



City of Columbus, Wisconsin  
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

**Applicant's Information**

**Name:** Henry Elling

**Phone:** 920-350-5644

**Email:** ejh2261@outlook.com

**Organization Information**

**Name:** City of Columbus Historic Landmarks Preservation Commission

**Phone:** 920-623-5900

**Email:** ruth@hermansonllc.com

**Tax-Exempt:** Yes

**Awarded for:** \$750 for additional digital marketing for the 2025 Summer Concert Series

**Use of Funds:** The Historic Landmarks Preservation Commission (HLPC) hosted 3 concerts in 2025. \$748 were spent on additional digital advertising via a couple of 2-week marketing campaigns in conjunction with leveraging free marketing tools by Events.com and Facebook. No data was collected regarding overnight stays or economic impact. HLPC surveyed attendees to see which of the free marketing materials were effective. Events.com digital marketing targeted a 50-mile radius around Columbus and generated over 5,800 views and over 2,800 opens. The survey showed that the free marketing options were localized through tactics such as word-of-mouth, flyers and banners, and posting to local Facebook groups.

**Supporting Materials:**

- Events.com analytics
- HLPC marketing survey
- Photos




City of Columbus, Wisconsin  
Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

**Total Events.com:** Total spent \$748 / \$750

- 5,815 views and 2,848 opens
- Advertised in a 50 mi radius of Columbus, Madison, and Milwaukee

Events.com Promotion #1 Budget: \$352.00 / \$750



**Summer Concert Series**  
19/06/2025 @ Fireman's Park

[View event details](#)

Promotion recap



**830**  
Total Views



**77**  
Total Opens

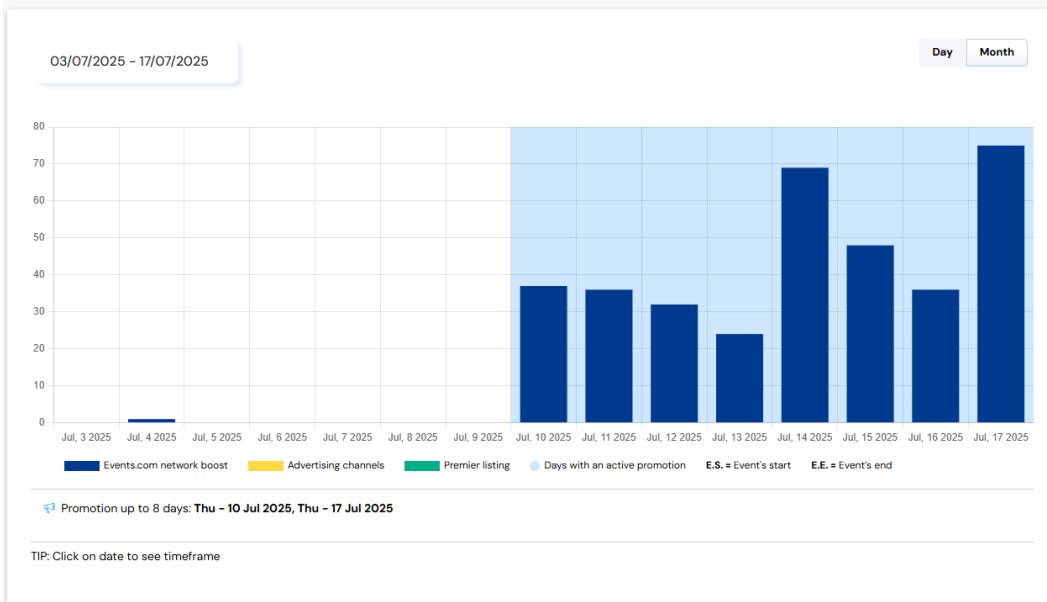


**\$ 5**  
CPE



**1**  
Promotions Created

Breakdown by day (views)



Events.com Discover: Featured listings

CHANNEL	VIEWS	OPENS	CTR	CPM	CPE	
Events.com Discover	514	77	14.98%	\$ 373.54	\$ 2.49	<a href="#">View on Discover</a>



City of Columbus, Wisconsin  
 Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

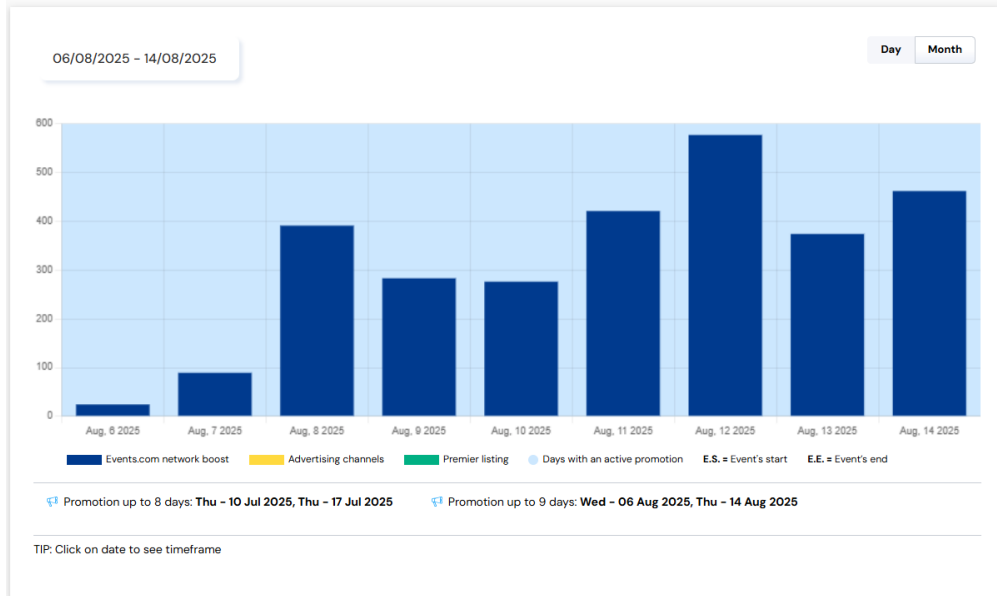
Events.com Promotion #2 Budget: \$396.00 / \$750

**Summer Concert Series**  
 19/06/2025 @ Fireman's Park [View event details](#)

Promotion recap

4,985 Total Views
2,771 Total Opens
\$1 CPE
2 Promotions Created

Breakdown by day (views)



Events.com Discover: Featured listings

CHANNEL	VIEWS	OPENS	CTR	CPM	CPE
Events.com Discover	4,146	2,771	66.84%	\$103.84	\$0.16

Boosted Listings

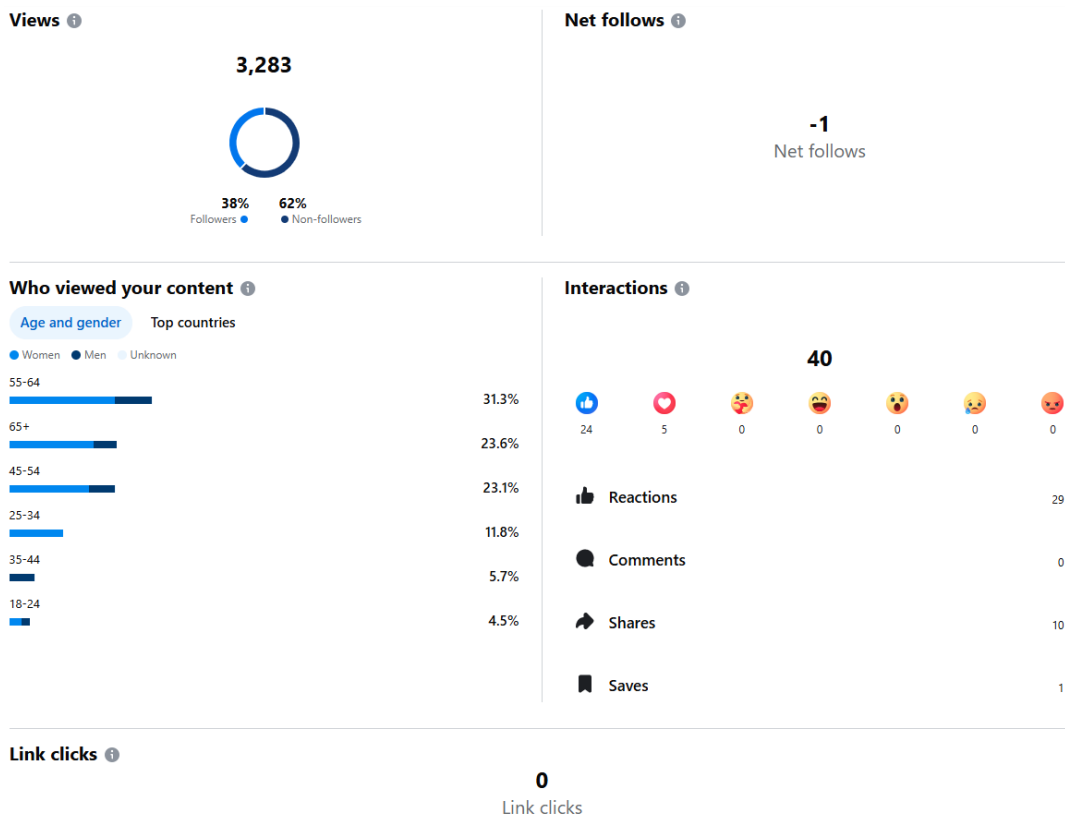
CALENDAR	VIEWS	OPENS	CTR	CPM	CPE
Redbud City Events	703	--	--	--	--
OnDoorCounty.com	72	--	--	--	--
Music Festivals US	45	--	--	--	--



Total Facebook for all concerts (5 posts via City page):

- Avg. 44% non-followers
- Gained 2 followers
- 12,053 views
- 25 shares

### Facebook Post #1

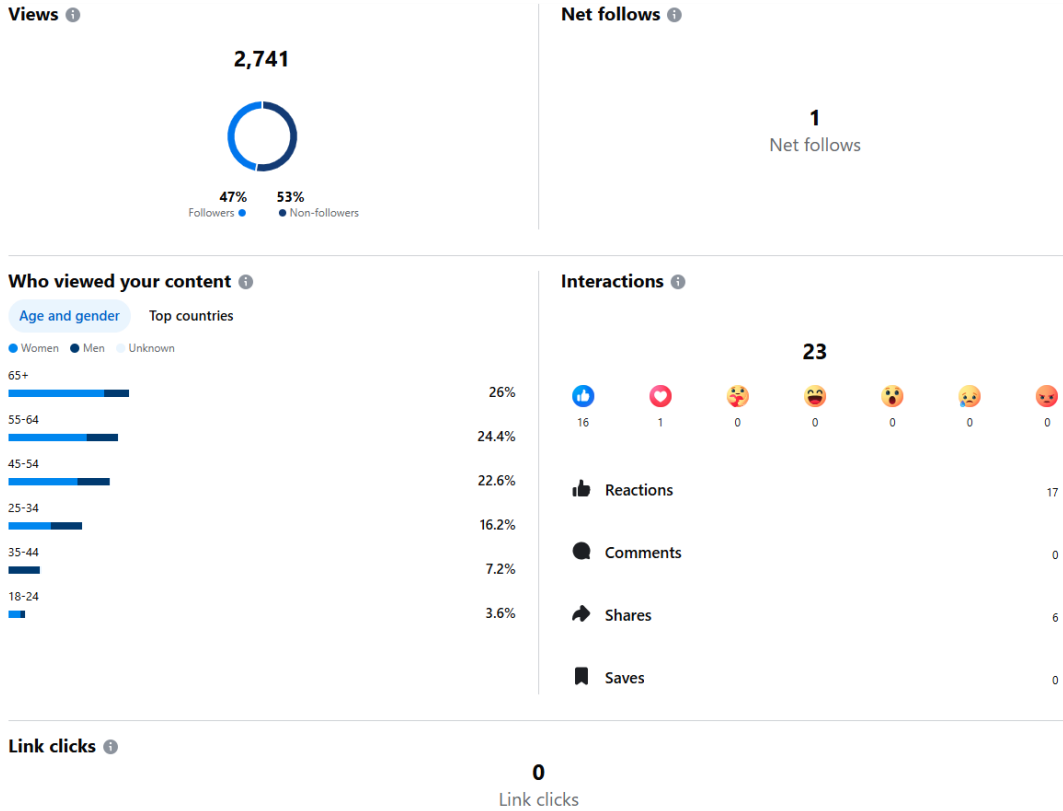




City of Columbus, Wisconsin  
 Tourism – Room Tax Fund Reimbursement Final Report

Item #2.

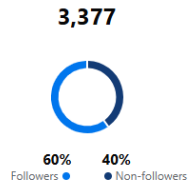
Facebook Post #2





Facebook Post #3

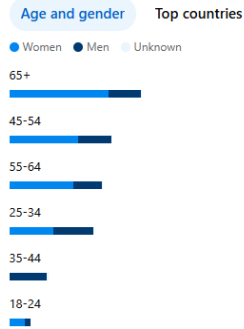
Views ⓘ



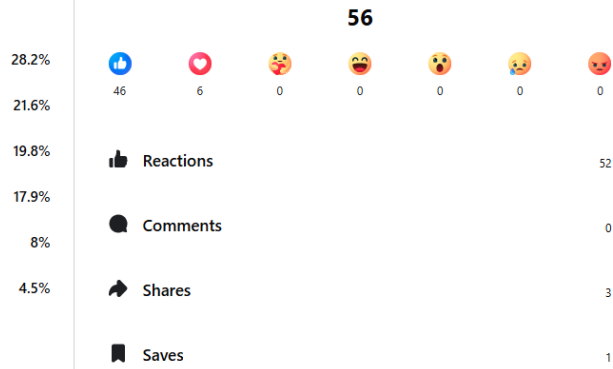
Net follows ⓘ

1  
Net follows

Who viewed your content ⓘ



Interactions ⓘ

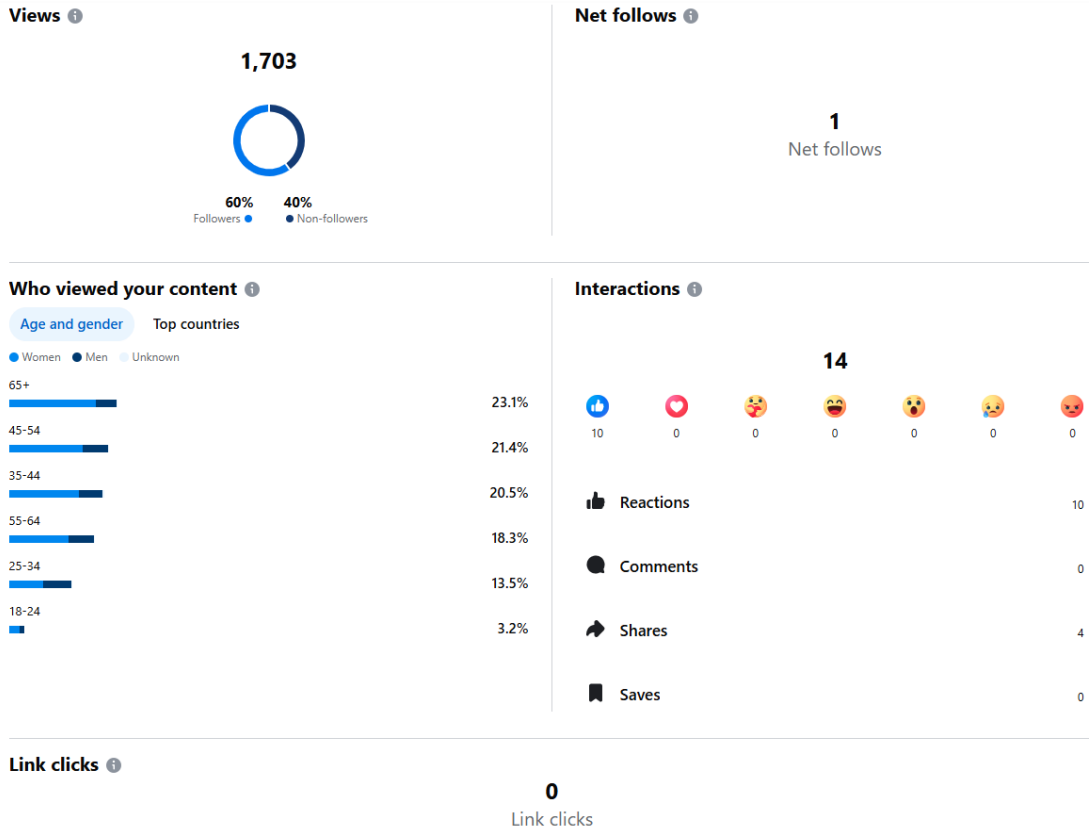


Link clicks ⓘ

0  
Link clicks

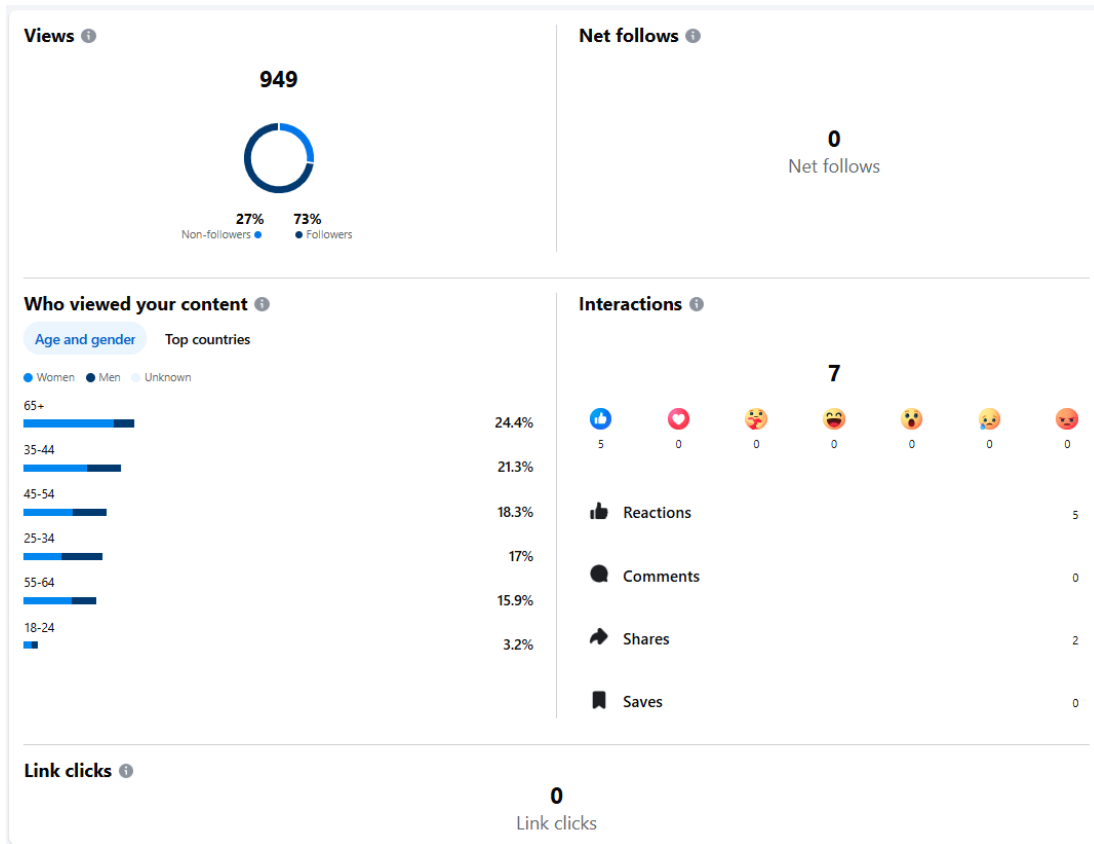


Facebook Post #4





Facebook Post #5





## HLPC Marketing Survey

Categories with total responses from 165 total forms completed

People were allowed to list all the places they may have seen the concert information:

- 86 - word of mouth
- 80 - banners around the city
- 65 - Facebook postings
- 62 - yard signs
- 60 - 4<sup>th</sup> of July tourism book
- 22 - postcards from businesses
- 18 - posters in store windows
- 17 - City website information



City of Columbus, Wisconsin  
Tourism – Room Tax Fund Reimbursement Final Report

Photos





City of Columbus, Wisconsin  
Tourism – Room Tax Fund Reimbursement Final Report

