



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

**Applicant's Information**

**Name:** Tory Weidemann

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**Organization Information**

**Name:** Columbus 4<sup>th</sup> of July Organization

**Phone:** 920-344-0101

**Email:** toryweide@hotmail.com

**Tax-Exempt:** Yes

Applying for: Total of \$10,000 for the 4<sup>th</sup> of July Celebration taking place from 7/2/2025 – 7/7/2025 with \$5,000 for fireworks, \$4,000 for entertainment/bands, and \$1,000 for advertising.

Use of Funds: The funds will be used for advertising, promotional tools, ad books, radio spots, and social media. helping to secure entertainment for the celebration. family night for families. WBEV will be livestreaming the parade and the ad book circulates in the area with 10,000 printed. The 4<sup>th</sup> of July Organization has a long-term working relationship with Mr. Ed's Magical Midway carnival and prioritizes local musical acts. The event also includes area food trucks.

The 4<sup>th</sup> of July Organization will be spending up to \$25,000 on fireworks, \$20,000 on entertainment/bands, and \$6,600 for advertising for the week-long event.

The 4<sup>th</sup> of July Celebration is the biggest entertainment draw to the city of Columbus. We help to bring money into the city for many businesses as the carnival workers and visitors dine at restaurants with the night concerts and events provide opportunity for the motel and B&Bs to generate overnight stays. We plan to work with local restaurants and the motel to provide analytics regarding the impact of this event.

**Supporting Materials:**

- 2025 Budget
- 2025 Schedule of Events



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## 2025 Budget Lines for Fireworks, Entertainment, and Advertising

### Fireworks

- Budgeted \$25,000

### Entertainment

- Budgeted \$20,000
  - Bands
    - Smart Mouth
    - The Ramble
    - David Austin Polka Band
    - No Limit
    - The Now
    - Jesse Walker
  - TJ Howell Comedy Juggler & Unicyclist
  - Family Night Entertainment
    - Face painting
    - Character Meet & Greet performers
  - Mr. Ed's Magical Midway Carnival

### Advertising

- Budgeted \$6,600
  - Ad Books
  - WBEV / Daily Dodge
  - Print Ads
  - Digital Ads



# COLUMBUS 4TH OF JULY CELEBRATION



## Celebration Event Schedule • July 1-6

**FIREMAN'S PARK** Park Ave., Columbus, WI • [columbuswi4th.com](http://columbuswi4th.com)

### **Tuesday, July 1**

**FAMILY FUN NIGHT**  
**CHARACTER MEET & GREET,**  
**FACE PAINTING AND**  
**OTHER KID'S ACTIVITIES**  
5:30pm - 8pm in Pavilion Area

### **Wednesday, July 2**

**MR. ED'S MAGICAL MIDWAY**  
**CARNIVAL**  
Open 5pm - 9pm  
Wristband Special \$30\*

**DJ**  
Drexel Main Stage 7pm - 11pm

### **Thursday, July 3**

**MR. ED'S MAGICAL MIDWAY**  
**CARNIVAL**  
Open 6pm - 10pm  
Wristband Special \$30\*

**SMART MOUTH**  
Drexel Main Stage 7pm - 11pm

### **Friday, July 4**

**FIRECRACKER 5**  
Rain or Shine  
5K Run & Walk - 8:30am  
Childrens Sparkler Sprint - 9:30am  
Go to [Columbuswi.myrec.com/Info/Default.aspx](http://Columbuswi.myrec.com/Info/Default.aspx) to sign up and for details.

### **COLUMBUS 4TH OF JULY PARADE**

Begins at Noon  
N. Ludington/Park Ave.

**MR. ED'S MAGICAL MIDWAY**  
**CARNIVAL**  
Opens at 2pm - All Rides  
Regular Price

**ENTERTAINMENT GARDEN**  
Opens at 2pm

**TJ HOWELL**  
**COMEDY JUGGLER &**  
**UNICYCLIST**  
Located Near The KC Brat Stand  
2:30pm - 3:30pm

### **BINGO - KNIGHTS OF COLUMBUS**

After Parade, Approx. 3pm  
Park Pavilion

### **THE RAMBLE**

Drexel Main Stage 6pm - 9:30pm

### **FIREWORKS**

Begin at Dusk  
Please Note: Rain Date is July 5  
for Fireworks Only.

### **Saturday, July 5**

**MR. ED'S MAGICAL MIDWAY**  
**CARNIVAL**  
Open Noon - 9pm  
Mega Band Special \$40\*  
(9 hours of riding for one price)

**ENTERTAINMENT GARDEN**  
Opens at Noon

### **CORNHOLE TOURNAMENT**

Signup at Noon  
Bags Fly at 1pm  
Fireman's Park by  
the Baseball Diamond

### **DAVID AUSTIN POLKA BAND**

2pm - 4pm  
Columbus Park Pavilion, Park Ave.  
Handicap Accessible

### **NO LIMIT**

Drexel Main Stage 1pm - 5pm

### **THE NOW**

Drexel Main Stage 7pm - 11pm

### **Sunday, July 6**

### **JESSE WALKER**

12pm - 2pm  
American Legion Building,  
229 Poet St.  
(Across From Aquatic Center)

**ONLY CASH ACCEPTED IN PARK**

*\*Prices subject to change on day of event.*