



GREATER MAUSTON TOURISM MEETING AGENDA

**November 12, 2025 at 5:00 PM
303 Mansion Street Mauston, WI**

- 1. Call to Order/Roll Call**
- 2. Discussion and Action Regarding Minutes**
 - a. August 13, 2025 (Corrected)**
 - b. September 10, 2025**
- 3. Discussion and Possible Action Regarding the Financial Reports**
 - a. October Financial Reports**
 - b. November Finance Reports**
- 4. Discussion and Possible Action Regarding Event Support Activities**
 - a. Event Support Application: The Morning Blend**
<https://www.youtube.com/watch?v=8dXcNjt2sBk>
 - b. Event Support Application: 9th Annual Lake Decorah Ice Fishing Tournament**
 - c. Post Event Follow Up: Cancel Sponsorship Request for the State Fair Tourism Booth Event for \$1,700**
 - d. Post Event Follow Up: BBQ-Tober Fest Invoices**
 - e. Post Event Follow Up: Spruce Up Mauston Event: Leanna Hagen**
- 5. Staff Report**
- 6. Adjourn**

NOTICE:

It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order. It is also possible that a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact City Deputy Clerk Carole Wolff at (608) 747-2706.

Any member of the public wishing to join the meeting telephonically should call City Hall by 4pm the day of the meeting. Staff will be happy to provide instructions on joining the meeting by phone. City Hall main number: 608-847-6676



GREATER MAUSTON TOURISM COMMITTEE MEETING MINUTES

August 13, 2025 at 5:00 PM

303 Mansion Street Mauston, WI

- Call to Order/Roll Call:** The Greater Mauston Tourism Association meeting was called to order by member Wendy Murphy on August 13, 2025 at 5:10 p.m. Present were members Ben Bader, Leanna Hagen, Wendy Murphy, and Meredith Sornsin. Also present was Jessica Bilski (On The Line Presence). Absent were Doug Linder and Michel Messer.
- Minutes:** Motion by Hagen, seconded by Sornsin to approve the minutes of July 9, 2025. Motion carried by voice vote.
- Finance Reporting:** Motion by Murphy, seconded by Bader to approve the financial report as presented. Motion carried by voice vote.
- Event Support Activities:** State Fair Tourism Booth with Travel Wisconsin and WI Dept. of Tourism Requesting \$1,700. State fair was closed due to flooding. Murphy motioned, Sornsin seconded to table discussion. Motion carried by voice vote.
- Veterans Park Memorial Down Payment of \$41,600:** City Administrator Daron Haugh phoned in to update on purchasing the stone, funding of the overall project, and projections on how the project will get completed, who will do the work to get the project done. Bader motioned, seconded by Hagen, to approve the down payment to Archie Monument & Stone. Motion carried by voice vote.
- Staff Report:** Bilski showed handouts for the State Fair, the Event Grant for St. Pats, Mita Club Group welcome packets that were created and passed out in August, and reported on ads placed for event grant for the St. Pat's event. Hagen discussed the Christmas Light Grant of \$60,000 and discussed the idea of creating a wooden tree fundraiser for more lights, similar to the Cowmunity Cows/Dairy Promotion. Trees would be placed at Riverside Park. The program would be started with remaining funds from the initial \$60,000.
- Adjourn:** Motion by Hagen, seconded by Bader, to adjourn at 5:49 p.m. Motion carried by voice vote.

Chair

Date



GREATER MAUSTON TOURISM COMMITTEE MEETING MINUTES

September 10, 2025 at 5:00 PM

303 Mansion Street Mauston, WI

- Call to Order/Roll Call:** The Greater Mauston Tourism Association meeting was called to order by Chairperson Michel Messer on September 09, 2025, at 5:00 p.m. Present were members Ben Bader, Leanna Hagen, Doug Linder, and Michel Messer. Also present were City Administrator Daron Haugh, Jordan Process (Gravity Box Brewing Co.), and Jessica Bilski (On The Line Presence), who arrived at 5:07 p.m. Absent were Wendy Murphy and Meredith Sornsin.
- Minutes:** Motion by Hagen, seconded by Bader, to approve the minutes of August 13, 2025, with edits. Motion carried by voice vote.
- Finance Reporting:** Motion by Messer, seconded by Linder, to approve the financial report as presented. Motion carried by voice vote.
- Event Support Activities:** BBQ-Tober Fest presented by Jordan Process, with a goal of 500 attendees. Donations will benefit GOLD, the partner organization for the event. Paid advertising has not yet begun. GMTA requested a post-event update from Gravity Box. Bilski will share the Explorer App link with Jordan Process. Motion by Linder, seconded by Bader, to approve a \$2,500 grant. Motion carried by unanimous voice vote.

The St. Pat's concert received positive feedback and had a good turnout.

- Christmas Tree Cutouts:** Hagen reported that each tree costs approximately \$41 to cut. Pricing will be \$50 for non-profits and \$125 for businesses. The Mauston School will cut the plywood trees. Funding will come from leftover Holiday light funds. Motion by Linder, seconded by Messer, to approve up to \$7,500 for the purchase of items. Motion carried by unanimous voice vote.
- Adjourn:** Motion by Bader, seconded by Messer, to adjourn at 5:31 p.m. Motion carried by voice vote.

Chair

Date

GMTA Financial Report			
as of 10/03/2025			
1/1/25	Opening Fund Balance	\$335,197.61	
	2025 Revenues	\$69,930.59	
	2025 Expenditures	(\$162,486.70)	
	Current Cash position	\$242,641.50	
	Pending Grant Awards:		
	Other Pending Expenditures:		
	Scally Brothers Concert Event	(\$5,000.00)	
	Holiday Lighting Decorations	(\$40,615.27)	
	City of Mauston Parks	(\$100,000.00)	
	Available Cash Balance	\$97,026.23	



10/03/2025

9:17 AM

Statement of Revenues & Expenditures - Detail
GMTA

Page: 1
ACCT

Dated From: 1/01/2025
Thru: 10/03/2025

Account Number	2025	2025
	October	Total
100-00-56710-000-000	Tourism	
100-00-56710-210-000	Professional Service	98,623.99
100-00-56710-240-000	Building/Equip Maintenance	
100-00-56710-310-000	Office Supplies	837.60
100-00-56710-311-000	Postage Expense	
100-00-56710-330-000	Travel/Educ./Training	425.00
100-00-56710-400-000	Marketing Misc.	553.91
100-00-56710-400-100	Tourism Development	
100-00-56710-400-200	Digital Marketing	7,500.00
100-00-56710-400-300	Purchased Media	2,800.00
100-00-56710-400-400	TV	
100-00-56710-400-500	Print Media	8,825.00
100-00-56710-500-000	Event Support Grants	42,921.20
<hr/>		
<hr/>		162,486.70
<hr/>		
<hr/>		162,486.70
<hr/>		



10/03/2025

9:17 AM

Statement of Revenues & Expenditures - Detail

GMTA

Page: 2

ACCT

Dated From: 1/01/2025

Thru: 10/03/2025

Account Number		2025	2025
		October	Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		69,930.59
	=====		
	GMTA - Room Tax Revenue		69,930.59
	=====		
	=====		
	Total Revenues		69,930.59
	=====		
Excess of Revenues Over (Under) Expenditures			(92,556.11)



10/03/2025 9:16 AM

Reprint Check Register - Quick Report - ALL

Page: 1
ACCT

CITY OF MAUSTON POOLED CASH

ALL Checks

Posted From: 9/06/2025 From Account: 100-00-56710-000-000
 Thru: 10/03/2025 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
41529	9/10/2025	MSPN INC GMTA - Print Advertising	1,554.00
41531	9/10/2025	On The Line GMTA - August 25 Service Fees	3,375.00
			Grand Total
			4,929.00



10/03/2025 9:16 AM

Reprint Check Register - Quick Report - ALL

Page: 2
ACCT

CITY OF MAUSTON POOLED CASH

ALL Checks

Posted From:	9/06/2025	From Account:	100-00-56710-000-000
Thru:	10/03/2025	Thru Account:	100-00-56710-500-000

Amount

Total Expenditure from Fund # 100 - General Fund	4,929.00
Total Expenditure from all Funds	4,929.00

GMTA Financial Report			
as of 11/06/2025			
1/1/25	Opening Fund Balance	\$335,197.61	
	2025 Revenues	\$126,598.73	
	2025 Expenditures	(\$168,123.79)	
	Current Cash position	\$293,672.55	
Pending Grant Awards:			
Other Pending Expenditures:			
	Scally Brothers Concert Event	(\$5,000.00)	
	Holiday Lighting Decorations	(\$41,007.27)	
	City of Mauston Parks	(\$100,000.00)	
	Available Cash Balance	\$147,665.28	



11/06/2025 11:29 AM Statement of Revenues & Expenditures - Detail Page: 1
GMTA ACCT

Dated From: 1/01/2025
Thru: 11/07/2025

Account Number		2025	2025
	November		Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service		101,998.99
100-00-56710-240-000	Building/Equip Maintenance		
100-00-56710-310-000	Office Supplies		837.60
100-00-56710-311-000	Postage Expense		
100-00-56710-330-000	Travel/Educ./Training		425.00
100-00-56710-400-000	Marketing Misc.		633.04
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		7,500.00
100-00-56710-400-300	Purchased Media		2,800.00
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media		8,825.00
100-00-56710-500-000	Event Support Grants		45,104.16
<hr/>			
GMTA - Expense			168,123.79
<hr/>			
Total Expenses			168,123.79
<hr/>			



11/06/2025 11:29 AM Statement of Revenues & Expenditures - Detail Page: 2
GMTA ACCT

Dated From: 1/01/2025
Thru: 11/07/2025

Account Number		2025	2025
		November	Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax	23,217.77	126,598.73
	=====	=====	=====
	GMTA - Room Tax Revenue	23,217.77	126,598.73
	=====	=====	=====
	Total Revenues	23,217.77	126,598.73
	=====	=====	=====
	Excess of Revenues Over (Under) Expenditures	23,217.77	(41,525.06)



11/06/2025 11:28 AM

Reprint Check Register - Quick Report - ALL

Page: 1
ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From:	10/04/2025	From Account:	100-00-56710-000-000
Thru:	11/07/2025	Thru Account:	100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
41633	10/09/2025	City of Mauston GMTA - Christmas Tree Cutouts	150.00
41680	10/15/2025	On The Line GMTA - September 25 Service Fees	3,375.00
41715	10/22/2025	Republic Services #935 City of Mauston - Residential pick-up	5.22
41740	10/30/2025	Main Street Designs GMTA - Bracket set for holiday lights	392.00
		Grand Total	3,922.22



11/06/2025 11:28 AM

Reprint Check Register - Quick Report - ALL

Page: 2
ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From:	10/04/2025	From Account:	100-00-56710-000-000
Thru:	11/07/2025	Thru Account:	100-00-56710-500-000

Amount

Total Expenditure from Fund # 100 - General Fund	3,922.22
Total Expenditure from all Funds	3,922.22

Promote Visits to your Destination!

Travel Week on The Morning Blend – Reserve your date(s) now

Section 4, Item a.

2026 dates now open. Choose the date(s) that work for you:

Jan 26-30; Feb 23-27; Mar 23-27; Apr 20-24; May 18-22; Jun 22-26; Jul 27-31; Aug 24-28; Sep 21-25; Oct 26-30; Nov 16-20; Dec 14-18
(Custom dates are also available to match your event schedule.)



The Morning Blend presents
Travel Week a wonderful opportunity to
show off your destination and invite the
people of Southeastern Wisconsin to visit!

These are monthly travel themed weeks
on Milwaukee's local lifestyle program.
Choose the date(s) that work best for your
destination! Availability is first-come, first-
served.

- Showcase your destination in an engaging 5-6-minute segment during our daily lifestyle program, *The Morning Blend*, which runs M-F 9-10am. *The Morning Blend* is well-established and follows NBC's popular *Today Show*.
- The staff of The Morning Blend will work with you to make sure your segment covers the topics you'd like to discuss! The conversation follows your talking points!
- On-Screen graphics during your segment can highlight any call-to-action information you'd like to reinforce. (i.e. visit our website, request a brochure, enter to win, etc.)
- We can incorporate photos or videos into your segment.
- We will provide your segment to you, so you can use it on your own social media, website and/or emails.
- Includes a boosted post of your segment on TMJ4's Facebook page targeted to your audience.
- **Tourism Example Videos.** We can promote your destination whether it is a regional destination, town, city, county, museum, event, attraction, state or province:
 - **Regional Destinations:** [Let's Minocqua](#) (Minocqua, WI Tourism)
 - **State / Provincial Tourism Departments:** [Travel South Dakota](#)
 - **Museums / Special Events:** [EAA Museum / AirVenture Oshkosh Fly-In](#)



Contact John Davis, john.davis@tmj4.com, 414-828-9502 for
more information or to reserve a date.

Choose between two options:

Option 1: Includes your segment in the *Morning Blend* 9-10am or *Blend Extra* @ 12:54pm
and a Facebook post targeted to your audience. Net Investment: \$1,600.

Option 2: All of the above, ***plus a lead-generating contest*** where people enter to win a
prize from your destination (see next page). \$3,600.

Option #2 – Lead Generating Contest for Your Destination

Get all of the components of Option #1, PLUS include a lead-generating contest and receive the database of entrants to remarket back to.

You provide the prize (whatever is appropriate for your destination; perhaps an overnight stay, museum or attraction passes, a dining experience, etc.). Then, during your appearance on The Morning Blend, Facebook and our website, we promote your contest. **As people enter, they must answer up to three marketing questions written specifically for your destination and their answers are provided to you** (see example to the right →).

Your contest and destination are promoted on:

- Your *Morning Blend* appearance during Travel Week.
- Facebook in a boosted and targeted post featuring your *Morning Blend* appearance. (TMJ4's Facebook page has 600,000+ followers.)
- additional posts on Facebook targeted and boosted to your market.
- 75,000 display impressions on TMJ4.com.
- email to our 20,000+ loyal fans who subscribe to the station's updates.

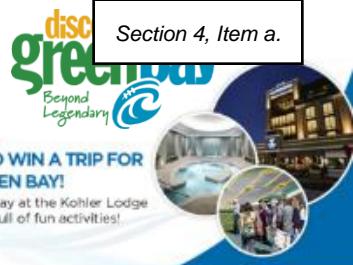
In addition, your destination receives:

- Creation and management of your contest and entry page.
- 100% of the display ads on your contest entry page. These ads will feature your destination's message and link back to your site.
- A "thank-you for entering" message that is sent automatically to each entrant when they enter. Your message can include a link to your website, opportunity to request travel information, coupons, etc.
- Another message is sent when the winner is drawn. The remainder of the entrants, other than the winner, will receive an e-mail thanking them for entering and you may include another link to your site, opportunity to request travel information, coupons, etc.

Option # 2: \$3,600 net investment. Includes lead-generation list and all the elements on this page along with all items in Option #1.

We provide all support, and you just provide the prize!
(Includes: Morning Blend Appearance, Social Media, Contest Creation, Promotion, Creative Assets, Reporting, Database and More!)

Examples



ENTER TO WIN A TRIP FOR 4 TO GREEN BAY!

One night stay at the Kohler Lodge and 2 days full of fun activities!

ENTER

Enter to Win a Trip for 4 to Green Bay!

DAY ONE: includes a one night stay at Lodge Kohler with a \$100 gift card to the Waters Spa!

Lambeau Field Stadium Tour for 4 with a Packers Pro Shop \$75 gift card.

\$100 gift card for dinner at Hinterland for 4

DAY TWO: will be in Downtown Green Bay with a Foxy Paddler boat tour on the Fox River for 4.

4 tickets to tour the Automobile Gallery

\$70 gift card for lunch for 4 at Voyager's Bistro.

Tasting at Captains Walk Winery for 4.

Your Name

First Name

Last Name

Your Email Address

Phone

Do you plan to take a trip to Green Bay this summer?

Yes

No

What features best determine where you will take a road trip?

- Attractions and family activities
- Restaurants and dining
- Outdoor recreation opportunities
- Affordability of accommodations
- Distance from home
- Familiarity with destination

Would you like to receive a free official Destination Guide from Discover Green Bay?

Yes

No

Enter

Join these Destinations!

People want to learn what makes your destination special.

Travel Week lets you tell them about your destination in a fun, engaging way that generates results!



"The entire Morning Blend production crew made the interview flow so nice. Such a great experience. **The response on our end has been off the charts!**"

- J.G., CDME, President/CEO, Midwestern CVB

"The exposure and metrics from this program are great and I'd like to get us signed up for another spot."

- C.P., Marketing Director, Midwestern CVB





Greater Mauston Tourism Association - Event Support Grant Application

Please Type or Print Legibly

Applications will be considered no later than the GMTA meeting one month prior to the project/event/program. Meetings are held on the second Wednesday of each month at 5 pm at the Mauston City Hall. At least one member of the Applicant Group is required to attend the meeting at which their application will be reviewed.

Applications must be submitted by 4 pm on the first Wednesday of the month prior to the project/event/program to: Mauston City Hall, Attn: GMTA, 303 Mansion Street, Mauston WI, 53948-1329.

Fill out the application as thoroughly as possible. The more info you provide, the easier it will be for GMTA to evaluate the request will benefit overnight tourism.

After the project/event/program, before funds are distributed, organizations are required to submit paid receipts and provide examples of the effectiveness of the event. Failure to provide examples of completed projects/events/programs and proof of expenditures will jeopardize future funding.

All projects/events/programs that receive funding will be required to:

- Display an approved GMTA logo and/or note "Sponsored in part by the Greater Mauston Tourism Association" on all advertising and social media for the project/event/program.
- Share the GMTA web address, www.mauston.com/tourism on the group's website and social media event page.
- Tag GMTA in social media posts and list GMTA as a co-sponsor on the Facebook Event page (if applicable.)
- Display the GMTA sign at the location of the project/event/program, if available.

GMTA may provide advertising of approved projects/events/programs on our digital sign, and through social media sharing of content that you post and tag GMTA in.

AMOUNT REQUESTED: \$2,500.00

Proposal Name: 9th Annual Lake Decorah + Carp Fishing Date/s of event: 1/17/26

Event Address, City: 303 Mansion St Mauston - River Side Park

Contact Person: Jordan Wilke Phone Number: 608-792-1971

Email: jordan.wilke.810@gmail.com

Contact Mailing Address: 303 Mansion St

Requested on behalf of what group? GOLD

Please list board members and Officers: Jordan W

Mike Taake

Justin Kluge

Jim Allaby

Mike Penzler

Caroline Zimmerman

Are you a Tax Exempt Organization? Yes No Tax Exempt Number: 008-1030834788-02

Are you a Profit or Non-Profit Organization: Non-Profit

Who maintains funds and finances for the organization? Justin Kluge

Years the organization/group/agency has been in operation? 9 yrs. 5 yrs - 501c3

**The Committee reserves the right to review the organization's most recent tax statement.

Purpose or Mission of the organization/group/agency:

working together to enhance and improve water quality in and around Lake Decorah through a series of grassroots activities and collaborative partnership through the Lemonweir River watershed and beyond

Please describe the project/event/program.

Fishing tournament is a family and community event that raises funds to operate the weed harvester to make Decorah user friendly for all visitors

How it will generate overnight lodging in Mauston and in what ways do you plan to track this? If you have had a past project/event/program how has that impacted overnight lodging in Mauston?

this event has historically brought people, family and friends in from outside the area needing lodging

Explain what impact your project/event/program will have on all other Mauston businesses (in addition to lodging) including any ways you plan to track this impact.

Anglers will be needing food, fishing supplies, fuel and drinks before and after event.

Will the proposed project/event/program generate revenue? Yes No

If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

yes, it pays for labor, parts and fuel for the weed harvester

Estimate how many people and what geographic range will be targeted by any promotions or advertising.

200-250 ppl and we have had out of state. Advertising will reach south of Madison and up to wausa

The marketing budget for the project/event/program. Please list other funding sources for marketing.

Posters	\$ 200	
Radio Ads	\$ 1000 - \$ 1500	
Tickets	\$ 400 -	
Facebook	\$ 200	

Please provide the following information you would like to see used in your free advertising provided by the committee:

5-10 key words or brief phrases describing the event: 9th Annual Lake Decorah Ice

Fishing Tournament

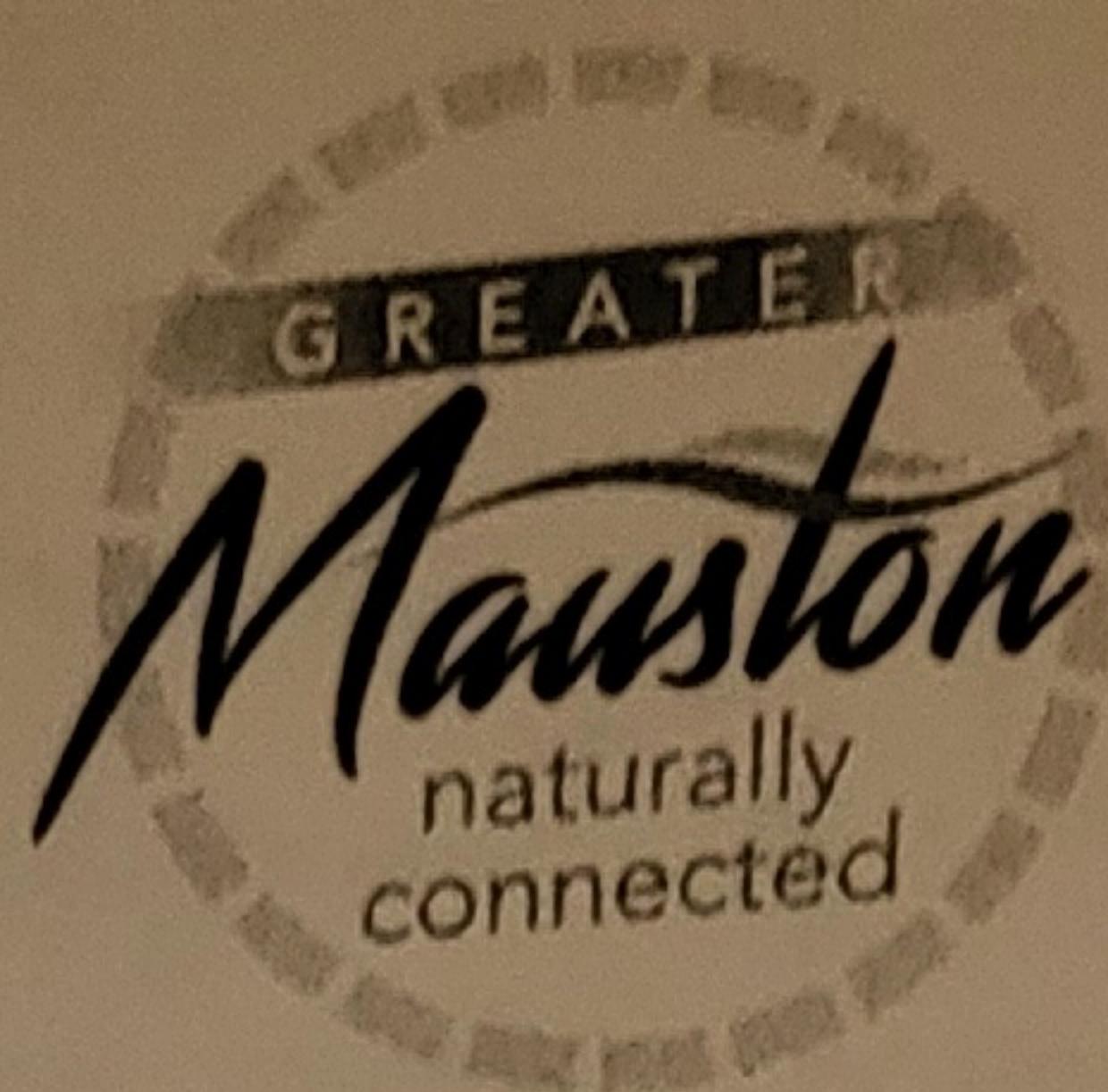
any costs or fees you would like listed: \$20 registration 15 under free

Phone number, e-mail address and/or website address/es: see

Guardians of Lake Decorah on Facebook.

Would you like an email proof of the free advertising before it goes on-line? Yes No

Please include any other information or materials you believe will help the Committee better evaluate your request



Greater Mauston Tourism Association - Event Support Grant Application
*****Please Type or Print Legibly*****

Applications will be considered no later than the GMTA meeting one month prior to the project/event/program. Meetings are held on the second Wednesday of each month at 5 pm at the Mauston City Hall. At least one member of the Applicant Group is required to attend the meeting at which their application will be reviewed.
Applications must be submitted by 4 pm on the first Wednesday of the month prior to the project/event/program
to: Mauston City Hall, Attn: GMTA, 303 Mansion Street, Mauston WI, 53948-1329.

Fill out the application as thoroughly as possible. The more info you provide, the easier it will be for GMTA to evaluate the request will benefit overnight tourism.

After the project/event/program, before funds are distributed, organizations are required to submit paid receipts and provide examples of the effectiveness of the event. Failure to provide examples of completed projects/events/programs and proof of expenditures will jeopardize future funding.

All projects/events/programs that receive funding will be required to:

- Display an approved GMTA logo and/or note "Sponsored in part by the Greater Mauston Tourism Association" on all advertising and social media for the project/event/program.
- Share the GMTA web address, www.mauston.com/tourism on the group's website and social media event page.
- Tag GMTA in social media posts and list GMTA as a co-sponsor on the Facebook Event page (if applicable.)
- Display the GMTA sign at the location of the project/event/program, if available.

GMTA may provide advertising of approved projects/events/programs on our digital sign, and through social media sharing of content that you post and tag GMTA in.

AMOUNT REQUESTED: \$1700.00

Proposal Name: State Fair Tourism Booth Coop with Travel Wisconsin and the WI Dept. of Tourism Date/s of event: Sunday 8-10-25

Event Address, City: State Fair Park, Milwaukee WI

Contact Person: Tammy Loewe Phone Number: 608-8427-2070

Email: tjloewe@juneaucounty.com

Contact Mailing Address: YEDC, PO Box 322, Camp Douglas WI 54618

Requested on behalf of what group? Juneau County Economic Development Corporation

Please list board members and Officers: Herb Dannerberg (Pres) Paige Vieth (VP)

Veronica Meyer (Treasurer) Bobbi Southworth Ray Feldman

Chris Heffel Scott Kniprath Todd O'Neil, and Bonnie Peterson

Are you a Tax Exempt Organization? ✓ Yes No Tax Exempt Number: #17813-800 (WI-DFI)

Are you a Profit or Non-Profit Organization: Yes 501(c)6, exempt from income tax but not from sales tax

Who maintains funds and finances for the organization? Executive Director Tammy Loewe, Treasurer Veronica Meyer,

Years the organization/group/agency has been in operation? and our CPA. Formally organized in 1991.

**The Committee reserves the right to review the organization's most recent tax statement.

Purpose or Mission of the organization/group/agency:

Economic and community development of Jireau County and its communities, including tourism development and tourism promotion of the City of Mauston

Please describe the project/event/program.

Promoting tourism in the Wisconsin Products Pavilion Building at the state fair. Partnership opportunity to have table next to Travel Wisconsin and the Wisconsin Dept. of Tourism.

How it will generate **overnight lodging** in Mauston and in what ways do you plan to track this? If you have had a past project/event/program how has that impacted **overnight lodging** in Mauston?

This will be our 4th consecutive year promoting the Greater Mauston and Jireau County region for tourism. Local representatives connect with, present to, and offer free promotional swag to fairgoers. Feedback at the event has been extremely positive.

Explain what impact your project/event/program will have on all other Mauston businesses (in addition to lodging) including any ways you plan to track this impact. Many state fair guests on this last day are from the local Milwaukee area - a targeted population to visit Mauston/Jireau. Visitors during the 2½-3 hours each day will need overnight lodging ("heads on beds") as well as other amenities such as meals, shopping, hiking etc.

Will the proposed project/event/program generate revenue? Yes No

If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

Not directly, and not for JEDC or the volunteers staffing the event.

Indirectly yes for the hotels and businesses in Mauston/Jireau that see more tourism as a result of this.

Estimate how many people and what geographic range will be targeted by any promotions or advertising. The 2024 Wisconsin State Fair saw a record-breaking 1,136,805 visitors! And the Wisconsin Products Pavilion saw 81,000 visitors on the last day alone. We expect the 2025 attendance to beat/beat this many, or higher. The last day of fair demographics include a lot of families, which are ideal tourists to Mauston/Jireau.

The marketing budget for the project/event/program. Please list other funding sources for marketing.

\$250.00 Tourism Booth rental	\$0 Volunteer Staff hours (donated)
\$500.00 Swag/giveaway items	\$0 JEDC Coordination Staff hours (donated)
\$650.00 Volunteer Staff travel/mileage	\$0 Signage, displays, print materials (in-kind)
\$300.00 Volunteer Staff lodging -1 night	

Please provide the following information you would like to see used in your free advertising provided by the committee:

5-10 key words or brief phrases describing the event: Greater Mauston Tourism & JEDC

promote tourism for our area at the State Fair!

any costs or fees you would like listed: No

Phone number, e-mail address and/or website address/es: No

Would you like an email proof of the free advertising before it goes on-line? Yes No

Please include any other information or materials you believe will help the Committee better evaluate your request:

Gravity Box Brewing Co.

134 E. State Street
Mauston, WI 53948

Dear Members of the Greater Mauston Tourism Association,

On behalf of Gravity Box Brewing Co. and the BBQ-Tober Fest organizing team, I would like to extend our heartfelt gratitude for your generous grant in support of this year's event. Your contribution played an integral role in the success of BBQ-Tober Fest and in fostering a sense of community throughout the Mauston area. Without your support, this event would not have been possible.

Enclosed, please find copies of the invoices for the tent rental, BBQ competition cash prizes, and Concept Printing, which produced our event banner. Your support directly assisted with these essential event expenses and helped ensure a smooth, well-coordinated, and enjoyable experience for all who attended. We were lucky to have beautiful weather this year and if we did not have the tent, our guests would have been uncomfortable and probably would not have stayed as long as they did.

We deeply value your partnership and your continued commitment to promoting tourism and community engagement in Mauston. We look forward to the opportunity to work together again in the future to build upon this year's success.

Thank you once again for your generosity and support.

Sincerely,

Jordan Process

Front of House Manager

Gravity Box Brewing Co.

jordan@gravityboxbrewing.com

D&S Party Tent Rentals

INVOICE

Office Use Only			Final number counts and linen colors MUST be given 28 days before the event. Full payment will still be required for any cancellations of items after the 28 days before the event.			
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L	DO	PU	Rental Items & Quantity	Qty	Unit price	Total price
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LAST DAY TO REMOVE ITEMS -- Sept. 6, 2025

			40x80 pole tent	1	\$1,875.00	\$1,875.00
			delivery	-	\$50.00	\$50.00
Stakes					Total	\$1,925.00
Poles					Service Charge waived	\$0.00
Center Poles					Tax-Exempt 008-1030834788-02	\$0.00
Ratchets					Retaining Fee	
Blocks					Final Payment	
Water Jug					Grand Total	
Zip Tie Cutter					\$1,925.00	
Zip Ties			Retaining Fee Price:	\$288.75	To reserve your items a 15% retaining fee is needed. This is taken off of the total rental price. If your grand total is less than \$1000, see our "reserve" policy below.	
Cleaning Bucket						
Pounder/ Puller			Security Deposit	\$288.75	This is completely refundable and should be given as a separate payment at delivery, preferably in check form. This is not the down payment.	
Tarps						

Signed Contract Received: _____

For Drop off only:

By signing here you are agreeing that all of the above items have been dropped off.

ADDRESS

PHONE

EMAIL

WEBSITE

conceptprinting

Invoice

Invoice #: 01226828

Date: 9/25/2025

Ship Via:

Page: 1

Bill To:

Gravity Box
134 E. State Street
Mauston, WI 53948

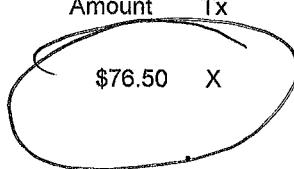
Ship To:

Gravity Box
134 E. State Street
Mauston, WI 53948

Description

3'x6' BBQ Fest Banner, printed 4/0, 18oz with grommets

Amount Tx



\$76.50 X



\$76.50

Freight: \$0.00

Sales Tax: \$4.21

Total Amount: \$80.71

Amount Applied: \$0.00

Balance Due: **\$80.71**

Your Order #:

Shipping Date:

Terms: Net 15

Gravity Box Brewing Company

134 E. State St, Mauston WI, 53948

INVOICE



Bill To **Invoice #** 100
BBQ Competition Winners **Invoice Date** 10/13/2025

DESCRIPTION	AMOUNT
1st Place BBQ Competition- Boo Bus BBQ	250.00
2nd Place BBQ Competition- Better Than Dad's	125.00
3rd Place BBQ Competition- Triple B	80.00
TOTAL	\$455.00

Terms & Conditions

Payment is due within 15 days