



# GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

March 11, 2026 at 5:00 PM  
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
  - a. February 11, 2026
3. **Discussion and Action Regarding the Financial Report**
  - a. February 2026
4. **Discussion and Action Regarding Event Support Activities**
  - a. Review GMTA Event Application Wording Relating to In-Person Follow-Up to Event
  - b. Discussion and Action Regarding the Juneau County Forestry and Parks Event Support Grant Application in the Amount of \$4,800.00
  - c. Discussion and Action Regarding the 2026 Fly-In/Drive-In Grant Application in the Amount of \$500
  - d. Post Event Follow Up: Guardians of Lake Decorah (G.O.L.D.) Ice Fishing Tournament Report
5. **Discussion and Action Regarding Marketing Activities**
  - a. Discussion and Action Regarding CiviSocial
  - b. Discussion and Action Regarding Billboards for Lease on I-90/94 In Juneau County, WI.
6. **Staff Report**
  - a. Discussion Regarding Additional Advertising Expenditures through On the Line Presence for Event Support Activities
7. **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 ASSOCIATION MEETING MINUTES

February 11, 2026 at 5:00 PM  
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association meeting was called to order by Member Doug Linder on February 11, 2026, at 5:08 p.m. Members present were Leanna Hagen, Meredith Sornsin, Doug Linder, and Wendy Murphy. Also present were Jessica Bilski (On The Line Presence), Sam Toles from CiviSocial, and Deputy Clerk Carole Wolff. Absent were Michel Messer and Ben Bader.
2. **Minutes:** Motion by Murphy, seconded by Hagen, to approve the minutes from January 14, 2026. Motion carried by voice vote.
3. **Financial Reports:** Motion by Murphy, seconded by Sornsin to approve the December 2025 and January 2026 reports as presented. Motion carried by voice vote.
4. **Event Support Activities:**
  - a. **Let's Ride Proposal:** The proposal was discussed. Hagen recommended that the giveaway should go through the Explore Mauston App to continue promoting use of the App by businesses and visitors to the Mauston Area. Motion by Murphy, seconded by Sornsin, to approve the proposal as presented. Motion carried by voice vote.
  - b. **Post Event Follow Up: 9th Annual Ice Fishing Tournament Presented by G.O.L.D:** The report was reviewed. The Board requests that any group receiving a grant provide an in-person follow-up regarding how the event went. Discussion also included revising the application to clearly require an in-person event follow-up.
5. **Marketing Activities:**
  - a. **CiviSocial Presentation:** Sam Toles presented the marketing solution, focusing on the marketing solution, focusing on organizing and optimizing social media efforts. Training topics include content strategy, platform relevance, adaptability, and community engagement through a workshop format. Motion by Murphy, seconded by Sornsin, to table further discussion until the next meeting. Motion carried by voice vote.
6. **Staff Report:** Bilski provided an update on the social media engagement related to the Explore Mauston app.
7. **Adjourn:** Motion by Hagen, seconded by Sornsin, to adjourn. Motion carried. Meeting adjourned at 6:40 p.m.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Date



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 2/07/2026 From Account: 100-00-56710-000-000  
Thru: 3/06/2026 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
42219	2/11/2026	MSPN INC GMTA - Print Advertising	1,554.00
42244	2/18/2026	Guardian's of Lake Decorah (GOLD) GMTA - Reimburse ads 26 ice fish tourney	2,500.00
42280	2/25/2026	On The Line GMTA - Let's Ride Expo Ad	21,695.00
Grand Total			25,749.00



3/04/2026 4:14 PM Reprint Check Register - Quick Report - ALL Page: 2  
ACCT

CITY OF MAUSTON POOLED CASH Accounting Checks  
Posted From: 2/07/2026 From Account: 100-00-56710-000-000  
Thru: 3/06/2026 Thru Account: 100-00-56710-500-000

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	Amount
Total Expenditure from Fund # 100 - General Fund	25,749.00
Total Expenditure from all Funds	25,749.00



3/04/2026 4:18 PM

Statement of Revenues & Expenditures - Detail  
GMTA

Page: 1  
ACCT

Dated From: 1/01/2026  
Thru: 3/06/2026

Account Number		2026 March	2026 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service		25,070.00
100-00-56710-240-000	Building/Equip Maintenance		
100-00-56710-310-000	Office Supplies		879.48
100-00-56710-311-000	Postage Expense		
100-00-56710-330-000	Travel/Educ./Training		
100-00-56710-400-000	Marketing Misc.		
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		
100-00-56710-400-300	Purchased Media		
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media		5,584.00
100-00-56710-500-000	Event Support Grants		2,500.00
=====			
	GMTA - Expense		34,033.48
=====			
	Total Expenses		34,033.48
=====			



3/04/2026 4:18 PM

Statement of Revenues & Expenditures - Detail  
GMTA

Page: 2  
ACCT

Dated From: 1/01/2026  
Thru: 3/06/2026

Account Number		2026 March	2026 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		30,847.58
=====			
	GMTA - Room Tax Revenue		30,847.58
=====			
	Total Revenues		30,847.58
=====			
Excess of Revenues Over (Under) Expenditures			(3,185.90)





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: \_\_\_\_\_

Proposal Name: \_\_\_\_\_ Date/s of event: \_\_\_\_\_

Event Address, City: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

Requested on behalf of what group? \_\_\_\_\_

Please list board members and Officers: \_\_\_\_\_

\_\_\_\_\_

Are you a Tax Exempt Organization? Yes No Tax Exempt Number: \_\_\_\_\_

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

Who maintains funds and finances for the organization? \_\_\_\_\_

Years the organization/group/agency has been in operation? \_\_\_\_\_

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

Purpose or Mission of the organization/group/agency:

Please describe the project/event/program.

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?

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.

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?

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

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


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: \_\_\_\_\_

\_\_\_\_\_

any costs or fees you would like listed: \_\_\_\_\_

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

\_\_\_\_\_

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:



**JUNEAU COUNTY FORESTRY AND PARKS**

650 PRAIRIE STREET, MAUSTON WI 53948

Phone (608) 847-9389

Fax (608) 847-1655

Brian Loyd, Administrator

March 4, 2026

Dear Greater Mauston Tourism Association,

Enclosed you will find our Event Support Grant Application along with an invoice, requesting \$4,800.00.

I would like to take a moment to give you a back story along with what brings us here today. Four summers ago, our staff was approached by seasonal campers asking us to do a trick or treating weekend. We came up with All Holiday Hallow Weekend. The events starting out were just trick or treating and decorating campsites to win free camping. We did this for three summers. This past summer, we were approached again by campers asking us to do our 5k run/walk along with our bicycle parade that we did when Waterfest was still going. We did add those events last year. Our All Holiday Hallow Weekend is always the last Saturday before Labor Day weekend. Historically, this weekend has been a family weekend with camping and boaters soaking up the last weekend of summer. At the end of last year's event, we went around asking for feedback. Campers and their visitors love the event and say it is a great way to end the summer. Some of that feedback included the request to have fireworks to end a great evening. This is why we are here today requesting \$4,800.00 for a fireworks show. We contacted Spielbauer Fireworks Co. who have shot off fireworks from our park in the past for Waterfest.

Sincerely,

A handwritten signature in cursive script that reads "Courtney Curran".

Courtney Curran



Greater Mauston Tourism Association - Event Support Grant Application

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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: \$4,800.00

Proposal Name: All Holidays Hallow Weekend Date/s of event: August 29, 2026

Event Address, City: Juneau County Castle Rock Park

Contact Person: Courtney Curran Phone Number: 608-847-9389

Email: ccurran@juneaucountywi.com

Contact Mailing Address: 650 Prairie Street, Mauston, WI 53948

Requested on behalf of what group? Juneau County Forestry & Parks

Please list board members and Officers: Jack Jasinski Gregg Haunroth

Tom Winters Betty Manson Chris Zindorf

Are you a Tax Exempt Organization? X Yes \_\_\_ No Tax Exempt Number: 036-0000489369-06

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

Who maintains funds and finances for the organization? Juneau County Finance Department

Years the organization/group/agency has been in operation? \_\_\_\_\_

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

Purpose or Mission of the organization/group/agency:

The mission of the Juneau County Land, Forestry and Parks Department is to manage, conserve and protect this natural resource base on a sustainable basis for present and future generations. To achieve the mission, the County Forest and Parks are managed in accordance with balancing local needs with broader State, National and global concerns through integration of sound forestry, wildlife, fisheries, endangered resources, water quality, soil conservation, and recreational practices.

Please describe the project/event/program.

Juneau County Castle Rock Park All Holidays Hallow Weekend is the last Saturday in August. This event includes a 5K run/walk, bike parade, Trick or Treating, and competition for campers to decorate their campsite. This year we would like to add fireworks and this is what the \$4,800 request is for.

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 is held at a county campground that is located in the Mauston area. We unsure of the impact but the event could help other campgrounds, cabins and resorts, and short-term rentals if families are visiting in the 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.

We have about 120 campsites booked for this weekend currently and may anticipate more to be booked as that weekend approaches. Some of our guests will patron local bars, restaurants, and gas stations. Many people stop in Mauston and go to Festival or other businesses like dollar stores, hardware stores, and local boating outfitters before coming out to the lake. We have never tracked this, however we could pass out a survey asking these questions.

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?

This weekend will only have the normal fees that are required to use our facilities.

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

It varies year by year on how many campers are camping on this weekend. An estimate of how many campers will be in attendance is around 240 people, 80-100 Trick-or-Treaters, 40-45 participants in the bike parade, and 30-40 participants in 5K Walk/Run. We have people from Illinois and all over the state of Wisconsin, some traveling two to three hours away.

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

Facebook	
County Website	
Parks Reservation system	
Community Calander	

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: Juneau County Castle Rock Park All Holidays Hallow Weekend, Saturday, August 29, 2026

any costs or fees you would like listed: See documents attached.

Phone number, e-mail address and/or website address/es: 608-847-9389, ccurran@juneaucountyw  
[www.juneaucountyparks.com](http://www.juneaucountyparks.com)

Section 4, Item b.

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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:  
See documents attached.



# SPELBAUER FIREWORKS CO., INC.

DISTRIBUTORS & EXHIBITORS  
 WISCONSIN'S OLDEST EXHIBITION FIREWORKS CO.  
 Established in 1952

Section 4, Item b.

Office:  
 1976 Lane Road  
 Green Bay, WI 54311

Phone 1-920-336-0446  
 Fax 1-920-336-1214

Factory & Warehouses:  
 Bellevue

To: Juneau County Forestry and Parks  
 Attn: Courtney Curran  
 650 Prairie Street  
 Mauston, WI 53948

Proposal # 26Ma9027  
 Order Date 2/9/2026  
 Date 2/10/2026  
 Terms PROPOSAL ONLY - \$960.00  
 Due W/Contract. Balance  
 Due By 8/29/2026.

1% Per Month Interest Charged On Accounts Over 30 Days Old

## Proposal

**\$4,800.00 Fireworks Display for August 29, 2026 (Sat.)**

### Opening

6 — 3 inch Import Titanium Salute w/ Glitter Tail - Sunny	\$13.00	\$78.00
1 — 180 Shot Fan Two Stage Whistle & Assorted Chrysanthemum Box (40 sec.) - Lidu New for 2026!	\$230.00	\$230.00

### Additional Special Break Shells

72 — 3 inch Assorted Import Special Break Shell - Sunny	\$16.20	\$1,166.40
<b>Total: 72 — 3 inch Special Break Shells</b>		
36 — 4 inch Assorted Import Special Break Shell - Sunny	\$29.30	\$1,054.80
36 — 4 inch Assorted Import Special Break Shells - Crown Pyro	\$32.05	\$1,153.80
<b>Total: 72 — 4 inch Special Break Shells</b>		
18 — 5 inch Assorted Import Special Break Shell - Sunny	\$50.95	\$917.10
<b>Total: 18 — 5 inch Special Break Shells</b>		

### Midlevel Display

1 — 2.5 inch 36 Shot Brocade Kamuro w/ Tail Box (28 sec.) - Sunny New for 2026!	\$290.00	\$290.00
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### Grand Finale

2 — 3 inch 10 Shot Peony w/ Mixed Colors w/ Coconut Pistil & Tail Finale - Bulk - Lidu	\$123.95	\$247.90
2 — 2.5 Inch 36 Shot Titanium Chrys. and Timed Rain w/Crackling and White Strobe and Dragon Eggs Shell Cake W/Tail (30 Sec.) - Crown New for 2026!	\$400.00	\$800.00

#### IMPORTANT

This merchandise sold and shipped on the representation of the buyer that the same will be used strictly in accordance with laws of the state of destination.

This merchandise is sold upon the condition that the seller shall not be liable in any civil action for any accident or injury occasioned during the transportation, handling, storage, sale or use of the merchandise.



**SPIELBAUER FIREWORKS CO., INC.**  
DISTRIBUTORS & EXHIBITORS  
WISCONSIN'S OLDEST EXHIBITION FIREWORKS CO.  
Established in 1952

**Office:**  
1976 Lane Road  
Green Bay, WI 54311

**Phone 1-920-336-0446**  
**Fax 1-920-336-1214**

**Factory & Warehouses:**  
Bellevue

**To:** Juneau County Forestry and Parks  
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**Order Date** 2/9/2026  
**Date** 2/10/2026  
**Terms** PROPOSAL ONLY - \$960.00  
Due W/Contract. Balance  
Due By 8/29/2026.

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2 — 3 inch 10 Shot Import Titanium Report w/ Rising Silver Tail Finale - Bulk - \$134.90 \$269.80  
Sunny  
Each chain fires ten earth shaking reports with rising tails in the sky overhead. Ten  
shell special finale - reloads only.

**Firing Equipment**

4 — 15 min. Fusee (railroad/ highway) - Orion \$3.90 \$15.60  
10 — E-Match (15') - MJG \$3.30 \$33.00

**Fireworks Subtotal** \$6,256.40  
**Less Discount** -\$2,806.40  
**Discounted Price** \$3,450.00

**Insurance Coverage** \$720.00 \$720.00  
\$5 million insurance coverage for public liability and property damage.

**Operator** \$480.00 \$480.00  
Experienced pyrotechnic operators to be provided by Spielbauer Fireworks Co., Inc.  
Operators/ employees of Spielbauer Fireworks are covered under our workers  
compensation policy.

**Delivery** \$150.00 \$150.00  
Fireworks to be delivered by Spielbauer Fireworks Co., Inc.

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Your Price \$4,800.00

Display Date: 8/29/2026

Rain Date: Unknown

RE: Castle Rock Park Fireworks

Local permit to be mailed in.

Insurance certificate to be issue in April once our policy renews for the 2026 season.

Note: Display to have a duration of around 15 minutes.

Contact Courtney Curran at C(608) 547-8452 or O(608) 847-9389

CC: CCurran@JuneauCountyWI.gov

Thank you for your order.

\*\*\*\*\*

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Section 4, Item b.

Office:  
1976 Lane Road  
Green Bay, WI 54311

●  
Phone 1-920-336-0446  
Fax 1-920-336-1214

Factory & Warehouses:  
Bellevue

To: Juneau County Forestry and Parks  
Attn: Courtney Curran  
650 Prairie Street  
Mauston, WI 53948

Proposal # 26Ma9027

Order Date 2/9/2026

Date 2/10/2026

Terms PROPOSAL ONLY - \$960.00  
Due W/Contract. Balance  
Due By 8/29/2026.

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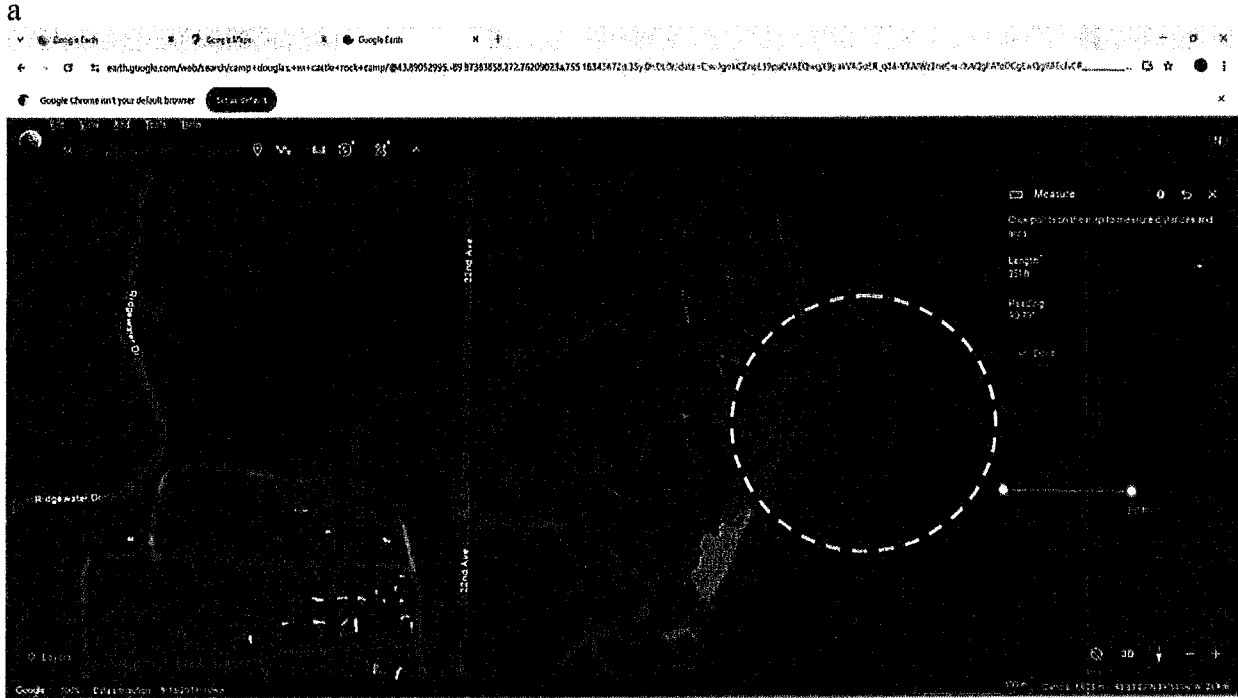
~Proposal void after July 1st, 2026~

**IMPORTANT**



This merchandise sold and shipped on the representation of the buyer that the same will be used strictly in accordance with laws of the state of destination.

This merchandise is sold upon the condition that the seller shall not be liable in any civil action for any accident or injury occasioned during the transportation, handling, storage, sale or use of the merchandise.

# SITE PLAN



Note: Fireworks measuring 5-inches in diameter and requiring a fall out area of 350 feet in all directions from their discharge site to be fired from the hill located North of the beach (red circle).

-  - Designated Fall Out Area
-  - Designated Fall Out Area Once Mortars Are Angled Over The Water

Fireworks to be discharged from the center of the red circle. Exact discharge location to be determined on the day of the display based upon wind speed and direction.

Note: Display to be conducted at Juneau County Castle Rock Park (Township of Germantown, WI) on August 29<sup>th</sup>, 2026 at dusk.

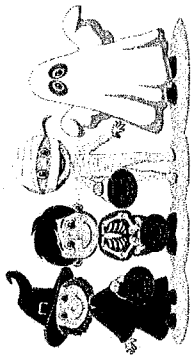
Note: Fireworks to arrive on the day of your display under lock and key. Fireworks will not be stored prior to this display.


Note: Lead operators to be Patrick Spielbauer and Patrick Sarenich (both over 21 years old)

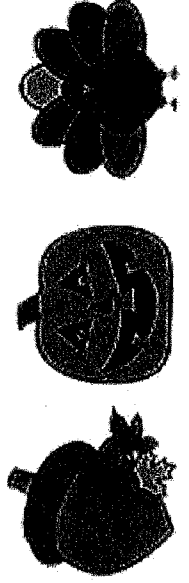
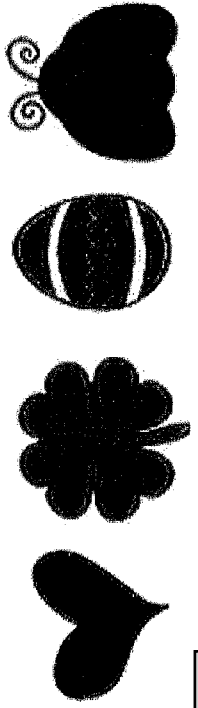
# All Holidays Halloween Weekend



August 23, 2025



- Wild Side 5k Run/walk begins at 7 a.m. Run starts at 8 a.m. \$20 per person includes T-shirt. Pre-register by Aug 6, 2025 to guarantee T-shirt.
- Bicycle Parade all ages welcome. Starts at office, Please pre-register at office to get a number. 5:30-6 p.m.
- Decorate your campsite for whatever holiday best fits you for a chance to win free camping; judging 7-8p.m.
- Trick or treating 6p.m-7p.m. Look for the  balloon on campsites or trunk or treat at the playground!
- All individuals that would like to hand out candy please contact the office at 608.847.7089 or stop by the office to sign up.





August 23, 2025

Date and Race Time: Saturday Aug 23, 2025: Registration

begins at 7am Run starts at 8am

Location: Juneau County Castle Rock Park

5K Fees: \$20 per person includes T-Shirt

T-Shirts: Each person pre-registered by Aug 6, 2025 will receive a custom design t-shirt. T-Shirts are not guaranteed for late or race-day registrants.

Course: Multi-surface; pavement, off-road, grass, trails

Awards: Awards will be presented to the top 3 males and females in various age classes



**Registration Form 5K Wild Side Run/Walk**

Call (608)847-7089, or return this form to Juneau Co. Castle Rock Park , or mail to Juneau Co. Castle Rock Park, 650 Prairie St. Mauston, WI 53948. Please make checks payable to Juneau County Parks.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Gender: Male / Female      Age on Race Day: \_\_\_\_\_      Email \_\_\_\_\_

Are you running or walking?    Running / Walking

5K T-Shirt:    S    M    L    XL

**Waiver**

I know that running is a potentially hazardous activity. I should not enter or run this event unless I am medically able and properly trained. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all risks associated with running in this race including high heat and or humidity, the condition of the road and traffic on the course, all such risks being known and appreciated by me. All fees are nonrefundable. Race will take place rain or shine. In the event of extreme weather conditions or some other unforeseen act of God that may prohibit the race, all fees are nonrefundable. Having read this waiver and knowing these facts and in consideration of your acceptance of my application, I, for myself and anyone entitled to act on my behalf, waive and release the event, and all sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in this event even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver. Registration will not be accepted without acknowledgment of waiver signature:

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



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 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.

Proposal Name: Fly-In / Drive-In Date/s of event: 7/4/2026

Event Address, City: Mauston / New Lisbon Union Airport W7493 Ferdon Rd, New Lisbon, WI 53950

Contact Person: Linda Salzwedel Phone Number: 608-843-4632

Email: skygal.linda@gmail.com

Contact Mailing Address: N5866 Woodland Hills Rd, New Lisbon, WI 53950

Requested on behalf of what group? Juneau County EAA Chapter 1365

Please list board members and Officers: President Cary Winch VP Tim Salzwedel

Treasurer Tim Ponschow Secretary Allegra Ponschow Director Dr. David Hoffmann

Director Don Schwartz

Are you a Tax Exempt Organization? X Yes No Tax Exempt Number: 27-0047476

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

Who maintains funds and finances for the organization? Tim Ponschow

Years the organization/group/agency has been in operation? 24 years

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

*Purpose or Mission of the organization/group/agency:*

*Please describe the project/event/program.*

The event is all about the community promoting Juneau County and the cities of Mauston and New Lisbon, showing those who are here for the holiday weekend what this community has to offer. The day begins at 7:00am with breakfast served by the Mauston Lions which turns into lunch by the Mauston VFW at 10:30 am. Displays consist of aircraft of all types and makes, farm and agriculture machinery, antique and classic cars, a vendor event, local law enforcement, Fire department and EMT's, music, military displays by the army and air force, RC Aircraft demonstrations. Leading up to this event are months of advertising on local radio stations, Lynxx 24, and on the web, and on posters throughout the state.

*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.*

The intent is that people will fly in and/or drive in for the event and stay for the holiday weekend. It has been the pattern in the past. In addition, by promoting the area providing visibility of who we are and what we have to offer will bring people back to the area for business and pleasure. An example of this happening is a family made aware of the area now flies in regularly because they purchased a home at the lake, for example. There are families that have moved into the area due to the interest garnered by this event.

*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 can't really track people and their activities regarding their return to the area as a result of the Fly-In except for the above statements. What can be added is that fact that there has been interested parties that have flown into the event and noticed the lakes area with homes, who have inquired about real estate for sale in that area.

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?*

The cost of putting on this event is roughly \$5000/\$6000. We try to raise enough capital to cover expenses with some margin left over to operate our EAA Chapter, the Young Eagle event, to purchase material for the chapter aircraft building project, plus maybe make some contribution to the airport. We have young teenagers currently interested in aviation that now belong to our chapter and are working on the chapter project and even working toward becoming a pilot themselves, and some have the intent of making aviation a career in mechanics, electrical, or flying. In the last 6 years EAA Chapter 1365 has initiated a local scholarship program and has awarded seven \$1000 scholarships.

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

Approximately 1500 to 2000 people will show for the event, weather permitting. A big share of those who attend are local residents and tourists here for the weekend. **Pilots flying in have been from Michigan, Illinois, Iowa, Minnesota, Texas and many points in Wisconsin.** The event continues to grow, but we have been affected by inclement weather on some years. The local community and businesses have supported the event with growing local attendees every year. The sponsors are all local businesses and by being a sponsor are first and foremost visible to their primary customer. It is our objective, weather permitting, to increase the visibility of our community as a whole to as many local and transient people as possible with positive local charm impacting local commerce.

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

Rudig Jensen Abra Auto Body	\$500
Lenorud Services	\$500
Lynxx	\$500
Oakdale Electric	\$500
Bank of Mauston	\$500
Langer Farms	\$500





# PROPOSAL

Date: 3/9/26 Quoted (Valid for 30 days)  
Prepared For: Greater Mauston Tourism Association  
Regarding: Billboards for Lease on I-90/94 in Juneau County WI  
JCEDC POC: Tamaya Loewe tjoloewe@juneaucounty.com (608) 427-2070

**Out Of Home (OOH) Advertising works.**

These two Greater Mauston Area billboards offer the blank canvas GMTA needs to cut through the noise and hold people’s attention where they **TRAVEL, SHOP, WORK, and PLAY.**

**\*OOH is SEEN**

- Only 20% of Americans read a printed newspaper, and only 34% of Americans still have cable TV
- **Americans spend 70% of their waking hours OUT OF HOME**
- 82% of consumers stream their music instead of listening to the radio
- **85% of workers commute daily, and 96% of people drive every week**
- **88% of people who notice OOH say they NOTICE THE AD’S MESSAGE**

**\*OOH influences PURCHASES**

- **78% of consumers IMMEDIATELY VISITED A BUSINESS AND MADE A PURCHASE** after seeing OOH
- **76% of consumers TOOK ACTION w/in 60 DAYS** on a mobile device after seeing OOH
  - 51% searched about the brand online
  - 43% booked/ made a purchase
  - 33% visited the brand’s website

**\*OOH has the LOWEST COST** (per thousand impressions = CPM)

- \$20.00 Broadcast TV Primetime
- \$13.24 Magazine Ad Full Page
- \$ 6.75 Radio
- **\$ 2.84 OOH**

**\*OOH produces STRONG ROI** (Return on Investment)

- \$ 4.12 Printed Media
- \$ 4.95 Radio
- **\$ 5.97 OOH**
- \$ 6.50 TV

**\*OOH increases your REACH**

- Adding OOH to MOBILE CAMPAIGNS can increase reach by **340%**
- OOH’s weekly reach of **99%** (among adults) **SURPASSES EVERY OTHER MEDIUM**

*\*Data from Billboard Source, Inc.*

**JCEDC’s Billboard #8151 (Camp Douglas)**

Weekly Impressions: 134,000 – 142,000 Weekly; (Projected 7.38M Annually)  
Advertising Strengths: Traffic heading FROM Wisc Dells, Madison, Milwaukee, Chicago, and  
TO Tomah, La Crosse, Eau Claire, Hudson, Twin Cities  
Media Type: Official Type, Permanent Billboard, Static Message  
Messaging Allowed: General, non-commercial, destination information  
Location: Town of Orange, 183 feet west of Keichinger Road overpass  
Reference: I-90/94 Corridor in Camp Douglas, Juneau County, Wisconsin  
Facing/Read: Westbound on Right Side  
Panel Size: 18’ x 8’ (144 sq ft)  
Illuminated: YES

**JCEDC’s Billboard #8152 (Lyndon Station)**

Weekly Impressions: 134,000 – 142,000 Weekly; (Projected 7.38M Annually)  
Advertising Strengths: Traffic heading FROM Tomah, La Crosse, Eau Claire, Hudson, Twin Cities,  
and TO Wisc Dells, Madison, Milwaukee, and Chicago  
Media Type: Official Type, Permanent Billboard, Static Message  
Messaging Allowed: General, non-commercial, destination information  
Location: Town of Lyndon, 8131 feet westbound from 63<sup>rd</sup> Street overpass  
Reference: I-90/94 Corridor in Lyndon Station, Juneau County, Wisconsin  
Facing/Read: Eastbound on Right Side  
Panel Size: 18’ x 8’ (144 sq ft)  
Illuminated: YES

**Proposal Quoted 3/9/26 for Annual Lease May through April**

One Billboard	\$24,000 per annum	\$0.003 per impression	
Both Billboards	\$45,000 per annum	\$0.003 per impression	<i>SAVES \$3,000!</i>

Sincerely,

Tamaya Jo Loewe, Executive Director