



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

Applicant's Information

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Organization Information

Name: Wyvern's Trove Inc.

Phone: 888-999-1212

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Tax-Exempt: Yes

Applying for: Total of \$2500 for the for the Quilt Workshop, Show, & Sale taking place from 10/30/2025 – 11/1/2025. This will include \$2000 for event displays and \$500 for additional advertising opportunities.

Use of Funds: From October 30 through November 1, Wyverns Trove will be holding a three-day quilt workshop and two-day quilt show and sale. Workshop participants will attend all three days but will be on their own for dinner and overnight stays so reaching out to more distant quilters, such as from Milwaukee and Chicago will encourage use of our local hotel and B&Bs. Last year we focused on the quilt sale part of the event but over a dozen quilters came to the show, more interested in viewing new quilt ideas and classes, at least two from as far away as north Chicago/south of Milwaukee.

Marketing includes the resources we currently use for advertising such as AllEvents, Events.com, Travel Wisconsin, Daily Dodge, and Quilters Hub.

Funding would be used to fund additional advertising in print media, such as newspapers and mailings to regional quilt groups, as well as to print instructional material to handle additional workshop attendees and print more professional-looking signage around the museum about the quilts that will be on display. Advertising and signage costs without additional funding support will be limited to paper, printer ink, and postage for mailings to quilt guilds, which include only a small percentage of quilters.

Other costs for the event include fabric, instructional materials, and possibly sewing machine rentals for additional workshop attendees as anyone who flies in will not bring a sewing machine. If enough quilters agree to show/sell quilts, a monetary prize encourages attendance and participation. It is traditional for local fabric stores to sponsor such competitions, but we don't have one. Online reservations do not provide personal information, so location information of attendees is all from personal discussion.

For the development of past events, we have purchased reusable items such as



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pole and drape stations for aiding museum displays (approx. \$1500) and continually improving displays, contents, etc. for the museum itself.

Additional poles and drape bars (approx. \$2000) will enable us to display more quilts at the Quilt Show and Sale and allow us to improve displays for all our events, add backdrops, hang art, and generally improve the experience of museum visitors.

Supporting Materials: