



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

Applicant's Information

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Organization Information

Name: City of Columbus Historic Landmarks and Preservation Commission (CHLPC)

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Tax-Exempt: Yes

Applying for: Total of \$1000 for marketing the 2025 Summer Concert Series taking place on 6/19/2025, 7/17/2025, and 8/14/2025, with \$750 towards digital marketing and \$250 for additional print marketing.

Use of Funds: The CHLPC will be sponsoring Concerts in the Park again during June, July and August 2025. They would like assistance in paying for additional on-line marketing and printing of advertising posters. The specific funding request is \$750 for posting on Events.com for the three concerts and \$250.00 for printing posters to be distributed throughout the community.

This is the fifth summer of the once-a-month concert series and attendance has ranged between 250 - 400 per concert during 2024. The event is attended by residents and out-of-town guests who follow the performers/bands. There is also the ability for local restaurants and vendors to participate with 'food trucks' or stands to serve the public. Analytics will be collected through the opportunity for digital promotion and coordinating with the local restaurants or performances for local groups.

In 2024 we completed an annual report of the concert series at our November meeting. This would allow time for the required final report to the Tourism Commission at their December 23 deadline.

Supporting Materials:

- Additional Notes



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Additional Notes:

- 2024 total expenses were \$4,107.59 and include \$653 in posters and publicity, along with \$2,550 in contract costs for the performers
- 2025 expenses through May 1, 2025, include \$296.43 for posters and publicity and \$2,350 in contract costs for the performers.
- For identifying attendance numbers and visitors, we plan to question audience members during the intermission for "farthest travelled to see the concert" and ask how many will be staying overnight from out-of-town.
- We will also be doing a headcount of the attendees just before intermission when most people are in the audience.
- CHLPC anticipates additional costs in 2025 for on-line postings as identified in the grant request.