



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

Applicant Name: Patti Walker

Organization Name: Columbus WI Area Chamber of Commerce

Applying for: Total of \$300 in Marketing Funding to help offset cost of promoting Redbud Days.

Use of Funds: The reimbursed funds will be used to pay for marketing of the Redbud Days activities, including print and digital marketing and signage.

The Chamber plans to spend \$1,000 on marketing in the Shopping Reminder, Badgerland Values Dodge County publication, and digitally on wiscnews.com and Madison.com. Additional marketing will be done via the Chamber website and Facebook pages along with community partners.

Redbud Days has been a longstanding tradition in the Columbus community, with events centered around the city's tree, the Redbud. This year the event is being held the same weekend as the citywide garage sales and the OddFellows food truck festival.

The chamber's goal is to provide additional options for travelers including Pie & Ice Cream Social and a vendor fair. Additional conversations are in progress regarding a food stand by the local scouts and a new attraction: The Budding Artists Open Jam - for new and upcoming local artists to share their talents in a friendly forum.

The Open Jam will take place in the Columbus City Hall courtyard by the new mural, providing a beautiful backdrop for the artists.

Supporting Materials:

- None