



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

**Applicant's Information**

**Name:** Julie Belschner

**Phone:** 608-219-8316

**Email:** jbelschner@madison.com

**Organization Information**

**Name:** Redbud Players

**Phone:** 608-219-8316

**Email:** columbusredbud@gmail.com

**Tax-Exempt:** Yes

Applying for: Total of \$1,200 for event funding and marketing for the Halloween/fall event held in October.

Use of Funds: These funds will be used for our Halloween/fall event, for set materials, giveaways, costumes, etc. The funds will also be used for advertising, signs, flyers, etc., for our Halloween/Fall event.

**Supporting Materials:**

2025 October Event Budget

2025 Fall Production Budget

Agri-View Ads Note

Madison Media Partners Ad Note



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**Redbud Players October event 2025**

**Estimated costs**

Estimated cost yard signs for fall production 2025 -- \$400

Estimated cost flyers for October event 2025 -- \$300

Advertising -- \$3,000 (includes Columbus Commotion)

Set construction, etc. -- \$100

Costumes, etc. -- \$150

Misc. -- \$150

**Total – \$4,100**



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**Redbud Players Fall production 2025**

**Estimated costs**

Estimated cost yard signs for fall production 2025 -- \$800

Estimated cost flyers for fall production 2025 -- \$400

Advertising -- \$5,000 (includes Columbus Commotion)

Scripts, etc. -- \$1,000

Set construction, etc. -- \$500

Costumes, etc. -- \$500

Misc. -- \$500

**Total – \$8,700**



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**We plan to advertise in more issues in 2025. Estimated cost \$1,500**



2x4 full color ad

Sept. 5, 12, 19 and Oct. 24 issues, 2024 -- \$481.28

4x8 full color ad

Sept. 26 and Oct. 17 issues, 2024 – \$481.28

**Total \$962.56**

**Julie Belschner** / Managing Editor  
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[www.AgriView.com](http://www.AgriView.com)

[facebook.com/AgriView](https://facebook.com/AgriView)





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**We plan to do more advertising in 2025, estimated cost \$2,000**

2024:

I have a 1/16 page full color ad scheduled to run for the next two weeks in Badgerland Values-Dodge, Shopping Reminder, Daily Citizen, Badgerland Values-Columbia and the Portage Daily Register.

That comes out to \$1365.75.

Please let me know if you have any questions or need more info.

Thanks,

Scott



**Scott** Zeinemann  
Director of Local Retail Advertising

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[madisonmediapartners.com](http://madisonmediapartners.com)