Pavilion. As rentals pick up again next season, we anticipate more frequent use and opportunities to capture photos of them in use at events.

They are not the primary reason people rent the Pavilion, but they certainly elevate the overall experience and are appreciated by our renters.

We do not have demographic or table-specific analytics currently.



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

Item #2.

Please let me know if you would like to connect sooner or if there is any additional information you may need. I appreciate your continued support and look forward to collaborating with you again.

Sincerely,

Amy Jo Meyers

Amy Jo Meyers

Recreation Director



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

Item #2.

Applicant's Information

Name: Julie Belschner
Phone: 608-219-8316 **Email:** jbelschner@madison.com

Organization Information

Name: Redbud Players
Phone: 608-219-8316 **Email:** columbusrebdub@gmail.com
Tax-Exempt: Yes

Awarded for: \$750 for marketing and event creation for the Charlotte's Web play performed September 19-21 and 26-28.

Use of Funds: The Redbud Players spent nearly \$12,000 to create and market their Charlotte's Web performances. This includes the additional advertising on digital and print materials. Total paid-ticket attendance at the performances was 554.

Many attendees were from the Columbus area. But we also had attendees from Hustisford, Waterloo, Watertown, Beaver Dam, Fall River, Rio, Lodi, Sun Prairie, Lake Mills, Hartland, Menomonee Falls, Stoughton, Two Rivers, Lowell, Marshall, Waupun, Berlin and Fort Atkinson, Wisconsin.

There were tickets purchased from Virginia, Illinois, Oregon, Minnesota, Iowa, North Carolina, Missouri, Washington state, Kansas, Nevada, Georgia, Utah, Michigan, North Dakota and New York.

Of those from out of town, about 13 said they stayed overnight at local lodging. Others stayed with family and friends. About 39 ate at local restaurants before or after the show.

Supporting Materials:

- Receipts
- Analytics
- Photos



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

Item #2.

Receipts / Invoices

Redbud Players Fall production 2025

Costs

Yard signs for fall production 2025 -- \$564.97

Flyers for fall production 2025 -- \$441.52

Advertising -- \$4,665.75

Scripts, etc. -- \$1,950

Set construction, etc. -- \$1,250

Costumes, etc. -- \$820

Promotional T-shirts – \$1,258

Programs -- \$517.80

Misc. -- \$500

Total – \$11,968.04



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

Item #2.



Pro forma INVOICE

Invoice Number	Date
002572	September 18, 2025
Account Number	Terms
EXT100298	Net 30 Days

Bill To		Ship To	
Attn: Julie Belschner Belschner Julie 1901 Fish Hatchery Rd. Madison, WI 53713		Attn: Julie Belschner JBelschner@madison.com	
Phone: 608-219-8316 Email: JBelschner@madison.com		Phone: Email: JBelschner@madison.com	Fax:

Sales Order	Date	Estimate	Customer PO		Chargeback		Sales Rep	
252524	September 15, 2025	242969			Bill Customer		Corey Moungey	
Description			Quantity	UOM	Unit Price	Per	Disc	Amount

Redbud Players Program 2025 - 8.5x11 fold to 5.5x8.5 400 EA \$1.29 EA \$517.80

Make Checks payable to: American Family Insurance

Please address the mailing envelope exactly as follows:

American Family Insurance
Corporate Printing
ATTN: Lyn Ehrhardt
6000 American Parkway
Madison, WI 53783

Subtotal	Postage	Shipping	Sales Tax	Less Deposits/ Payments	Total Amount Due (USD)
\$517.80	\$0.00	\$0.00	\$0.00	\$0.00	\$517.80

Page: 1 of 1



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

Item #2.



INVOICE

Invoice Number	Date
002444	June 12, 2025
Account Number	Terms
EXT100298	Net 30 Days

Bill To	Ship To
<p>Attn: Julie Belschner Belschner Julie 1901 Fish Hatchery Rd. Madison, WI 53713</p> <p>Phone: 608-219-8316 Fax: Email: JBelschner@madison.com</p>	<p>Attn: Julie Belschner Belschner Julie 1901 Fish Hatchery Rd. Madison, WI 53713</p> <p>Phone: 608-219-8316 Fax: Email: JBelschner@madison.com</p>

Sales Order	Date	Estimate	Customer PO		Chargeback		Sales Rep	
251863	June 10, 2025	E24090			Bill Customer		Mike Birkholz	
Description			Quantity	UOM	Unit Price	Per	Disc	Amount

8.5x11 4/4, W/BLEED

4,000 EA

\$0.09 EA

\$366.42

Make Checks payable to: American Family Insurance

Please address the mailing envelope exactly as follows:

American Family Insurance
Corporate Printing
ATTN: Lyn Ehrhardt
6000 American Parkway
Madison, WI 53783

Subtotal	Postage	Shipping	Sales Tax	Less Deposits/ Payments	Total Amount Due (USD)
\$366.42	\$0.00	\$0.00	\$0.00	\$0.00	\$366.42

Page: 1 of 1



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

Item #2.



INVOICE

Invoice Number	Date
002539	August 27, 2025
Account Number	Terms
EXT100298	Net 30 Days

Bill To			Ship To						
Sales Order	Date	Estimate	Customer PO			Chargeback		Sales Rep	
252341	August 21, 2025					Bill Customer		Corey Moungey	
Description			Quantity	UOM	Unit Price	Per	Disc	Amount	
Flyers - 8.5x11 - 4/0			1,000	EA	\$0.08	EA		\$75.10	
Yard sign fluted plastic 22x17			100	EA	\$5.65	EA		\$564.97	

Make Checks payable to: American Family Insurance

Please address the mailing envelope exactly as follows:

American Family Insurance
Corporate Printing
ATTN: Lyn Ehrhardt
6000 American Parkway
Madison, WI 53783

Subtotal	Postage	Shipping	Sales Tax	Less Deposits/ Payments	Total Amount Due (USD)
\$640.07	\$0.00	\$0.00	\$0.00	\$0.00	\$640.07

Page: 1 of 1



Analytics

The Redbud Players performed “Charlotte’s Web” six times – Sept. 19, 20, 21, 26, 27 and 28 – at the Columbus Middle School.

Total paid-ticket attendance at the performances was 554. That does not count unpaid children, cast, volunteers and crew – best guess is that more than 600 attended, not counting the cast. For both our Sunday matinees we needed to add more chairs. (100 were set up in advance).

Many attendees were from the Columbus area. But we also had attendees from Hustisford, Waterloo, Watertown, Beaver Dam, Fall River, Rio, Lodi, Sun Prairie, Lake Mills, Hartland, Menomonee Falls, Stoughton, Two Rivers, Lowell, Marshall, Waupun, Berlin and Fort Atkinson, Wisconsin.

And we had tickets purchased by people from Virginia, Illinois, Oregon, Minnesota, Iowa, North Carolina, Missouri, Washington state, Kansas, Nevada, Georgia, Utah, Michigan, North Dakota and New York. – yes, some of them might have been relatives/friends just supporting the play. Or maybe they were planning to be here anyway and so bought a ticket.

Of those from out of town, about 13 said they stayed overnight at local lodging. Others stayed with family and friends. About 39 ate at local restaurants before or after the show.

The Redbud Players promoted the shows through a wide variety of means – on the city’s website, flyers distributed during the 4th of July Parade and to businesses in Columbia, Dodge and Dane counties, as well as via social media – sharing to 48 Facebook groups among other efforts. We ran numerous ads in Agri-View as well as in all the Capital Newspapers publications. New this year we also ran a digital campaign. We handed out about 5,000 flyers in total. And we placed 100-yard signs across the area. We also sold and gave away Charlotte’s Web t-shirts to promote the play. And we had a table at the Wine Walk to promote the group, giving away raffle baskets there also.

New this year was concessions stand at each play and raffle baskets. Both were extremely popular.

We greatly appreciate the support of the Columbus Tourism Commission.



**City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Final Report**

Item #2.

Photos





**City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Final Report**

Item #2.





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

Item #2.





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

Item #2.

Applicant's Information

Name: Barbera 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

Awarded for: \$500 for event creation of the Open-Air Art & Garden Party that took place at Wyvern's Trove on June 6 and 7, 2025.

Use of Funds: Additional funds for the event was spent on paper, ink, small prizes, decor, and some food to encourage repeat customers and in hopes of good "reviews" besides some reusable things that would upgrade the event. Wyvern's Trove didn't pay for special online "boosts" or newspaper ads, etc. because we didn't know if we would get any grant nor how much until well after the event. The overall event was successful, even if it drew a small number of visitors from outside our area. Wyvern's Trove will look to have a little more cash on hand to spend on digital media next year.

It was a small event due to weather, and 16 visitors were asked where they're from. 3 were from Madison, 2 were from Sheboygan, 2 were from the Oshkosh area, and the rest were from Columbus and the surrounding area. Additional analytics come from free marketing using online sources, Facebook, Events.com, and our blog site.

Supporting Materials:

- Analytics
- Receipts
- Photos



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

Item #2.

Analytics

Survey of Guests

- Madison: 3
- Sheboygan: 2
- Oshkosh area: 2
- Columbus area: 9

Total: 16

Nextdoor - 225 views

Events.com - 317 views for the artist invite listing, 81 views for the garden party separate listing

Allevents - 9 interests from all over the state, none attended.

Our blog - 3 to 12 views for each post about the event, most were international (we have followers from Singapore, England, and elsewhere).

Mailings - We mailed out about 40 individual fliers to people who have expressed interest in the past and emailed about the same. Most attendees either received a mailing or picked up a flier elsewhere (Community center, meetings, Farmers and Merchants, etc.)

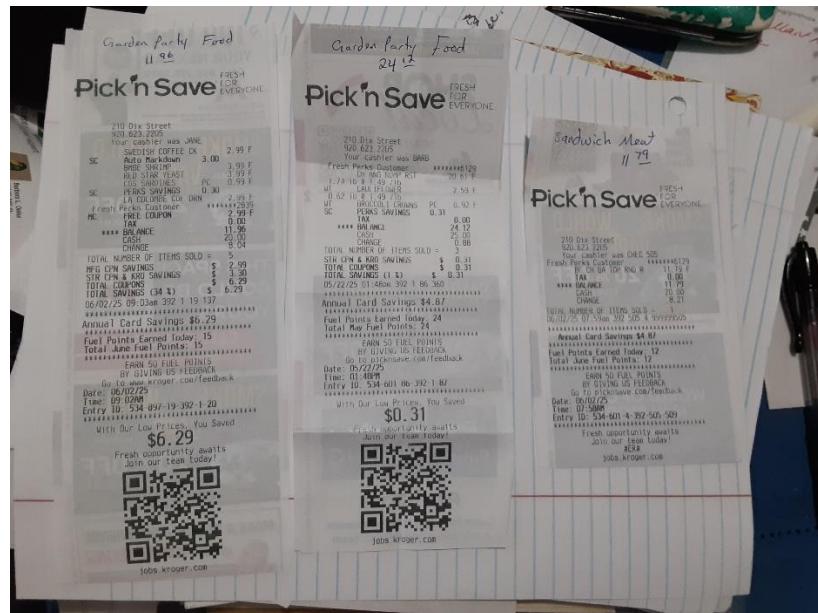


City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Final Report

Item #2.

Receipts

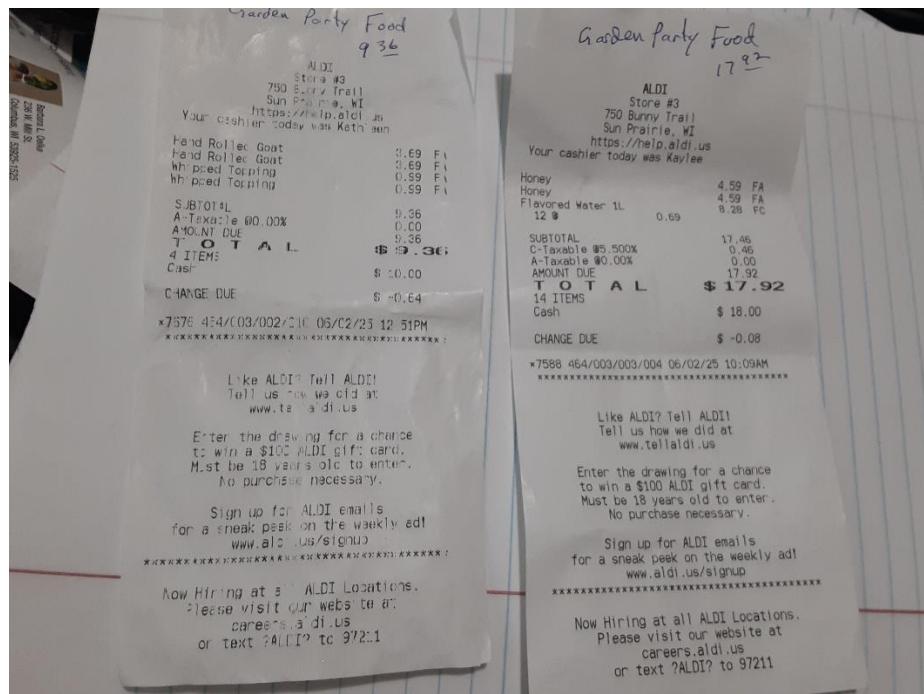
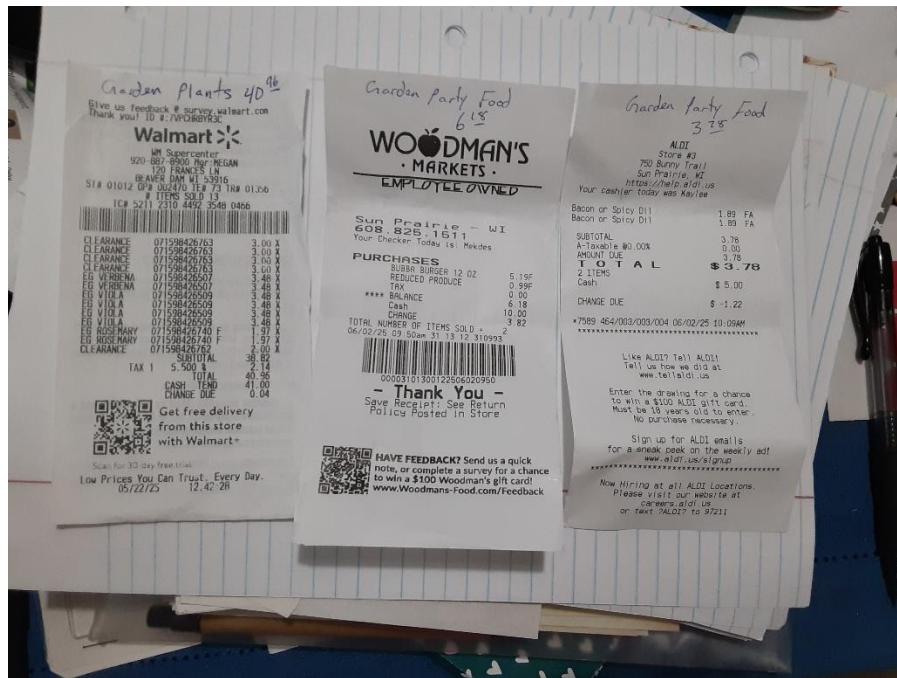
A total of \$722.19 was spent on additional purchases to upgrade the Open-Air Art & Garden Party event.





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

Item #2.





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

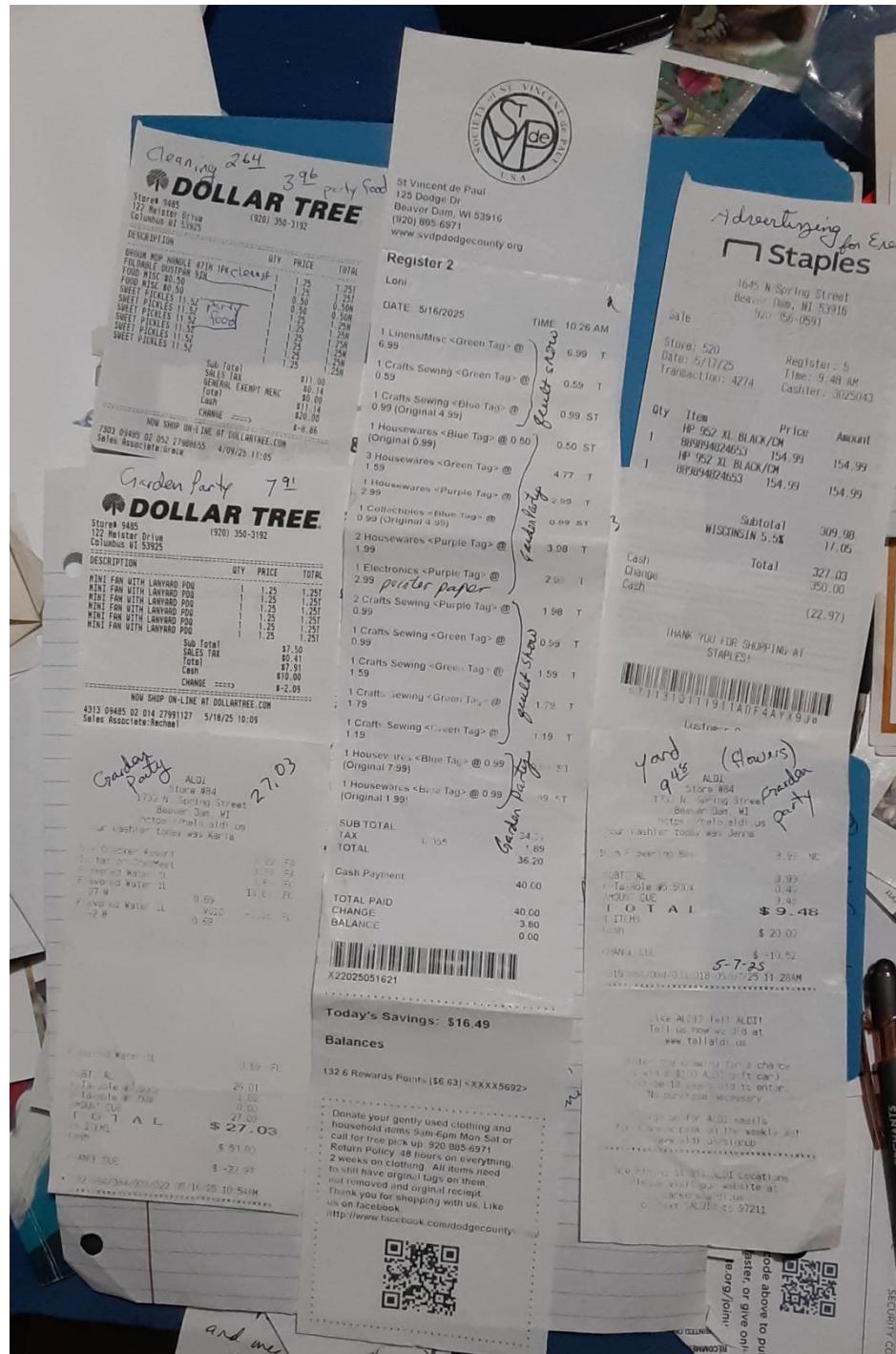
Item #2.





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

Item #2.





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

Item #2.

Photos





**City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Final Report**

Item #2.





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

Item #2.





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

Item #2.





**City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Final Report**

Item #2.





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

Item #2.

Applicant's Information

Name: Barb Oelke
Phone: 920-350-5618 **Email:** twyverns@gmail.com

Organization Information

Name: Wyvern's Trove Inc.
Phone: 920-350-5618 **Email:** twyverns@gmail.com
Tax-Exempt: Yes

Awarded for: \$900 for displays and advertising for the Fall Quilt Workshop & Show that took place from October 30 through November 1, 2025.

Use of Funds: The event consisted of a three-day quilt workshop, and two-day quilt show and sale. To improve and expand the show, we purchased poles from which to hang the larger quilts along with drapes, cross beams, weights, etc. to make them stable and usable.

We spent an additional \$662.19 on display upgrade items and quilting materials for the event and \$300 on advertising that included fabrics and some print marketing materials and mailers to quilt guilds in and out of state.

Visitors to the museum included mostly people from out of town including several from Madison, couples and individuals from Mauston, Oshkosh area, Sun Prairie, Two Rivers, Sheboygan, Port Washington and Janesville.

Supporting Materials:

- Blog Post
- Receipts
- Photos



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

Item #2.

Wyverns Trove Quilt Show, Sale and Workshop

30 Oct - 1 Nov 2025

The event consisted of a three-day quilt workshop, and two-day quilt show and sale. To improve and expand the show, we purchased poles from which to hang the larger quilts along with drapes, cross beams, weights, etc. to make them stable and usable) and sheers to form a "roof" over the poles to improve lighting and retain heat.

The poles and sheers for displaying more quilts (and retaining more heat down by the visitors worked well, although with one heater not working, yet some retained their coats.

Visitors to the museum included mostly people from out of town including several from Madison, couples and individuals from Mauston, Oshkosh area, Sun Prairie, Lake Michigan coastal Wisconsin (Two Rivers, Sheboygan, and Port Washington), and Janesville.

We did not get the quilt workshop attendance we hoped for due to scheduling conflicts but a group from northern Wisconsin (Minocqua / Lac du Flambeau area) has signed up for a private version of the workshop this coming spring since they had an event the weekend of our quilt show. We may shift the schedule for the next quilt show away from Halloween weekend, hoping more of them can attend.

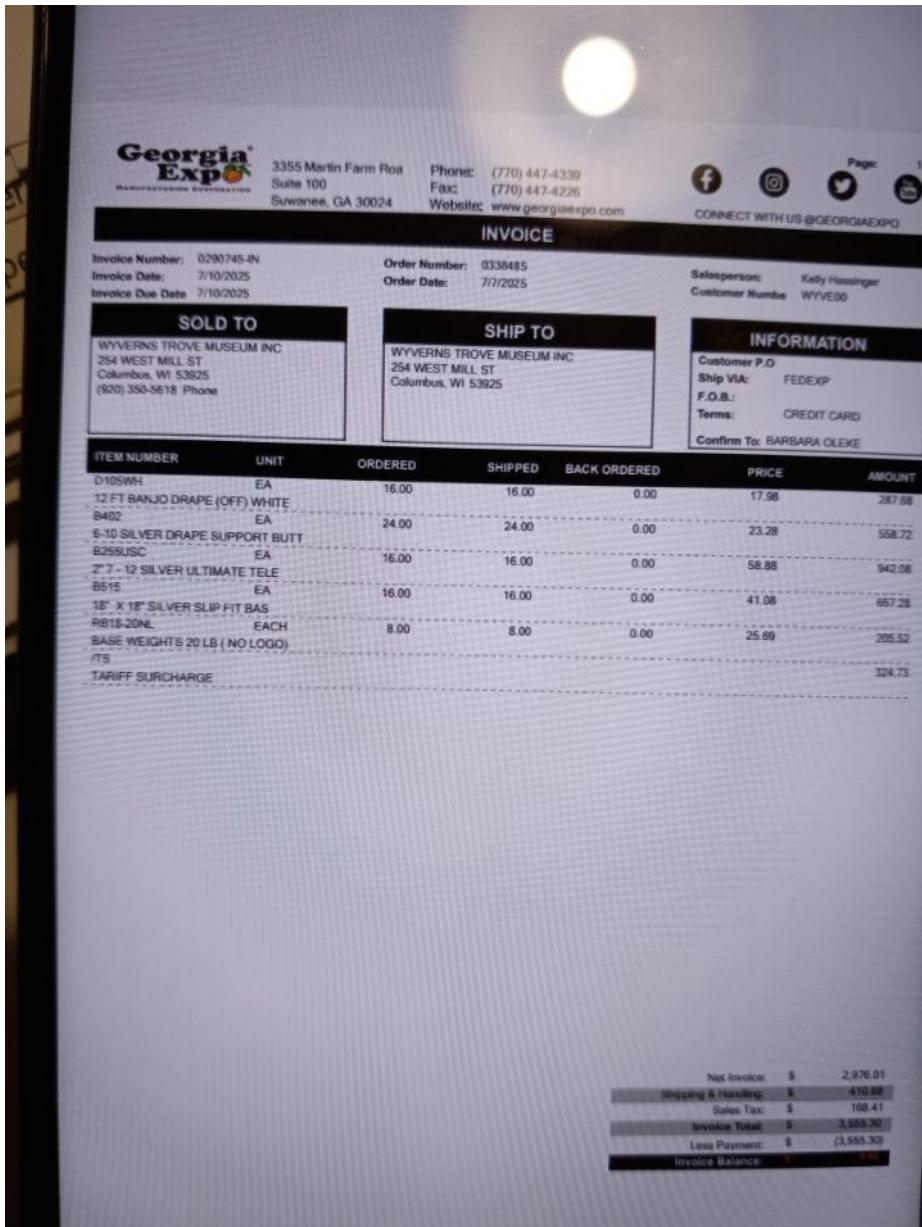
We posted and handed out paper advertisements/handouts in Beaver Dam Fall River, and Randolph as well as Columbus. I mailed and emailed fliers to all the quilt guilds I could find an address for. Web sites included Quilters Hub, Travel Wisconsin, Allevents, Beaver Dam's radio web page, Nextdoor, and Facebook (via the Columbus Chamber of Commerce).



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

Receipts

Wyvern's Trove spent an additional \$324.73 on materials needed to upgrade the quilt displays along with \$337.46 in fabric for the workshop.





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

Item #2.

Union Bank
fmub.bank • askfmub@fmub.bank

ACCOUNT DOCUMENTS: 4

*****AUTO**SCH 5-DIGIT 53916
120 1.0690 AV 0.545 1 1 120
Wyverns Trove Inc
254 W Mill St
Columbus WI 53925-1525

OK

FMUB is proud to share a FREE tool with you to learn if your email address has been in any recent data breaches. See the last page of your statement for more information about this service, follow the link: <https://fmub.bank/sft1792/july2025stuffer.pdf>.

Business Checking ACCOUNT [REDACTED]

DESCRIPTION

BAJ	LAST STATEMENT	05/31/25
CH	# 2157	06/13/25
CK	# 2158	06/23/25
CK	# 2159	06/23/25
ECK	# 2160	06/27/25
722	POS PURCHASE SP FABRICWHOLESA 131-58646072 NY	
90K80VBY 022722	337.46	06/30/25
E	ENCE THIS STATEMENT	06/30/25

TOTAL: STATEMENT PERIOD 05/31/25 THROUGH 06/30/25:



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

Item #2.

Photos





**City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Final Report**

Item #2.





**City of Columbus, Wisconsin
Tourism – Room Tax Fund Reimbursement Grant Final Report**

Item #2.

