



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

Applicant Name: Catherine Brick

Organization Name: Columbus Public Library

Applying for: Total of \$150 in Event Funding to help offset cost of producing a new Library event featuring Mark Moran, an appraiser from Antiques Roadshow.

Use of Funds: The Library will spend \$450 to fund a library program featuring Mark Moran, who is an expert antiques/collectibles appraiser who has published several books on the subject and was an appraiser on the PBS program "Antiques Roadshow" for nine years.

There is a budget for adult programs at the library that covers preparation of the promotional material and its distribution, as well as the \$450 fee that we have contracted for with the presenter. We would use the funds from this grant to supplement the promotional costs, if possible, to broaden the scope of our advertising.

As with many of our adult programs, the purpose of the event is to bring people into the library who may not typically show up at our door. We try to present programs with popular presenters on subject matter that appeals to a wide range of interests. The program with Mr. Moran promises both.

Mark has a long list of items that he will appraise, and items that he will not. When he was here in the past, some people brought large items, and they may or may not have come to Columbus the night before to aid in getting here in a timely manner. (The program runs from 10 AM to 1 PM and is kept to a very strict appointment schedule.) The presenter drives here from his Wisconsin home and does not stay overnight.

In the past, the Friends of the library prepared food for sale at this event, but we no longer do that. Instead, since the event takes place over the noon mealtime and patrons can come and go as they observe the program, we recommend all the nearby eateries to attendees if they want to get some lunch.

We keep data on attendance of all library programs and will for this one. The last time Mr. Moran presented this program here, our attendance was listed as 66. We had a full roster of appraisals, as well as people who just came to observe the live valuations. We keep track of the attendance by means of the pre-registration and a head count (to the best of our ability) during the event itself.

Mark is well-known as a former Antiques Roadshow appraiser. He is also a popular presenter at area libraries, and his events are always well attended wherever he goes.



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The program will take place on Saturday, May 30, from 10 AM to 1 PM.

The program will be promoted on social media on the library's Facebook page and website. We add articles about our programs to The Commotion. I have asked Kristi to submit an article to the Daily Citizen, which they may or may not choose to publish. Same with WBEV. The program will be listed on the library's digital and print monthly newsletters.

Supporting Materials:

- None