



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

Applicant Name: Julie Belschner

Organization Name: Redbud Players

Applying for: Total of \$6,833.33 in Event Funding to help offset cost of producing a larger theatrical production. The Redbud Players are planning to spend up to \$20,500 for the production.

Use of Funds: We will use the funds to create and promote a large theatrical production by the Redbud Players. This year's play will be bigger and better. In the past we've had numerous people attend from out of town, staying overnight - including at the local hotel and other rental units, as well as buying gas, food, etc. We will be promoting it to a large area of southern Wisconsin as well as to friends and family of participants, regardless of location. We will be buying ads in print publications plus promoting heavily in social media. We'll be doing a digital campaign plus more. We will have concessions and raffle baskets. There will be at least six performances.

Estimated costs:

Cost of yard signs for fall production 2026 - \$1,600

Cost of flyers for fall production 2026 - \$1,200

Advertising - \$6,000

Scripts, etc. - \$2,500

Set construction, etc. - \$3,000

Needed supplies - \$2,500

Concessions - \$1,500

Costumes, etc. - \$1,200

Misc. - \$2,000

Total - \$20,500

Supporting Materials:

- Previous event analytics
- Previous event photo



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Previous Production Analytics

- Total Paid Attendance: 554
- Where Attendees Came From:
 - Local (Columbus, Watertown, Sun Prairie, Beaver Dam, Lake Mills, Lodi, Fall River, Lowell, Rio, Marshall, Waterloo, Hustisford)
 - State (Waupun, Two-Rivers, Fort Atkinson, Berlin, Stoughton, Menomonee Falls)
 - Out-of-State Visitors (Virginia, Illinois, New York, Kansas, Washington, Oregon, Minnesota, Iowa, North Carolina, Missouri, Nevada, Georgia, Utah, Michigan, North Dakota)
- Overnight Visitors: 13
- Economic Impact: 39

Previous Performance Photo

