



# Historic Landmarks and Preservation Commission Meeting Agenda

Wednesday, February 26, 2025 at 4:00 PM

Columbus City Hall – 105 N. Dickason Boulevard

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**Call Meeting to Order**

**Roll Call**

**Notice of Open Meeting**

**Public Comments (3 minute limit per person)**

**Approval of Agenda**

**Approval of minutes from previous meeting(s)**

**Accept the financial report**

[Report](#) from 2-19-2025

**Pay Invoices and Bills**

**Unfinished Business**

- [1.](#) Discussion and Possible Action Regarding the 2025 Summer Concert Series Performance Contracts
- [2.](#) Discussion and Possible Action Regarding the Chamber of Commerce Summer Concert Series Sponsorship
- [3.](#) Discussion and Possible Action Regarding Advertising for the Summer Concerts Series
- [4.](#) Update on Vibrant Spaces Grant
- [5.](#) Update on 2024 City Tourism Grant

**New Business**

- [6.](#) Thank you to Katie Sharrow Nichols
- [7.](#) Discuss Draft Application by HLPC for Designating City Hall as a Local Historic Landmark
- [8.](#) Discussion/possible action regarding 2025 City Tourism Grant

**Future Meetings**

**Adjourn**

**CHLPC TREASURER'S REPORT**  
February 19, 2025

SUSAN STARE AUDITORIUM FUND	CD	BALANCE	02.19.25	\$19,148.88
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WATER TOWER FUND 253474		BALANCE	02.19.25	\$10,625.02
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Mary Poser/Former Columbus Auditorium Corporation 2502700	CD	BALANCE	02.19.25	\$32,307.87
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**REST HAVEN IMPROVEMENT**  
(new savings acct) 255362

Janet Groh			01.24.25	\$5,000.00
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Edwin Schellin			01.24.25	\$500.00
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Kris Lienke Sanderson			01.24.25	\$100.00
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**Façade acct closed and transferred to the rest haven acct**

		deposit	01.24.25	132.36
		BALANCE	02.19.25	\$98,968.65
			01.24.25	\$105,111.01

2025 calendar sales		DEPOSIT	02.11.25	\$150.00
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FAÇADE IMPROVEMENT FUND (new savings acct) 255707		BALANCE	01.24.25	closed
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CHLPC ACCOUNT 187450		BALANCE	02.19.25	\$32,597.71
		deposit	01.24.25	\$30.00

4th of July Committee 2014 donation for rest haven project				\$5,000.00
Rest haven bathroom donation from Bob & Janet Groh 2015				\$5,000.00
Rest haven donation from Dave & Sue Zittel 2018				\$500.00
Rest haven bathroom donation from Dave & Sue Zittel 2018				\$500.00
Rest haven bathroom donation from Bob & Janet Groh 2018				\$5,000.00
Rest haven bathroom donation from Mary Derr 2019				\$1,000.00
Rest haven donation from Dave & Sue Zittel 2019			09.09.19	\$500.00
Rest haven donation from Lyco 2019			09.09.19	\$500.00
Rest haven donation from Bob & Janet Groh 2019				\$10,000.00
Rest haven donation from Elizabeth Hinds 2020			07.15.20	\$20.00
Rest haven donation from Fred & Della Dartt 2020			08.13.20	\$100.00
Rest haven donation from Dave & Sue Zittel 2020			09.08.20	\$1,000.00

Rest haven donation from Bob & Janet Groh 2020	12.18.20	\$10,000.00
Rest haven donation from Bob & Janet Groh 2021	12.15.21	\$10,000.00
Rest haven donation from Rolf Poser	12.15.21	\$500.00
Rest haven donation from Lys Buck	12.31.21	\$100.00
Rest haven donation from Community Foundation of Collier County Ed & Judy Bergauer	02.16.22	\$5,000.00
Donation from Bob & Janet Groh	12.13.22	\$10,000.00
Rest haven donation from Rolf Poser	01.13.23	\$500.00
Rest haven donation from David & Sue Zittel	08.29.23	\$500.00
Rest haven donation from Rolf Poser	12.19.23	\$500.00
Donation from Bob & Janet Groh	01.04.24	\$5,000.00
Donation from Janet Groh	01.24.25	\$5,000.00
2018 Historic Calendar		\$7,784.44
2019 Historic Calendar		\$8,317.45
2020 Historic Calendar		\$6,920.00
2021 Historic Calendar		\$7,080.21
2022 Historic Calendar		\$12,595.00
2023 Historic Calendar		\$8,486.00
2024 Historic Calendar		\$7,537.00
2025 Historic Calendar		\$10,955.00

TOUR BOOK LOAN		\$196.39
deposit	01.24.25	\$30.00

**February 19, 2026**

**COLUMBUS PAVILION ADA ACCESSIBILITY FUND**

**ACCOUNT 250968**

**02.19.25**

**\$4,015.93**

RESPECTFULLY SUBMITTED,  
BETH ALTSCHWAGER, TREASURER



## Agenda Item Report

**Meeting Type:** Historic Landmarks Preservation Commission

**Meeting Date:** February 26, 2025

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**Item Title:** Discussion and Possible Action Regarding the 2025 Summer Concert Series Performance Contracts

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

### Detailed Description of Subject Matter:

The City Attorney had two areas of concern regarding the contract from Bananas Entertainment.

In section 5b, the contract provides that the artist has control over the services of personnel and everything else. I am not sure what this entails, but it suggests that the artist has the ability to direct City staff and tell them what to do. Not sure if that is a good idea and maybe it is overthinking. Also, in section 5d, if the artist is not able to perform, it should describe if the artist still gets paid, and if so, how much? If the artist is unable to perform, there will most likely be no time to get a replacement so if the artist can't go, then perhaps no payment.

The other issue is there is no language about the artist providing insurance. I am not sure what has been done in the past, but I would suggest some coverage by the artist. If insurance is a problem or is cost prohibitive, then I would suggest a hold-harmless provision where the artist holds the city harmless for anything the artist does.

Staff is currently awaiting an example of performer contracts used by the Library to use as a possible template for performances.

### List all Supporting Documentation Attached:

Example Contract from Bananas Entertainment

### Action Requested of the Cable Commission:

Discuss and possibly take action for 2025 Summer Concert Series Performance Contracts



Mark Croft  
608-469-6300  
mark@bananasentertainment.com  
P.O. Box 5171 De Pere, WI 54115

bananasentertainment.com

PLEASE SIGN AND RETURN THIS COPY BY FEBRUARY 16, 2025  
A COPY WILL BE RETURNED FOR YOUR FILES

1. AGREEMENT made this 14 day of February 2025 between MARK CROFT dba: MARK CROFT (herein referred to as Artist) and HLPC - COLUMBUS HISTORIC LANDMARKS AND PRESERVATION COMMISSION (herein referred to as Purchaser)
2. LOCATION, DATE, TIME OF PERFORMANCE:  
COLUMBUS FIREMANS PARK  
1049 PARK AVE  
COLUMBUS, WI 53925  
THURSDAY AUGUST 14, 2025  
06:00 PM - 08:00 PM
3. PERFORMANCE DESCRIPTION: PUBLIC OUTDOOR
4. CONTRACT PRICE: \$800 ( EIGHT HUNDRED DOLLARS )
  - a. \$0 deposit payable online via the customer portal ([customers.bananasentertainment.com](https://customers.bananasentertainment.com)) OR via check (payable to Bananas Entertainment LLC) due 14 days after contract approval
  - b. Balance of \$800 is payable via CASH OR CHECK TO THE ARTIST DAY OF PERFORMANCE. Checks should be made payable to: MARK CROFT. Please DO NOT pay the artist with a check made out to Bananas Entertainment.
  - c. If this engagement is an outdoor event, Artist shall receive full payment rain or shine.
  - d. If engagement is cancelled by Purchaser, deposit is non-refundable.
  - e. Cancellation by Purchaser within 90 days of performance date will result in liability for entire contract price.
5. ARTIST-INDEPENDENT CONTRACTOR
  - a. MARK CROFT will arrive 45 minutes prior to contract starting time. Access to the staging area needs to be clear to allow enough time for equipment set-up, sound check, and change of attire. A staging area of 12 feet wide 8 feet deep is needed to accommodate equipment. Grounded electrical outlets near staging area are necessary for quality sound and lighting. At times it is not feasible for artist to begin set-up until performance area is cleared by event staff. If purchaser requests an early set-up, a separate charge will apply. The Artist will not be responsible for make-up time if this situation (or any other) impedes access to the staging area, delaying set-up.
  - b. MARK CROFT shall at all times have complete supervision, direction, and control over the services of the personnel on this engagement and expressly reserves the right to control the manner, means, and details of the performance of services to fulfill the engagement requirements.
  - c. The Artist executes this agreement as an independent contractor, not as an employee of the Purchaser. Responsibility for appropriate payments payroll taxes and charges under applicable federal and local law will be assumed by the Artist(s).
  - d. The agreement of Artist(s) to perform is subject to detention, severe sickness, accidents, or any other legitimate conditions beyond their control.
6. SPECIAL PROVISIONS: PERFORMANCE TO BE HELD UNDER THE PICNIC SHELTER AT FIREMAN'S PARK. ARTIST TO PROVIDE SOUND PRODUCTION AND LIGHTING. IN THE EVENT OF RAIN OR INCLEMENT WEATHER, PERFORMANCE TO BE MOVED INSIDE THE PARK PAVILION. - Act Size For Job: TRIO
7. If any provisions hereof are determined to be void by court of competent jurisdiction, the remaining provisions hereof shall remain in full force.
8. This engagement agreement and any accompanying rider is the entire agreement of the parties and may not be altered or amended unless agreed upon by both parties and Bananas Entertainment LLC.
9. We acknowledge and confirm that we have read and approve the terms and conditions set forth in this contract.
10. Commencement of engagement as described in this agreement is deemed to be an acceptance of all the terms by Purchaser and Artist.

Purchaser Signature NOT YET SIGNED

Purchaser: HLPC - COLUMBUS HISTORIC LANDMARKS  
AND PRESERVATION COMMISSION  
LIBBY GILBERTSON  
105 N DICKASON BLVD  
COLUMBUS WI, 53925

Artist Signature NOT YET SIGNED

Artist: dba MARK CROFT  
c/o Bananas Entertainment LLC  
P.O. Box 5171  
De Pere, WI 54115





## Agenda Item Report

**Meeting Type:** Historic Landmarks Preservation Commission

**Meeting Date:** February 26, 2025

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**Item Title:** Discussion and Possible Action Regarding the Chamber of Commerce Summer Concert Series Sponsorship

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

### Detailed Description of Subject Matter:

Staff has asked the Columbus Area Chamber of Commerce about potential sponsorship of the CHLPC's Summer Concert Series. Staff informed the Chamber about the CHLPC's desire to seek a new partner as the status of its long-time partner of the CDDC is up-in-the-air.

The Chamber expressed interest but had a few questions that need to be addressed before any partnership is reached. Would the City's general liability insurance be enough to cover the events or will that have to be covered by the Chamber? Ideally, the insurance would have to cover all of the concerts, and not just one.

Additionally, the Chamber asked about picnic licenses – can they be combined to cover all concerts or is one needed for each concert? Would the Chamber have to provide bartenders for concerts that have alcohol?

Staff will reply to the Chamber who've planned to potentially vote by or at their next meeting on March 11, at 8:30am at the 161 Building, located at 161 N. Dickason Blvd.

### List all Supporting Documentation Attached:

### Action Requested of the Cable Commission:

Discuss and take possible action to address Chamber of Commerce concerns and continue to pursue partnership.



## Agenda Item Report

**Meeting Type:** Historic Landmarks Preservation Commission

**Meeting Date:** February 26, 2025

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**Item Title:** Discussion and Possible Action Regarding Advertising for the Summer Concerts Series

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

### Detailed Description of Subject Matter:

Currently, the CHLPC will be advertising with a banner hung up at the “4-corners” intersection of James St. and Ludington St. along with yard signs and flyers as done in previous years. Ads for the Shopper have been done, and Facebook is used as the Series has been posted to various City-owned pages and shared to the “chatter” pages. In the last couple of years, it’s been added to a community calendar on Events.com. The Concerts are being added to the Dodge and Columbia County Visitor Guides through Tourism and Chamber of Commerce.

Staff would like to recommend increasing digital advertising. This may include paid advertising on Events.com, Facebook, and Google Ads. Free advertising could be attained by adding the concerts to event calendars on regional media sites such as DailyDodge/WBEV. Members of the CHLPC are encouraged to reach out to WEBV/Daily Dodge for multiple spots on their Hometown Today and Community Comment shows. These would be free to participate in.

It would be beneficial to inquire as to how and where any contracted bands/promoters are marketing the concerts.

### List all Supporting Documentation Attached:

### Action Requested of the Cable Commission:

Discuss and possibly take action for advertising for the Summer Concert Series



## Agenda Item Report

**Meeting Type:** Historic Landmarks Preservation Commission

**Meeting Date:** February 26, 2025

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**Item Title:** Discuss Draft Application by HLPC for Designating City Hall as a Local Historic Landmark

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

Staff have drafted an application for designating City Hall, located at 105 N. Dickason Blvd., as a local historic landmark. Staff have included various materials to help support the application and seek direction to complete the application and / or modify the materials for review.

**List all Supporting Documentation Attached:**

Draft Application

Exterior City Hall Pictures

Designation Map

Applicant Relationship Statement

Condition and Integrity Statement

Meeting the Criteria Statement

**Action Requested of the Cable Commission:**

Discuss and amend any of the presented application materials.

Date application received: \_\_\_\_\_

Application received by: \_\_\_\_\_

Item #7.

**APPLICATION FOR LANDMARK/HISTORIC DESIGNATION  
(STRUCTURE, SITE, NEIGHBORHOOD OR DISTRICT)**

**CITY OF COLUMBUS**

**HISTORIC LANDMARK AND PRESERVATION COMMISSION**

This application packet is used to file an application(s) for the nomination of a property as a locally designated structure, site, neighborhood or district. This application is to be submitted to the City Clerk. Please refer to the attached Zoning Code, Chapter 114, Article V, Division 9 for Historic Sites and Structures.

<b>Contact Information</b>		
Applicant Name: City of Columbus, WI		Phone: 920-623-5900
Applicant's Mailing Address: 105 N. Dickason Blvd.		
City: Columbus	State: WI	Zip: 53925
Applicant's Email Address: dbennett@columbuswi.gov		
<b>Contact Information</b>		
Property Owner(s): City of Columbus, WI		Phone: 920-623-5900
<i>If more than one owner, please attached additional contact information</i>		
Property Owner's Mailing Address: 105 N. Dickason Blvd.		
City: Columbus	State: WI	Zip: 53925
Property Owner's Email Address: dbennett@columbuswi.gov		
<b>Property Description</b>		
Name (as shown on the tax assessor's rolls of the owner of property proposed for designation): City of Columbus		
Property Address: 105 N. Dickason Blvd.		Year Built and Historic Name if any: 1891-1892 Columbus City Hall
Legal Description and Parcel Number(s): SW 15' of SE 97' of Lot 4, Blk 3; SE 97' of Lot 5, Blk 3; Columbus Blks 1-9 and Tax Parcel ID Number: 51		
Original Owner: City of Columbus		Original Use: Fire Station,

	City Hall, Police Station, Auditorium
Architect: Truman D. Allen	Builder:

**MAP.** Has a map delineating the boundaries and location of the property proposed for designation been included with this application? **Yes or No (Circle One)**

**WRITTEN STATEMENT.** Describe the property and setting forth reasons in support of the designation proposed. Reasons must align as stated in 114-176

Round corner tower with clock and bell cupola, round arches on 1<sup>st</sup> story. Corbelled cornice. Square corner tower with round arch windows. Massive round arch window and entrance. A fire bell and tower were removed in 1948 when the fire department moved to a new location. Local artist Susan Stare has painted murals on the interior of the City Hall. There is an auditorium on the second floor.

Reasons for the designation as proposed include:

- The auditorium, originally designed by Truman D. Allen of Minneapolis, MN, occupies the second and third floors of the Columbus City Hall. It was originally designed in 1891 to accommodate an audience of 600. It was last occupied in the late 1940s, and the second floor was closed to the public in the 1950s. The auditorium was used for silent movies, traveling speakers, entertainment, and school functions.
- The building is composed of area materials consisting of Watertown cream brick, Doylestown red sandstone, and rock-faced Waukesha limestone. About half of T.D.Allen's works remain and are included in the National Historic Register. The Columbus City Hall displays many characteristics of his works.
- Added to the National Register of Historic Places in 1979 and the State Register of Historic Places in 1989.
- The City of Columbus would like to protect the building in order to retain its historic, cultural, and architectural value to the community if it were to relocate to a new facility and the building sold to a developer.

**CRITERIA FOR DESIGNATION (check all that apply)**



Exemplify, reflect or hold significant value as part of the broad cultural, political, economic or social history of the nation, state or city



Are identified with historic personages or with important events in national, state or local history



Embody the distinguishing characteristics of an architectural type or specimen, inherently valuable for a study of a period, style, method of construction or of indigenous materials or craftsmanship



Are representative of the notable work of a master builder, designer or architect whose individual genius influenced his age



Are identifiable as established and familiar visual features in the community owing to their unique location or physical characteristics

**PROPERTY OWNER(S) CONSENT.** Has the property owner(s) consented to the proposed designation? **YES or NO.**

If "yes", please attach a copy of the letter of consent. (attached: Yes or No)

**PROPERTY OWNER NOTIFICATION.** Has the property owner been notified of this application by certified mail? **YES or NO.**

**ADDITIONAL INFORMATION.** Has additional information, not requested on this application, been included with this application? **YES or NO.** If yes, then please describe a summary of information provided:

Applicant's Signature

I hereby acknowledge by my signature below that the foregoing application is complete, truthful, and accurate.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Application Materials That Shall Be Included

- Current and historic photographs of exterior of existing structure.
- Statement describing the applicant's relationship to the property to be designated. This statement should indicate the applicant's interest in or association with this property.
- Statement describing how the property meets at least one of the criteria for designation as a landmark or historic district contained in Section 599.210 of the City Code.
- Statement describing the physical condition of the property and whether the property retains integrity (i.e. the ability to communicate its historical significance as evident in its location, design, setting, materials, workmanship, feeling and association.)

- MUNICIPAL CODE

Chapter 114 - ZONING

ARTICLE V. - SUPPLEMENTARY USE AND STRUCTURE REGULATIONS

DIVISION 9. HISTORIC SITES AND STRUCTURES

## *DIVISION 9. HISTORIC SITES AND STRUCTURES*

### **Sec. 114-173. Purpose and intent.**

It is declared a matter of public policy that the protection, enhancement, perpetuation and use of improvements of special character or special historical interest or value is a public necessity and is required in the interest of health, prosperity, safety and welfare of the people. The purpose of this division is to:

- (1) Effect and accomplish the protection, enhancement and perpetuation of such improvements that represent or reflect elements of the city's cultural, social, economic, political, engineering and architectural history.
- (2) Safeguard the city's historic and cultural heritage as embodied and reflected in such historic structures, sites, districts and neighborhoods.
- (3) Stabilize and improve property values.
- (4) Foster civic pride in the beauty and noble accomplishments of the past.
- (5) Protect and enhance the city's attractions for residents, tourists and visitors and to serve as a support and stimulus to business and industry.

- (6) Strengthen the economy of the city.
- (7) Promote the use of historic structures, sites, districts and neighborhoods for the education, pleasure and welfare of the people of the city.

(Ord. No. 643-09, §§ I, II, 4-8-09)

### **Sec. 114-174. Historic Landmark and Preservation Commission composition.**

- (1) An historic landmarks and preservation commission is created, consisting of seven members. Each member shall have to the highest extent practicable a known interest in historic preservation. The mayor shall appoint the commissioners, subject to confirmation by the common council. Each member shall serve staggered terms of three years. The terms of appointees shall commence on May 10 of the year of appointment.
- (2) The commission shall annually designate a chairman, vice-chairman and secretary/treasurer from among its members who shall perform those duties as are common to their offices and shall adopt regular meeting dates and reasonable rules of procedure.
- (3) The preservation commission may adopt specific operating guidelines for designation of historic sites, structures, districts and neighborhoods provided they are in conformity with criteria and standards established by this division.
- (4) The historic landmark and preservation commission is herein referred to as the "preservation commission"

(Ord. No. 643-09, §§ I, II, 4-8-09)

- MUNICIPAL CODE  
Chapter 114 - ZONING  
ARTICLE V. - SUPPLEMENTARY USE AND STRUCTURE REGULATIONS  
DIVISION 9. HISTORIC SITES AND STRUCTURES

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### **Sec. 114-175. Powers and duties of the preservation commission.**

The preservation commission shall have the following duties as further detailed elsewhere in this division as noted:

- (1) Designation of historic structures, sites, districts and neighborhoods. (See sections 114-176 and 114-177).
- (2) Regulation of construction, reconstruction and exterior alteration involving designated properties. (See sections 114-178 and 114-179).
- (3) Regulation of demolition involving designated properties. (See section 114-182).
- (4) Rescinding of historic structure, site, district or neighborhood designation. (See section 114-182).
- (5) Recommendation on proposed alterations to the interiors of designated municipal buildings. The preservation commission shall consider and make recommendation to the common council regarding proposed alteration to the interior of any designated municipal building.
- (6) Recognition of designated sites. The preservation commission may cause to have prepared and erected, a suitable plaque upon designated properties at public expense. Such plaque shall be easily visible to passing pedestrians. The plaque shall contain such information as the preservation commission deems proper, such as the name of the building or site, important dates and pertinent facts.
- (7) In addition, the preservation commission shall also:

- (a) Actively work for the passage of enabling legislation that would permit the granting of full or partial tax exemptions to properties it has designated under the provisions of this division in order to encourage owners of historic properties to assist in carrying out the intent of this division.
- (b) Cooperate with the historic preservation officer for the state and the state historic preservation review board in attempting to include such properties hereunder designated as historic structures or sites in the National Register of Historic Places.
- (c) Work for the continuing education of the citizens about the historic heritage of the city and the historic structures and sites designated under the provisions of this division.
- (d) As it deems advisable, receive and solicit funds for the purpose of historic preservation in the city. Such funds shall be placed in a special city account for such purpose; however, any such funds intended by the donor to be controlled by the commission may be placed in a separate trust account of the commission in keeping therewith.

(Ord. No. 643-09, §§ I, II, 4-8-09)

### **Sec. 114-176. Historic structures, sites, neighborhoods and districts designation criteria.**

- (1) For purposes of this division, an historic structure, site, neighborhood or district designation may be placed on any site, natural or improved, including any building, improvement or structure located thereon or any area of particular historic, architectural or cultural significance to the city in accordance with the criteria detailed in this section. Designation shall be based on a comprehensive consideration of all relevant factors. Within this division, properties granted historic structure, site, neighborhood or district designation are referred to as "designated properties".
- (2) Designation may be granted to structures, sites, neighborhoods or districts that:
  - (a) Exemplify, reflect or hold significant value as part of the broad cultural, political, economic or social history of the nation, state or city;
  - (b) Are identified with historic personages or with important events in national, state or local history;

- MUNICIPAL CODE

Chapter 114 - ZONING

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DIVISION 9. HISTORIC SITES AND STRUCTURES

- (c) Embody the distinguishing characteristics of an architectural type or specimen, inherently valuable for a study of a period, style, method of construction or of indigenous materials or craftsmanship; or
- (d) Are representative of the notable work of a master builder, designer or architect whose individual genius influenced his age.
- (e) Are identifiable as established and familiar visual features in the community owing to their unique location or physical characteristics.

(Ord. No. 643-09, §§ I, II, 4-8-09)

### **Sec. 114-177. Landmark and historic district designation—Procedures.**

- (1) Application.
  - (a) Any person, group of persons or association, may apply for historic structure, site, district or neighborhood designation for property and improvements located within the corporate limits of the city. The owner of any property that is currently designated may apply for a rescission of that dedication following the same procedures.

Where this section refers to procedures applicable to the nomination and designation of properties, those procedures also apply to the rescission of dedication unless otherwise stated. When rescission is requested for economic reasons it shall only be considered in accordance with parameters established under subsection 114-182(2).

- (b) Nominations shall be made to the preservation commission on forms provided for that purpose. The application shall include or be accompanied by the following:
  - 1. The name and address, as shown on the tax assessor's rolls of the owner of property proposed for designation.
  - 2. The legal description and common street address of property proposed for designation.
  - 3. A map delineating the boundaries and location of property proposed for designation.
  - 4. A written statement describing the property and setting forth reasons in support of the designation proposed.
  - 5. An indication of whether or not the owner(s) consents to the proposed designation.
  - 6. Such other information as may be required by the preservation commission.
- (2) Notification of nomination and preliminary review. Upon receipt of an application for designation or rescission, the chairman of the preservation commission shall schedule a preliminary review to be held within 45 days. He shall notify the applicant and the property owner(s) of the time and place of the preliminary review. The city tax assessor, public works department, parks division, fire and police departments, health officer, building inspector and plan commission shall also be notified with the request that they each report to the preservation commission in a timely manner on any matters affecting the subject property or surrounding area.
- (3) Public hearing and decision.
  - (a) Scheduling of the public hearing. If the preservation commission finds at the time of the preliminary review that an application merits further consideration, then a public hearing shall be scheduled to be held within the next 60 days. The preservation commission shall notify the city tax assessor, public works department, parks division, fire and police departments, health officer, building inspector and plan commission. Each such department shall respond to the commission within 30 days of notification with its comments on the proposed designation or rescission.

- MUNICIPAL CODE

Chapter 114 - ZONING

ARTICLE V. - SUPPLEMENTARY USE AND STRUCTURE REGULATIONS

DIVISION 9. HISTORIC SITES AND STRUCTURES

- (b) Notice of the public hearing. In cases of a nomination of a structure or site, notice of the date, time, place and purpose of the public hearing and a copy of the completed nomination form shall be sent to the owners of record of the nominated property, to the nominator(s), and to the owners of record as listed in the office of the city assessor of all property in whole or in part situated within 200 feet of the boundaries of the nominated property at least ten days prior to the date of the hearing. In cases of a nomination of an area as a historic district or historic neighborhood, notice of the date, time, place and purpose of the public hearing and a copy of the completed nomination form shall be sent to the owners of record of each property located within the boundaries of the nominated historic district or historic neighborhood and to the nominator(s), at least ten days prior to the date of the hearing. Notice of such hearing shall also be published as a Class 1 notice under state statutes stating the common street address and legal description of a nominated structure or site or legal description and boundaries of a nominated district along with the date, time, place and purpose of the public hearing. Requirements set forth in this subsection also apply to applications for rescission.
- (c) Required materials. The applicant shall produce at the time of the hearing such information as the preservation commission may require including, but not limited to, the following:
  - 1. All information required with the application.

2. A visual presentation of the significant improvements on the subject property, together with information to the age, condition and use of each.
  3. Proposals for preservation and enhancement of the property proposed for designation or a detailed explanation of the reason rescission is requested.
- (d) Conduct of the hearing. The preservation commission shall conduct such public hearing. The applicant and the owners of subject property shall be entitled to speak at the public hearing and the preservation commission will accept comments from all other interested parties. In addition to notified persons and members of the general public, the preservation commission may hear expert witnesses and shall have the power to subpoena such witnesses and records as it deems necessary. The preservation commission may conduct an independent investigation into the proposed designation or rescission. The preservation commission shall review and evaluate all available information according to the applicable standards set forth herein. A record of the proceedings shall be made and retained as a public record.
  - (e) Approval timeline. The preservation commission shall approve, approve with modifications or deny the requested designation within ten days after the public hearing; provided, however, that the preservation commission may not modify a designation to extend beyond the property described in the application unless a new application is filed and the procedure repeated. Rescission of designation for economic reasons is subject to timelines as specified under subsection 114-182(2). A majority vote of the entire preservation commission is required for approval.
  - (f) Informing parties of interest. Following the public hearing, the secretary of the preservation commission shall prepare a report on the outcome of the preservation commission's action including all available information for submission to the city council within 30 days, as an information item. The owner(s) of record and parties who spoke at the public hearing shall be notified promptly by a letter containing information on the preservation commission's decision. Notification shall also be given to the city clerk, building inspector and the city assessor. The preservation commission shall cause the designation or rescission to be recorded at city expense in the county register of deeds' office.
  - (g) Effect of denial. If the preservation commission denies the petition, no petitioner or applicant can file for 90 days to the secretary of the preservation commission to consider this same request.
  - (h) Effect of approval. Properties approved for designation as historic structures, sites, districts or neighborhoods become subject to all provisions of this division. Properties approved for a rescission of dedication are no longer subject to the provisions of this division.

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- (i) Voluntary restrictive covenants. The owner of any historic structure or site may at any time following such designation of his property enter into a restriction covenant on the subject property after negotiation with the commission. The commission may assist the owner in preparing such covenant in the interest of preserving the historic property. The owner shall record such covenant in the county register of deeds office and shall notify the city assessor of such covenant and the conditions thereof.
- (4) After the date of filing an application, as outlined above, until the date of a final decision by the preservation commission no building permit shall be issued for the alteration, construction, demolition, or removal of the nominated property except as permitted under the provisions of section 114-179. In no event shall the delay so imposed exceed 210 days.

(Ord. No. 643-09, §§ I, II, 4-8-09)

## **Sec. 114-178. Establishment of regulated work, activities and uses.**

- (1) Work on designated property and improvements shall be regulated as follows:
  - (a) Historic structures. No alterations, interior construction which affects structural members, exterior construction or exterior demolition may be performed on designated historic structures or the property on which they are located, except as have been approved by a certificate of appropriateness. Such work is herein referred to as "regulated work".
  - (b) Historic sites, districts and neighborhoods. No alterations, exterior construction or exterior demolition may be performed on property and improvements located within an area that has been designated under this division as an historic site, district or neighborhood, except as have been approved by a certificate of appropriateness. Such work is herein referred to as "regulated work".
- (2) Signs, banners, canopies and the like for designated properties are subject to the same restrictions as "regulated work".
- (3) Regulated work restricted.
  - (a) Any application for a permit from the building inspector involving regulated work shall be filed with the preservation commission. Unless such certificate has been granted by the preservation commission, the building inspector shall not issue a permit for any such work.
  - (b) No one shall cause or permit any regulated work to be performed unless a certificate of appropriateness has been granted by the preservation commission.

(Ord. No. 643-09, §§ I, II, 4-8-09)

## **Sec. 114-179. Certificate of appropriateness, procedure.**

- (1) *Application.* Persons wishing to undertake regulated work shall file an application for a certificate of appropriateness at the city clerk's office on forms provided for that purpose. Each application shall be accompanied by all relevant plans and specifications for the work to be undertaken. The city clerk, within seven working days, shall submit copies of all applications to the preservation commission.
- (2) *Review and approval process.*
  - (a) *Preapplication consultation.* Any applicant may request a meeting with the preservation commission before submitting an application for a certificate of appropriateness and may consult with the preservation commission during the review of the application.

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- (b) *Decision.* At the next regular meeting following receipt of all necessary materials for review of the certificate of appropriateness, the preservation commission shall review and decide upon the application. The applicant may request a special meeting if the next regular preservation commission meeting is scheduled 15 days or more after the city's receipt of all necessary materials. The preservation commission shall grant a certificate of appropriateness if it finds that the proposed work is clearly appropriate and in accordance with the applicable criteria set forth in subsection (4). Copies of the certificate of appropriateness shall be forwarded to the owner(s) of record and the building inspector.
    - (c) *Effect of denial.* When an application has been denied, the preservation commission shall notify the applicant in writing of the decision, with reasons for denial. The denial letter shall list the criteria and standards set forth in

subsection (4), which if met, would make the application acceptable to the preservation commission. Within 30 days of receipt of the notification of denial, the applicant must either file a written modification of his application bringing it in conformity with the criteria and standards set forth in the denial letter or file an appeal to the common council on the basis of economic hardship. If the applicant fails to respond in either of those ways, in the required timeframe, the application shall be deemed null and void.

- (d) *Action on modified applications.* Following denial of a certificate of appropriateness, within 30 days of the receipt of a written modification, the preservation commission shall issue or deny the certificate of appropriateness in accordance with the established procedures and criteria detailed in this section.
- (3) *Changes following issuance of a certificate of appropriateness.* After the issuance of a certificate of appropriateness, no change may be made in the proposed work without review and approval of a new application for a certificate of appropriateness.
- (4) *Criteria.* In making a determination whether to issue or deny a certificate of appropriateness, the preservation commission shall consider, among other things, the effect of the proposed construction, alteration, removal or demolition upon historic, aesthetic or architectural value, characteristics and significance of the structure, site, neighborhood and/or district. The criteria to be used by the preservation commission in making its determination shall include, but are not limited to:
  - (a) The maintenance of the significant original qualities or character of the structure or property, including, if significant, its landscape. The removal or alteration of any historic or distinctive architectural features shall be avoided.
  - (b) The compatibility of the architectural style and design detailing the proposed construction, alteration, addition or repair with the original architecture of the landmark or styles within the historic district.
  - (c) The compatibility of the general design, arrangement, scale, texture or materials of the construction or alteration, with the historic, aesthetic or architectural values, characteristics and significance of the historic district and/or landmark.
  - (d) The relationship of the location of the construction, alteration, or demolition to the streets, public or semipublic ways and any other improvement or property within a historic district.
  - (e) Whether, in the case of a designated historic structure, site or structure within an historic district, the proposed work would detrimentally change, destroy or adversely affect any exterior architectural feature of the improvement upon which such work is to be done.
  - (f) Whether, in the case of the construction of a new improvement upon an historic site, the exterior of such improvement would adversely affect or not harmonize with the external appearance of other neighboring improvements on such site.
  - (g) Whether construction, alteration and demolition are done in accordance with the following:
    - 1. All buildings, structures, and sites are recognized as products of their own time, and alterations have a historical basis.

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- 2. Such exterior physical changes as may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. Because these changes may have acquired significance in their own right, this significance should be recognized and respected.
  - 3. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site are treated with sensitivity.

4. Deteriorated architectural features are repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material need not be identical to but should match the material being replaced in composition, design, color, texture and other visual qualities.
5. The surface cleaning of structures is undertaken with the gentlest means possible. Abrasive cleaning and other cleaning methods that will damage the historic building materials should not be undertaken.
6. Every reasonable effort will be made to protect and preserve archaeological resources affected by, or adjacent to, any project.
7. Contemporary design for alterations and additions to existing properties is undertaken in such a manner that it does not destroy significant historical, architectural or cultural materials, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment as outlined:
  - a. Height. The height of the proposed structure or additions or alterations should be compatible with surrounding structures.
  - b. Proportions of structure's front façade. The proportions and relationships between the width and height of the proposed structure should be compatible with nearby structures.
  - c. Proportions of openings into facility. The proportions and relationships between doors and windows should be compatible with existing structures.
  - d. Relationship of building masses and spaces. The relationship of a structure to the open space between it and adjoining structures should be compatible.
  - e. Roof shapes. The design of the roof should be compatible with adjoining structures.
  - f. Landscape and appurtenances. Landscaping and the use of appurtenances should be sensitive to the individual structures, its occupants and their needs. Further, the landscape treatment should be compatible with surrounding structures and landscapes.
  - g. Scale of structure. The scale of the structure should be compatible with surrounding structures.
  - h. Directional expression of front elevation. Street façades should blend with other structures with regard to directional expression. When adjacent structures have a dominant horizontal or vertical expression, this should be carried over and reflected.
  - i. Architectural details. Architectural details and materials should be incorporated as necessary to relate the new with the old and to preserve and enhance the inherent characteristics of that area.
8. Wherever possible, new additions or alterations to structures should be done in such manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would not be impaired.

(Ord. No. 643-09, §§ I, II, 4-8-09)

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**Sec. 114-180. Certificate of economic hardship.**

- (1) *Eligibility and terms.* Notwithstanding any of the provisions of this division to the contrary, the common council may issue a certificate of economic hardship to allow the performance of work for which a certificate of appropriateness has been denied. The certificate of economic hardship requires a two-thirds vote of the full council upon a clear showing of economic hardship by the applicant in accordance with the terms of this section.
- (2) *Application.* To be considered for a certificate of economic hardship the applicant shall provide the following information in an affidavit signed by the owner of the subject property:
  - (a) The amount paid for the property, the date of purchase and the party from whom purchased (including description of the relationship, if any, between the owner and the person from whom the property was purchased).
  - (b) The assessed value of the land and improvements thereon according to the two most recent assessments.
  - (c) Real estate taxes for the previous two years, and proof that they are paid in full.
  - (d) Annual debt service, if any, for the previous two years.
  - (e) All appraisals obtained within the previous two years by the owner or applicant in connection with his purchase, financing or ownership of property.
  - (f) Any listing of the property for sale or rent, price asked and offers received, if any.
  - (g) Any consideration by the owner as to profitable adaptive uses for the property.
  - (h) If the property is income-producing, the annual gross income from the property for the previous two years, itemized operating and maintenance expenses for the previous two years, and annual cash flow, if any, during the same period.
  - (i) A description of the necessity for the work, as proposed, explaining the economic hardship resulting from denial of the certificate of appropriateness and/or the economic hardship that would be incurred in efforts to satisfy the criteria detailed in the denial of the certificate of appropriateness.
- (3) *Decision.* If the common council finds that, without approval of the proposed work, the property and improvements cannot be put to a reasonable beneficial use or the owner cannot obtain a reasonable economic return therefrom the common council is authorized to issue a certificate of economic hardship. If the common council finds otherwise, it shall deny issuance of the certificate of economic hardship. At the discretion of the common council a final decision regarding issuance of the certificate of economic hardship may be delayed for a period not to exceed six months. During this period of delay, the applicant shall investigate plans to allow for a reasonably beneficial use or a reasonable economic return, or to otherwise preserve the subject property and improvements. The common council may request that the preservation commission provide assistance to the applicant in this endeavor. Upon a decision by the common council regarding a certificate of economic hardship, the city clerk shall notify the preservation commission, the applicant and the building inspector within seven days.
- (4) *Effect of decision.* The issuance of a certificate of economic hardship acts in lieu of a certificate of appropriateness for the identified work. The building inspector may proceed to issue building permits for such work following standard procedures once a certificate of economic hardship has been granted.

(Ord. No. 643-09, §§ I, II, 4-8-09)

## Sec. 114-181. Miscellaneous provisions.

- (1) *Notice to preservation commission.* The city administrator or designee shall provide notice in writing to the chairperson of the preservation commission at least 15 days in advance of any forthcoming public hearings regarding zoning, conditional use or variance petitions involving designated properties. Additionally, the building inspector shall provide notice in writing to the chairman of the preservation commission at least 60 days in advance of plans by the city to alter or demolish a designated property owned by the city.
- (2) *Affirmation of existing codes and ordinances.* Nothing contained in this division shall supersede the powers of other local legislative or regulatory bodies, or relieves any property owner from complying with the requirements of any other applicable codes and ordinances.

(Ord. No. 643-09, §§ I, II, 4-8-09)

## Sec. 114-182. Demolition and rescission.

- (1) *Regulation of demolition.* No permit to demolish all or part of an historic structure shall be granted by the building inspector, except as follows:
  - (a) At such time as a person applies for a permit to demolish such property, the application shall be filed with the preservation commission. Upon application, the preservation commission may refuse to grant such written approval for a period of up to ten months from the time of such application, during which time the commission and the applicant shall undertake serious and continuing discussions for the purpose of finding a method to save such property. During such period, the applicant and the commission shall cooperate in attempting to avoid demolition of the property. At the end of this ten-month period, if no mutually agreeable method of saving the subject property bearing a reasonable prospect of eventual success is underway or no formal application for funds from any governmental unit or nonprofit organization to preserve the subject property is pending, the common council may direct the building inspector to issue the permit to demolish the subject property without the approval of the preservation commission.
  - (b) In determining whether to allow the issuance of a permit for any demolition, the preservation commission shall consider and may give decisive weight to any or all of the following:
    1. Whether the building or structure is of such architectural or historic significance that its demolition would be detrimental to the public interest and contrary to the general welfare of the people of the city and the state.
    2. Whether the building or structure is of such old and unusual or uncommon design, texture and/or material that it could not be reproduced or be reproduced only with great difficulty and/or expense.
    3. Whether retention of the building or structure would promote the general welfare of the people of the city and the state by encouraging study of American history or architecture design, or by developing an understanding of American culture and heritage.
    4. Whether the building or structure is in such a deteriorated condition that it is not structurally or economically feasible to preserve or restore it, provided that any hardship or difficulty claimed by the owner that is self-created or is the result of any failure to maintain the property in good repair cannot qualify as a basis for the issuance of a demolition permit.
  - (c) An appeal from the decision of the preservation commission to grant or deny a demolition permit or to suspend action on a demolition application may be taken to the common council by the applicant for the demolition permit or by the mayor or the council member of the district in which the subject building or structure is located. Such appeal shall be initiated by filing a petition to appeal specifying the grounds with the city clerk within ten

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days of the date the final decision of the preservation commission is made. The city clerk shall file the petition to appeal with the common council. After a public hearing, the council may by favorable vote of two-thirds of its members, reserve or modify the decision of the preservation commission if, after balancing the interest of the public in preserving the subject property and the interest of the owner in using it for his own purposes, the council finds that owing to special conditions pertaining to the specific piece of property, demolition will preclude any and all reasonable use of the property and/or a failure to approve the demolition will cause serious hardship for the owner, provided that any self-created hardship shall not be a basis for reversal or modification of the preservation commission's decision.

- (2) *Rescinding designation of historic structures, sites or structures within an historic district for economic reasons.* Any person who is listed as the owner of record of an historic structure, site, or structure within an historic district at the time of its designation who can demonstrate to the preservation commission that by virtue of such designation he is unable to find a buyer willing to preserve such an historic structure or site even though he has made reasonable attempts in good faith to find and attract such a buyer, may petition the preservation commission for a rescission of its designation. Following the filing of such petition with the secretary of the preservation commission:
- (a) The owner and the preservation commission shall work together in good faith to locate a buyer for the subject property who is willing to abide by its designation.
  - (b) If at the end of a period not exceeding 12 months from the date of such petition no such buyer can be found and if the owner still desires to obtain such rescission, the preservation commission shall rescind its designation of the subject property.
  - (c) In the event of such rescission, the preservation commission shall notify the city clerk, the building inspector and the city assessor of the rescission and shall cause the rescission to be recorded at its own expense in the office of the county register of deeds.
  - (d) Following such rescission, the preservation commission may not redesignate the subject property an historic structure or site for a period of not less than five years following the date of rescission.

(Ord. No. 643-09, §§ I, II, 4-8-09)

### **Sec. 114-183. Conformance with regulations.**

Every person in charge of any historic structure or site shall maintain the structure or site or cause or permit it to be maintained in a condition consistent with the provisions of this division. The city council may appoint the building inspector or other designee to enforce this division. The duties of the designee shall include periodic inspection at intervals provided by the city council of designated historic structures and sites. These inspections may include physical entry upon the property and its improvements with permission of the owner to ensure that interior alterations or maintenance will not jeopardize the exterior appearance or structural stability of the improvement. If an owner refuses permission for entry for purposes of inspection, the building inspector may obtain a warrant of entry pursuant to Wis. Stats. § 66.122, and take any other reasonable measures to further enforce this division.

(Ord. No. 643-09, §§ I, II, 4-8-09)

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**Sec. 114-184. Maintenance of historic structures, sites and districts.**

- (1) Every person in charge of an improvement on an historic site shall keep in good repair all of the exterior portions of such improvement and all interior portions thereof that, if not so maintained, may cause or tend to cause the exterior portions of such improvement to fall into a state of disrepair. This provision shall be in addition to all other provisions of law requiring such improvement to be kept in good repair.
- (2) Insofar as they are applicable to an historic structure, site or district designated under this division, any provision of articles III and V of chapter 18, may be varied or waived on application to the appropriate board having such jurisdiction over such chapters or in the absence of such board, to the building inspector, provided such variance or waiver does not endanger public health or safety.

(Ord. No. 643-09, §§ I, II, 4-8-09)

**Sec. 114-185. Conditions dangerous to life, health or property.**

Nothing contained in this division shall prohibit the making of necessary construction, reconstruction, alteration or demolition of any historic structure or any improvement on an historic site pursuant to order of any governmental agency or any court judgment for the purpose of remedying emergency conditions determined to be dangerous to life, health or property. In such cases, no approval from the preservation commission shall be required.

(Ord. No. 643-09, §§ I, II, 4-8-09)

**Sec. 114-186. Penalties for violations.**

Any person violating any provisions of this division or any regulation, rule or order made under this division shall be subject to a penalty as provided in section 1-14.

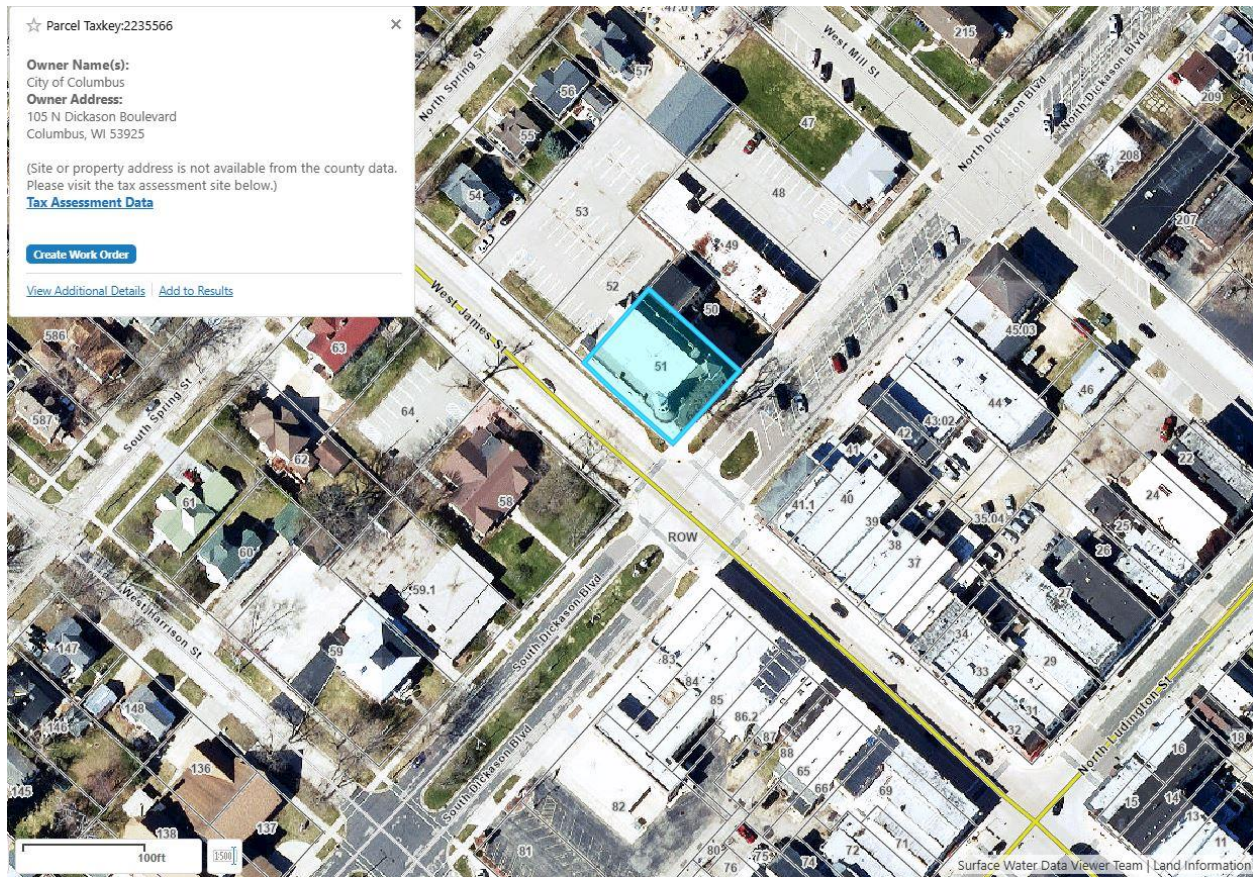
(Ord. No. 643-09, §§ I, II, 4-8-09)

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*Item #7.*

## Aerial Map



## Parcel Map



## City Hall Local Historic Designation – Applicant Relationship to the Property Designated

The City of Columbus' relationship to the City Hall building is that of owner. The City is the original owner of the building and has utilized it for various public functions including City offices, police station, fire station, and allowed use of the auditorium for entertainment and school events.

The City is interested in preserving the property as it has become a center of pride and identity for the community with its iconic clock tower. The City wishes to protect the property from potential modification and / or demolition in the event of selling the building to a developer or through Council action. The City is interested in utilizing local historic designation to fulfill this.

Statement describing the physical condition of the property and whether the property retains integrity (i.e. the ability to communicate its historical significance as evident in its location, design, setting, materials, workmanship, feeling and association.)

The property at 105 N. Ludington Boulevard has seen some cosmetic changes over the years, such as the fire engine bay doors being bricked over and replaced with windows, the fire escape removed, the fire tower and bell removed and the addition of the annex. The original exterior doors to the building have been replaced and new roofing shingles were installed.

Despite these changes, the building retains most of its original integrity. Its iconic clock tower has seen various paint jobs over the years but is still functional and still keeps its original design. The materials used in replacing the fire engine bay doors are designed to match the original design materials. The building itself has not seen any major design changes since its opening in 1892. Even the annex was designed to imitate buildings from the downtown area while evoking the design elements of the City Hall building. The Watertown cream brick is used in several other downtown buildings bridging the design elements of the downtown area.

The location of the City Hall building has not changed and sits in the city's "historic corner" that showcases City Hall's architecture but also the unique Jewel Box design of Farmers and Merchants Union Bank, the storybook design of the Columbus Public Library, and the classic downtown buildings. Much of the area retains the late-1800's charm and was even used as a backdrop for the 2009 movie, Public Enemies.

## City Hall Local Historic Designation – Statement Describing how the Property Meets at Least 1 Criteria for Designation

The City Hall building, located at 105 N. Dickason Blvd. meets three of the criteria for designation. It meets (2)(a), (2)(c), and (2)(e) under Sec. 114-176. Historic structures, sites, neighborhoods and districts designation criteria of the City code.

The property meets (2)(a) that states “exemplify, reflect, or hold significant value as part of the broad cultural, political, economic or social history of the nation, state or city”. The offices of city government, the police and fire departments, the jail and firefighting equipment, and the city library were located in the building when it opened. On the second floor of the building is a large public auditorium. This was the location of most of the cultural and educational events in the community. In addition to class plays and graduation exercises, the auditorium hosted traveling theater troupes and served as a motion picture theater until the local Rudalt Theater was built in 1917.

The property meets 2(c) that states “embody the distinguishing characteristics of an architectural type or specimen, inherently valuable for a study of a period, style, method of construction, or of indigenous materials or craftsmanship”. The building is composed of local materials consisting of Watertown cream brick, Doylestown red sandstone, and rock-faced Waukesha limestone. About half of T.D.Allen’s works remain and are included in the National Historic Register. The City Hall is the best local example of the Richardsonian Romanesque style. The style was commonly used for government buildings, where it expressed the stability and permanence of democratic institutions. Here it is characterized by the general massive and heavy appearance of the building, the large arched openings framed in red sandstone, and the contrasting stonework of the lintels, foundation and arches.

The property meets 2(e) that states “are identifiable as established and familiar visual features in the community owing to their unique location or physical characteristics”. Residents in the city instantly identify the building with its iconic clock tower. City government has adopted the clock tower portion of City Hall into its branding and prominently features it in the City’s logo. By the late nineteenth century, Columbus had developed into a prosperous rural trading center, its economic wellbeing depending on the success of the surrounding agricultural community. Columbus’ economic boom of the 1880s and 1890s necessitated additional city services to support the expanding downtown and new residential neighborhoods. The city responded by building a new Columbus City Hall, which opened to the public in 1892.

# City of Columbus, WI Tourism Room Tax Funding Guidelines

Item #8.

## Objective:

This grant is intended to foster tourism promotion and tourism development in Columbus, WI. Tourism promotion and tourism development is defined as marketing projects, transient tourist information services, and tangible municipal development that is significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one lodging establishment in Columbus, WI.

## Application Categories:

The applicant shall apply for one or more of the following categories per event in which the Tourism Commission may have room tax funding available and cannot be used for an applicant's general marketing expenditures or organizational operating expenses. The categories are:

- **Development Funding** - funding for the creation, enhancement, or recruitment of a tourism facility, service, or attraction, etc. including their direct non-operational costs.
- **Event Funding** - funding for the creation, production, or recruitment of an event, convention, etc. including their direct costs.
- **Promotional Funding** - funding for the marketing and promotion of an event, production, convention, etc. excluding costs to create, produce, or recruit the event, attraction, etc.

## Timeline and Process:

The timeline for applications is:

- Initial application will be due March 31\*
- Application meeting will take place in April
- Application will be reviewed at the May and June Tourism Commission meetings
- Pre-awarding meeting will take place in September
- Final report will be emailed or hand-delivered to City Hall by December 23
- Final review and reimbursement awarding at January Tourism Commission meeting

*\* Applications submitted after March 31 will be placed on a wait list with possible consideration based on available funding*

The process details for applicants applying for room tax funding is as follows:

1. **Initial Application and Application Meeting** - Applicants may fill out an online form as part of an initial application that will go to City staff. Applicants will be contacted by City staff to go over the initial application, scoring criteria, final reporting, and address any questions. Staff may advise on improvements to the application or possibly explain why the application does not meet the objective. Once completed, the application will be forwarded to the Tourism Commission for review.
2. **Commission Review** - The Tourism Commission will review, score, and award, modify, or reject the application. If the application is rejected, the applicant will be notified and may be scheduled to appear at a Tourism Commission meeting to appeal the decision. If

an application is awarded funds, those funds will be disbursed as reimbursement pending the commission's review of the applicant's final report.

3. **Final Reporting by Applicant** - The applicant will be contacted by City staff for a post-review meeting to go over what will be needed for final reporting and address any other questions. Once completed, the applicant will send staff their final report for review and forwarding to the Tourism Commission.
4. **Awarding and Reimbursement** - Pending Tourism Commission approval of the applicant's final report, City Staff will reach out to the applicant to let them know if they've been awarded or not. Or if the award has been modified from the application. If awarded, staff will request an invoice that includes a breakdown of expenses as per the Tourism Commission awarding. Once the invoice is received, staff will forward it to the City's Finance Department for processing and disbursement. The Tourism Commission may publicize award winners with a press release.

### Scoring Criteria:

The grant will score on a scale from 1 (least) to 5 (most) on the following criteria to ensure fair and consistent scoring of each application. Funding will be prioritized for applications scoring highest.

- Meeting the objective of this grant
- Likelihood to generate paid overnight stays at multiple in-city lodging establishments
- Method to measure paid overnight stays generation
- Likelihood of economic impact to in-city businesses (excluding lodging)
- Method to measure economic impact
- Likelihood to attract out-of-town visitors to the city
- Method to measure visitor attraction
- Promoting Columbus, WI
- Ability to match funding reimbursement request with one or more application category funds 2:1

### Final Report Materials:

Awarded applicants will need to submit a final report along with the appropriate materials that support the scoring criteria and directly relevant to the category applied for:

- Receipts directly related to the application
- Relevant analytics to support scoring criteria such as demographics, economic impact, where visitors have come from, etc.
- High-quality, marketable event photos granting permission to the City of Columbus, WI allowing for tourism marketing
- Draft and final marketing materials with Visit Columbus naming or branding
- Mail / email lists granting permission to the City of Columbus, WI allowing for tourism marketing