

# 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  $4^{th}$  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

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

## **Fireworks**

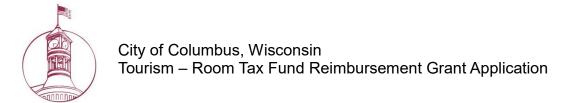
Budgeted \$25,000

### Entertainment

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

## Advertising

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



# COLUMBUS 4TH OF JULY CELEBRATION







# Celebration Event Schedule • July 1-6

# FIREMAN'S PARK Park Ave., Columbus, WI • 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\*

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 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.