



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 4th of July Organization

Phone: 920-344-0101

Email: toryweide@hotmail.com

Tax-Exempt: Yes

Applying for: Total of \$10,000 for the 4th 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 4th 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 4th 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 4th 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



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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*

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 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.*