



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

Applicant's Information

Name: Randy Koehn

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Email: ytoakoehn@charter.net

Organization Information

Name: Columbus, WI Area Historical Society (CAHS)

Phone:

Email:

columbusareahistoricalsociety@gmail.com

Tax-Exempt: Yes

Applying for: \$1,050.00 for Marketing the opening of the Historical Society Museum in the fall of 2025. \$900 for Shopping Reminder ad, and \$150 for print brochures

Use of Funds: The CAHS plans to use the funds for marketing and promotion of the grand opening of the Columbus Area Historical Museum located at 152 W James Street. Marketing will primarily include print ads. Additionally, the funds will be used to create pamphlets to highlight the museum and to assist in the museum opening event. We do not currently have a date for museum opening but are looking at Fall of 2025.

Supporting Materials:

CAHS Letter



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Columbus Area Historical Society

P.O. Box 144

Columbus, WI 53925

The Columbus Area Historical Society (CAHS) is in the midst of renovating the historic former Bellack's Clothing Store at 152 W. James Street in downtown Columbus for use as a museum. The purchase of the building was completed last September. Since then, we have been busy working on improvements to make it museum-worthy. We have painted most of the interior, had the hardwood floor refurbished, installed a new boiler, installed storm windows for better temperature efficiency, and added new locks for security to name a few of the improvements so far. The process is on-going, and work is continuing until we can open the museum. While we are unable to set a specific date for our grand opening at this time, we intend it to be prior to the end of the year.

Our request for funds from the Tourism Commission is to assist with promotional materials and marketing. Once our opening date is set, we intend to do the following...

- Purchase a half-page ad in the Shopping Reminder with an estimated cost of \$1,800. (We previously had a half-page ad for an open house we had at the time of the purchase of the building.)
- Print brochures that would be placed at various locations around the area with an estimated cost of \$300.

These items would promote the museum in downtown Columbus and bring people into the city. Since we are not currently open, it is hard to project future attendance.

Even without a museum, CAHS has been bringing people into Columbus to see our series of historical presentations which we call Tap Into History. We hold six of these per year. Our previous presentations on the History of the Kurth Brewery, the History of the Columbus 151 Speedway, the History of the Poser Clinic and Family, and Wisconsin POW Camps each had an attendance of over 100 people.

Receiving a tourism grant for marketing, to go along with our existing website and Facebook page, would go a long way to increase our public exposure and bring people into Columbus to see our museum.

We understand that a grant may pay for 1/2 of the total project, \$2,100 total, with \$1,050 being our responsibility. Thank you for your consideration.



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Randy Koehn

CAHS President