AMENDED GREATER MAUSTON TOURISM ASSOCIATION AGENDA

November 13, 2024 at 6:00 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and action relating to Minutes**
   - a. October 9, 2024
3. **Discussion and possible action relating to Financial Report including**
   - a. Financials
4. **Discussion and possible action relating to Event Support activities including**
   - a. Discussion and action regarding G.O.L.D. request of $2,500 for the annual Ice Fishing Tournament
   - b. Discussion, and action regarding BBQ-Tober Fest request for an additional $600 for marketing expenses over the actual cost of marketing the event.
   - c. Discussion and action to accept receipts for the Waterfest Grant and State Fair Sponsorship for JCEDC (Juneau County Economic Development Association).
5. **Discussion and possible action relating to RFP Guidelines for a Marketing proposal**
6. **Discussion and action regarding Peter Malinger's segment**, **Think Local Mauston. The show cost is $2,995 for a six-minute segment.**
7. **Staff Report**
8. **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 Nicole Lyddy (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 ASSOCIATION MEETING MINUTES

October 09, 2024 at 6:00 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association met in a regular session on October 9, 2024, at Mauston City Hall. Michel Messer called the meeting to order at 6:03 p.m. Diane Dahl, Doug Linder, Michel Messer, Ben Bader, Wendy Murphy, and Leanna Hagen were present at the meeting. Jessica Bilski from On the Line Presence and Administrator Daron Haugh were also present.
2. **Minutes:** Motion by Messer, seconded by Hagen to approve the corrected August 14, 2024, and regular minutes of September 11, 2024. Motion carried.
3. **Financial Report:** Motion made by Hagen, seconded by Messer to approve the finances as presented. Motion carried.
4. **Event Support activities:** none
5. **Marketing Activities:**
   a. **Marketing Director Proposal:** This item was determined to complete a Request for Proposals before making a final decision.
   b. **Travel Wisconsin:** Motion made by Dahl and seconded by Messer to approve Jessica Bilski's marketing withTravel Wisconsin Co-op opportunities for $8,090. Motion carried a unanimous roll call vote.
6. **Staff Report:** Discussion on repairing the Industrial Park signage on Hwy 12/16 which was maintained by the Greater Mauston Area Development Corporation and is no longer in operation. Motion made by Messer and seconded by Murphy to approve the industrial sign repair not to exceed $6,500. Motion carried by unanimous roll call vote.
7. **Adjourn:** Motion by Messer and seconded by Dahl to adjourn. Motion carried.

_____ _____

Chair Date

11/07/2024 2:44 PM Statement of Revenues & Expenditures - Detail Page: 1

GMTA ACCT

Dated From: 1/01/2024

Thru: 11/08/2024

Account Number		2024 November	2024 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	33,750.00
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		407.00
100-00-56710-400-000	Marketing Misc.		
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		7,500.00
100-00-56710-400-300	Purchased Media		
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media		19,876.00
100-00-56710-500-000	Event Support Grants		4,458.16
	GMTA - Expense	3,375.00	66,828.76
	Total Expenses	3,375.00	66,828.76

11/07/2024 2:44 PM Statement of Revenues & Expenditures - Detail Page: 2

GMTA ACCT

Dated From: 1/01/2024

Thru: 11/08/2024

Account Number		2024 November	2024 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax	17,717.48	131,746.72
	GMTA - Room Tax Revenue	17,717.48	131,746.72
	Total Revenues	17,717.48	131,746.72
Excess of Revenues Over (Under) Expenditures		14,342.48	64,917.96

11/07/2024 2:42 PM Reprint Check Register - Quick Report - ALL Page: 1
ACCT

CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 10/05/2024 From Account: 100-00-56710-000-000
Thru: 11/08/2024 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
40045	10/16/2024	On The Line GMTA - September 24 service fees	3,375.00
40123	11/07/2024	On The Line GMTA - October 24 service fees	3,375.00
		Grand Total	6,750.00

CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 10/05/2024 From Account: 100-00-56710-000-000
Thru: 11/08/2024 Thru Account: 100-00-56710-500-000

	Amount
Total Expenditure from Fund # 100 - General Fund	6,750.00
Total Expenditure from all Funds	6,750.00

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

Proposal Name: 8th Annual Lake Decorah Ice Fishing Tournament Date/s of event: 1/18/25

Event Address, City: Riverside Park, Mauston

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

Email: parkssup@mauston.com

Contact Mailing Address: 601 Grove St Mauston WI 53948

Requested on behalf of what group? (GOLD) Guardians of Lake Decorah

Please list board members and Officers: Jordan Wilke - P Mike Tarke - VP
Justin Kluge - T Rocky Shepard - S Jim Allaby - BM

Are you a Tax Exempt Organization? X Yes ___ No Tax Exempt Number: ___

Are you a Profit or Non-Profit Organization: Yes 501c3

Who maintains funds and finances for the organization? Justin Kluge

Years the organization/group/agency has been in operation? 501c3 - 4yrs 9yrs as group

**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 partnerships throughout the Lemonweir River watershed.

Please describe the project/event/program.

please see attached letter

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?

We average 90 - 120 anglers → At least ½ out of the area → and about a Dozen from out of state.

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.

we see groups going out for Drinks and food the night before and after the event as well as shopping for needed supplies

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

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

All proceeds go into Lake Decorah and the watershed. From weed harvesting operation to the implementation of the Lake mangement plan approved by the DNR

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

We hope to impact more with social media this year, using multiple radio stations that reach to madison up to Tomah

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

Raffle tickets → $400 est.	
social media → $500.	
Radio stations - $900ish x 2	WRJC partial Donation

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: Family Fun on the ICE Followed by prizes, raffles, bon fire, food and Drinks.

any costs or fees you would like listed: $20 to register, 15 & under Free

Phone number, e-mail address and/or website address/es: Guardians of Lake Decorah Facebook page

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

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

We are excited to announce the 8th annual Lake Decorah Restoration Ice Fishing Tournament, scheduled for January 18th, 2025. This event has become a cherished tradition in our community, uniting anglers from across the state and families in their love for the great outdoors. More importantly, it serves as a vital fundraiser for the ongoing Lake Decorah Restoration efforts, a project dear to the hearts of the City of Mauston and the Guardians of Lake Decorah (GOLD), who have dedicated eight plus years to this important cause.

Nestled in Mauston on the Lemonweir River flowage, Lake Decorah's once-pristine waters have faced challenges due to excess nutrients entering the lake from various sources. This influx has led to the proliferation of aquatic plant growth, negatively impacting water quality, aquatic life, and recreational opportunities. To address these issues, GOLD was founded in early 2018, supported by the City of Mauston and countless dedicated volunteers who have initiated small-scale projects aimed at reducing nutrient loading and sedimentation in the lake.

Past tournament proceeds have been instrumental in conducting water quality tests, securing cost-sharing grants for a comprehensive lake study, and acquiring a weed harvester and operation of it. Also, our focus is on completing the current engineering study, which forms a crucial part of a 9-key element plan that the county has funded. This plan will guide us towards effective solutions and help us secure essential federal funding for future restoration projects. Notably, GOLD purchased a weed harvester in the spring of 2022, and it has been operational for three seasons, with this year yet again doubled its impact.

None of these endeavors would be possible without the generous support of our local community and businesses like yours. We kindly request your assistance in our mission. You can help by donating an item that can be used as part of a raffle during the event or by providing a monetary donation to assist with event costs and prizes. In recognition of your support, your name will prominently be featured on multiple signs displayed at the event, showcasing your commitment to Lake Decorah's restoration.

Your contribution, no matter the size, will make a significant difference in our ongoing efforts to preserve and revitalize Lake Decorah. We firmly believe that together, we can make a lasting impact on this beautiful natural resource that holds a special place in our community's heart.

Sincerely,

Jordan Wilke
GOLD President
Tel: 608-548-2831 Email: parkssup@mauston.com

October 14, 2024

134 E State St

Mauston, WI 53948

Dear GMTA Board:

Attached are the final receipts for our printing and marketing materials from the 2nd Annual BBQ-Tober Fest. We saw over 300 in attendance at our function and were able to raise $1500 in proceeds to be donated equally across 3 local organizations: Hatch Public Library, Mauston Food Pantry, & Guardians of Lake Decorah.

We are asking for an addendum to be made to our initial application request of $600.00 to help offset the marketing costs that did exceed our initial budget. We would like to request an additional $600.00 for this purpose. We feel this additional marketing push assisted in drawing a larger crowd than expected and contributed to the overall success of the event.

Please feel free to reach out with any questions.

Micah Playman

conceptprinting

Invoice

Invoice #: 01224391
Date: 9/9/2024
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	Amount	Tx
3'x6' BBQ Fest Info Banner 24, printed 4/0, 18oz with grommets	$76.50	X
Typesetting / Set up	$15.00	X
24 BBQ Fest Posters, 11x14.5, printed 4/0, 10pt C1S	$25.00	X

	$116.50
Freight:	$0.00
Sales Tax:	$6.41
Total Amount:	$122.91
Amount Applied:	$0.00
Balance Due:	**$122.91**

Your Order #:
Shipping Date:
Terms: Net 15

603 John Street • Necedah, WI 54646
Phone 608-565-3500 • Toll-Free 888-565-3505 • Email info@conceptprintingcompany.com

2nd Annual OKTOBER FEST AD SUMMARY

AD CAMPAIGN PREVIEW

Ad preview

Gravity Box Brewing Company
September 19 at 11:00 AM · Published by Brandon Wikman

2nd Annual BBQ & Oktoberfest!!
Where: Riverside Park, Mauston, WI
When: October 5th, 2024
What: BBQ Competition w/ Pork Ribs + Chicken!
Join us for Live Music, Local Breweries, Yard Games, Mobile Axe Throwing, Local Food Trucks and More! Attend for Free.
For More Details & Competition Entries, PM Page or Sign Up Here:
https://forms.gle/ted7ULKA44YU1Rnz8

Gravity Box Brewing Company
Brewery

Ad preview

Gravity Box Brewing Company
September 19 at 11:36 AM · Published by Brandon Wikman

COMPETITORS WANTED!
Where: Riverside Park, Mauston, WI
When: October 5th, 2024
What: BBQ Competition w/ Pork Ribs + Chicken!
For More Details & Competition Entries, PM Page or Sign Up Here:
https://forms.gle/ted7ULKA44YU1Rnz8
non-sanctioned backyard BBQ competition with Pork Ribs and Chicken! $100 entry fee to compete in the BBQ competition with 100% payout (1st-3rd & Peoples Choice). Proceeds to benefit local non-profit organizations.

Gravity Box Brewing Company
Brewery

AD CAMPAIGN RESULTS

View results

Performance
$219.62 spent over 4 days.

Messaging conversations started	Reach	7,460
2	Cost per Messaging Conversation Started	$109.81

Activity

Post engagements 318
3-second video plays 216
Post reactions 33
Link clicks 31

See all

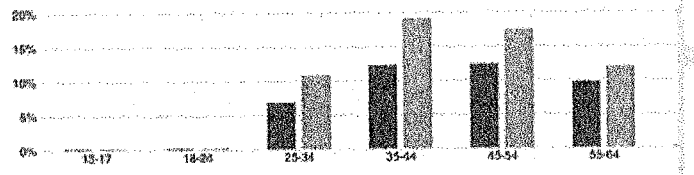
View prosp

Audience

This ad reached 7,460 people in your audience.

People Placements Locations

41.0% Women 59.0% Men



Audience details

Custom audience
Lookalike (US, 10%) - Pagelike: Gravity Box Brewing Company or Pagelike: Gravity Brewing Company

Location
United States: Mauston (+40 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
25 - 60

Advantage detailed targeting
On

View results

Performance
$332.16 spent over 8 days.

Messaging conversations started	Reach	6,438
13	Cost per Messaging Conversation Started	$25.55

Activity

Post engagements 261
Link clicks 83
Post reactions 52
Post comments 16

See all

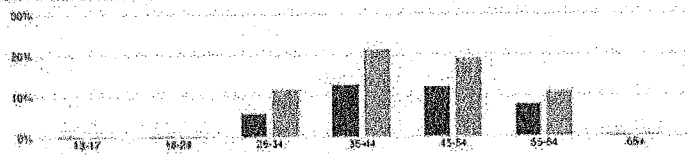
View prospects

Audience

This ad reached 6,438 people in your audience.

People Placements Locations

38.1% Women 61.9% Men



Audience details

Location
United States: Mauston (+42 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
25 - 60

People who match
Interests: Barbecue grill, Charcoal, weber grills, Smoking (cooking), Smoking-Meat.com, Grilling, Barbecue or Kingsford (charcoal)

Advantage detailed targeting
On

Edit Audience

View results

Performance
$87.53 spent over 7 days.

Messaging conversations started	Reach	3,044
2	Cost per Messaging Conversation Start	

Activity

Post engagements

Link clicks 57

Post reactions 47

Post shares 15

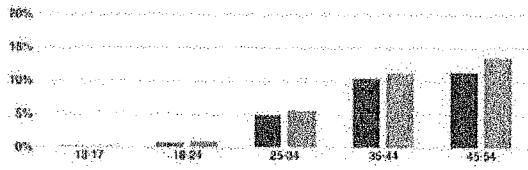
See all

Audience

This ad reached 3,044 people in your audience.

People Placements Locations

45.9% Women 53.1% Men



Audience details

Location
United States: Mauston (+40 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
18 - 66+

People who match
Interests: The BBQ Guru, weber grills, Barbecue in the United States Pitmasters, Kansas City Barbeque Society or Barbecue

Advantage detailed targeting
On

Edit Audience

View results

Performance
$75.94 spent over 7 days.

Messaging conversations started	Reach	3,661
1	Cost per Messaging Conversation Started	$75.94

Activity

Post engagements 213

Link clicks 56

Post reactions 36

Post shares 0

See all

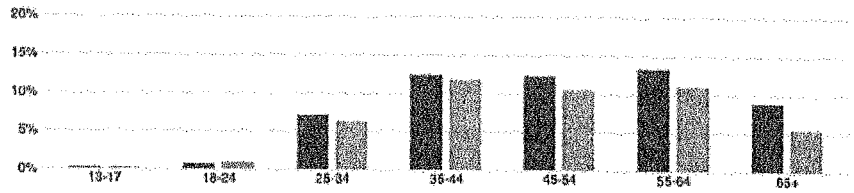
View prospects

Audience

This ad reached 3,661 people in your audience.

People Placements Locations

54.6% Women 45.4% Men



Audience details

Custom audience
Lookalike (US, 10%) - Pagelike: Gravity Box Brewing Company or Pagelike: Gravity Box Brewing Company

Location
United States: Mauston (+35 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
18 - 65+

Edit Audience

View results

Performance

$332.16 spent over 8 days.

Messaging conversations started	Reach	6,438
13	Cost per Messaging Conversation Started	$25.55

Activity

Post engagements

Link clicks 83

Post reactions 62

Post comments 16

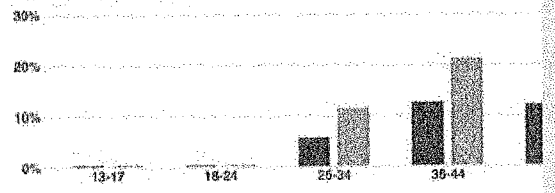
See all

Audience

This ad reached 6,438 people in your audience.

People Placements Locations

38.1% Women 61.9% Men



Audience details

Location
United States: Mauston (+42 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
25 - 60

People who match
Interests: Barbecue grill, Charcoal, weber grills, Smoking (
Grilling, Barbecue or Kingsford (charcoal)

Advantage detailed targeting
On

Edit Audience

View results

Performance

$40.37 spent over 8 days.

Post engagements	Reach	5,713
466	Cost per Post Engagement	$0.09

Activity

Post engagements 466

Link clicks 131

Post reactions 43

Post shares 5

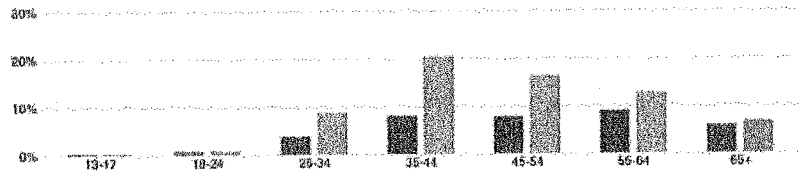
See all

Audience

This ad reached 5,713 people in your audience.

People Placements Locations

34.8% Women 65.2% Men



Audience details

Custom audience
Lookalike (US, 10%) - Pagelike: Gravity Box Brewing Company or Pagelike: Gravity Box Brewing Company

Location
United States: Mauston (+35 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
18 - 65+

Edit Audience

TOTAL AD SPEND: $1,277

REACH: 32,754

November 8, 2024

Mauston City Hall
Attn: Room Tax Committee
303 Mansion Street
Mauston, WI 53948-1329

RE: Sponsor State Fair Travel Wisconsin Tourism Promotion Booth

Dear Directors of the Greater Mauston Tourism Association,

Thank you for your on-going support of our State Fair Tourism Booth event promoting Greater Mauston and Juneau County. Our 3rd year representing there alongside Travel Wisconsin and our State Department of Tourism was a fantastic time and drew much attention to our beautiful destination.

Originally I requested GMTA's sponsorship of $250 - $1000 for 2024 via email on 7/22/24 and Michel replied GMTA would be happy to discuss. I then attended your meeting on 8/14/24 - the one Drew Nussbaum attended and spoke about Room Tax and the success of the State Fair – to follow up on your intentions to sponsor. As I recall GMTA was happy to sponsor at least the $250 as you've done prior, and pending my event reconciliation you might consider more.

Below is an itemization of the remaining expenses we are requesting. GMTA's sponsorship of $250 would cover the remaining out of pocket expenses incurred. Businesses and volunteers donated prizes and swag and their time in the booth. If possible we would love to also compensate the volunteers for their mileage and remaining hotel charge, which totals $695.84. Please let me know if you have any questions. We are grateful for your consideration!

Date Paid	Amount	Covered	For
8/11/2024	$ 67.00	Hotel	Partial amount for one hotel room
8/11/2024	$ 378.84	Mileage	[308 miles @ $0.41 = $126.28] x 3 vehicles
10/4/2024	$ 250.00	Booth Rental Share	Travel Wisconsin Tourism Promo in Pavilion Building
Total	**$ 695.84**		

Sincerely,

TJO Loewe

Tamaya Loewe
Waterfest Committee Chair

Thank you for considering GMTA!

November 1, 2024

Mauston City Hall
Attn: Room Tax Committee
303 Mansion Street
Mauston, WI 53948-1329

Castle Rock Lake Waterfest

Dear Directors of the Greater Mauston Tourism Association,

Thank you for your on-going support of the Annual Waterfest Event on Castle Rock Lake. Our 2024 event was another wonderful time for all involved!

Below is an itemization of just some of our advertising expenditures for promoting this destination tourism event. Please let me know if you have any questions.

We greatly appreciate your sponsorship grant and are so grateful for your legacy of support. Each year our financial goal for this event is to break even with sponsorships like yours covering all costs. Waterfest is a non-profit endeavor.

Date Paid	Amount	Paid To	For
2/13/2024	$ 485.00	Concept Printing	What's Floatin Print Ad and Website Banner
10/4/2024	$ 500.00	WRJC	Radio Advertising
10/4/2024	$ 224.95	Madison Media Partners	Print Ad in Juneau County Start Times Newspaper
Total	**$1,228.95**		

If it's possible to amend our original request for $1000.00 sponsorship to $1228.95 to fully cover these 3 advertising costs, we would greatly appreciate it!

It's been months since our grant application was made this summer, but we've just completed the reconciliation and paid final bills last month so we have accurate documentation for you!

Sincerely,

TJO Loewe

Tamaya Loewe
Waterfest Committee Chair

PRODUCT DLT103 TH91663 ENVELOPE Deluxe Corporation 1-800-328-0304 or www.deluxe.com/shop

Concept Printing
2024 Whats Floatin' Ad

WATERFEST

2024 Advertising Agreement

LE ROCK LAKE FUN GUIDE

st in placing an ad in What's Floatin'!

l prices are listed below.
dvertiser's establishment from May 4 through September 30 on our Calendar of
s limited Calendar of Events listings may include only basic event information.
Music by ABC Band, 9 pm, cover charge.)
ry or Happy Hour will not be included.

EADLINES:
copy and artwork (logo, photos, line art, etc.)
ry 28, 2024 (Ad space not reserved by this date will be considered open)

d at Concept Printing no later than March 31, 2024

Floatin' Website
l by deadline will be included on the website for free.
put on the website, but may not be able to be included in the print version,
r further information if needed.
n whatsfloatin.com are available for $40 annually.

(please select one):

d (Black & Cyan)

Ad

te link from your ad on WhatsFloatin.com to your website

Waterfest (JCEDC)
Name of Business

PO Box 322
Mailing Address

Camp Douglas, WI 54618
City, State, Zip

Website, IF you would like an online link from your ad to your site ($40 Annually)

he contact information where we are able to reach you
roofs of your ad or other information.

2-13-24
$485.00

2058

For payment by credit card:

Credit Card Number

Expiration Date

3 Digit Code on Back of Card

Billing Address Zip Code

Signature

Amount to charge (Ad only, or Ad plus Website Link)

Please make checks payable to: Concept Printing 603 John Street Necedah, WI 54646
Phone: 608-565-3500 E-mail: whatsfloatin@conceptprintingcompany.com

CC7603 CHIKDK06 08/22/2019 06:49 -194- 1407841400

INVOICE 0524-024

17 July 2024

PAYMENT DUE BY: upon receipt

$ 500.00

WRJC
N5240 Fairway Lane
Mauston, WI 53948

WATERFEST

UNIT PRICE	LINE TOTAL
1,800.00	1,800.00
-1300.00	-1300.00

Net Total	$500.00
Tax	
TOTAL	$500.00

WRJC
Inv # 0524-024
Waterfest 2024 radio promo

10-4-24
$ 500.00

Madison Media Partners

Order # 216765-1 JCST
Invoice Thank You Ad 8/22/24

10-4-24
$224.95

WATERFEST

ACCOUNT NUMBER	PAGE NO
190-60002653	Section 4, Item c.
BILLING PERIOD	TERMS OF PAYMENT
07/29/2024 -- 08/25/2024	Net 20
CUSTOMER NAME	CUSTOMER NUMBER
JUNEAU CO ECON DEVELOPMENT	190-60002653

nents	Billed Units	Times Run	Net Amount
ight Forward			0.00
ink you	3.000 x 10.000	1	224.95

t via e-mail. Emails containing credit card numbers will be blocked.
our lockbox in the envelope provided.

	90 DAYS	OVER 120 DAYS	TOTAL AMOUNT DUE
	0.00	0.00	224.95

of 1% ($1 Min) applied to all past due
ds, which is never greater than our

Madison Media Partners
Lee Advertising
PO Box 4690

2061

Gondola Level Sponsors
uston, Lodge at Mauston,
nion, Sunshine & Giggles

American Bank, Buckhorn Campground & RV Resort, Buckhorn Grill & Bar, Buckhorn Store, Carter's Pub, Castle Rock Marine, GLM Welding, J&S LiquorMart, Mauston Equipment, Mile Bluff Medical Center, Reel Brothers Harley Davidson, Shipwreck Bay, Throttle Out Marine, Yellow River Vintage & Cabin Decor

Dinghy Level Sponsors
Cardinal Marine & Power Sports, Castle Rock Hideaway, Cedar Springs BP, Critters Pet Shop, Dough Boyz Pizza, J&B Deli, Mauston Park Oasis Family Restaurant, Mauston True Value, Necedah True Value, O'Reilly's Auto Parts, Town of Germantown, Wisconsin River Meats

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: $1000.00

Proposal Name: Waterfest Event Fireworks Finale Date/s of event: Saturday, August 3, 2024

Event Address, City: N6700 22nd Ave, Mauston WI 53950

Contact Person: Tamaya Loewe Phone Number: 608 462 7437

Email: tjoloewe@juneaucounty.com

Contact Mailing Address: 122 Main St, PO Box 322, Camp Douglas WI 54618

Requested on behalf of what group? Waterfest Planning Committee

Please list board members and Officers: Sylvie Belue, Jessica Bilski, Courtney Curran, Mark Kallian, Sandra Kallian, Doug King, Theresa King, Tamaya Loewe, Sheila Marx, Veronica Meyer, Ray Monroe, Jim Murphy, Brad Schultz

Are you a Tax Exempt Organization? X Yes ____ No Tax Exempt Number: 17813-800

Are you a Profit or Non-Profit Organization: JCEDC is a Non-Profit Organization 501c6 and volunteers for Waterfest

Who maintains funds and finances for the organization? JCEDC is the fiduciary for Waterfest Planning Committee

Years the organization/group/agency has been in operation? Waterfest began in 1999. 2024 is our 25th year!
**The Committee reserves the right to review the organization's most recent tax statement.

Purpose or Mission of the organization/group/agency:

The purpose of the Waterfest Planning Committee is to plan, promote, fundraise, and execute this annual event on Castle Rock Lake (Mauston/ Juneau County side) to attract and entertain visitors to the Greater Mauston area.

Please describe the project/event/program.

The Castle Rock Lake Waterfest Event is a celebration of fun on our lakes! There are many family-friendly activities occurring at and around the Castle Rock County Park and the local businesses, including music, parades, food, all culminating in a spectacular fireworks finale show on the lake!

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?

Please see attached survey for details. Annual economic impact of Waterfest is approximately $1.5M. It is a destination event that draws tourists to Mauston and the Castle Rock Lake area.

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.

Please see attached survey for details. Annual economic impact of Waterfest is approximately $1.5M. It is a destination event that draws tourists to Mauston and the Castle Rock Lake area.

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

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

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

Tens of thousands of people are targeted in marketing efforts which include the What's Floatin Magazine, local and non-local visitors databases, social media, WRJC radio, Juneau County Star Times Newspaper, and more.

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

Radio	$500
Magazine	$500
Newspaper	$250

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: Waterfest Celebration & Fireworks on Castle Rock Lake and County Park Saturday Aug 3rd!

any costs or fees you would like listed: _____

Phone number, e-mail address and/or website address/es: (608) 427-2070 JCEDC@JuneauCounty.com/waterfest

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

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

Waterfest

worth a closer look

JUNEAU county

The Economic Impact of

WATERFEST

on the Juneau County
Castle Rock Lake Area

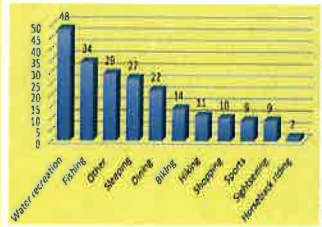
4000 people visit... 2 out of 3 for Waterfest

88%
Stay Overnight
(most stay 3-4 nights)

Typical Group Size is
5
- 3 Kids
- 2 Parents
- 1 Pet (1/3 bring)

4 out of 5
have an Annual Household Income Above
$50K

92% are return visitors



ACTIVITIES in addition to WATERFEST visitors participated in

Waterfest Boat Parade & Park Fest brings
$1.5 MILLION
into our local economy annually!

This report was produced by JCEDC using raw data compiled during a 2015 Tourism Survey. People were surveyed voluntarily at random in 2 locations. The 405 participants surveyed were deemed an adequately representative 10% sampling size. WI Dept of Tourism formulas were conservatively applied by the NCWRPC to extrapolate local economic impact.