



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

Applicant's Information

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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



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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

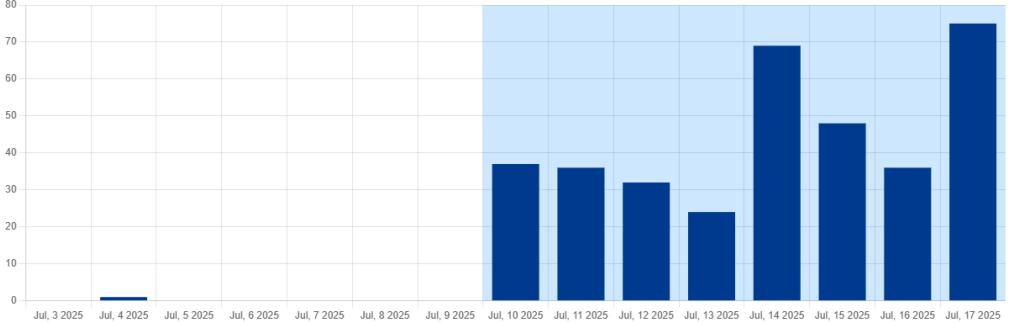
 **Summer Concert Series**
19/06/2025 @ Fireman's Park [View event details](#)

Promotion recap

 830 Total Views	 77 Total Opens	 \$ 5 CPE	 1 Promotions Created
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Breakdown by day (views)

03/07/2025 – 17/07/2025 Day Month



Legend: ■ Events.com network boost ■ Advertising channels ■ Premier listing ■ Days with an active promotion ■ E.S. = Event's start ■ E.E. = Event's end

■ Promotion up to 8 days: Thu – 10 Jul 2025, Thu – 17 Jul 2025

TIP: Click on date to see timeframe

Events.com Discover: Featured listings

CHANNEL	VIEWs	OPENS	CTR	CPM	CPE
Events.com Discover	514	77	14.98%	\$ 373,54	\$ 2,49

[View on Discover](#)



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

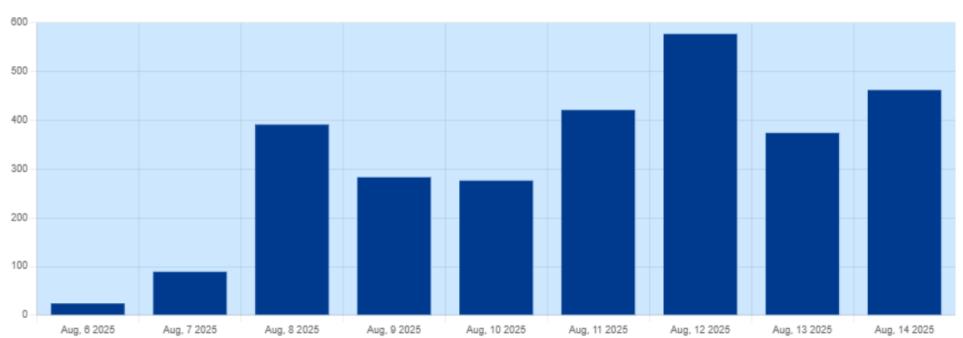
 **Summer Concert Series**
19/06/2025 @ Fireman's Park [View event details](#)

Promotion recap

 4.985 Total Views	 2.771 Total Opens	 \$1 CPE	 2 Promotions Created
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Breakdown by day (views)

06/08/2025 – 14/08/2025 Day Month



Events.com network boost Advertising channels Premier listing Days with an active promotion E.S. = Event's start E.E. = Event's end

[Promotion up to 8 days: Thu – 10 Jul 2025, Thu – 17 Jul 2025](#) [Promotion up to 9 days: Wed – 06 Aug 2025, Thu – 14 Aug 2025](#)

TIP: Click on date to see timeframe

Events.com Discover: Featured listings

CHANNEL	VIEWS	OPENS	CTR	CPM	CPE	
Events.com Discover	4.146	2.771	66.84%	\$103.84	\$0.16	View on Discover

Boosted Listings

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

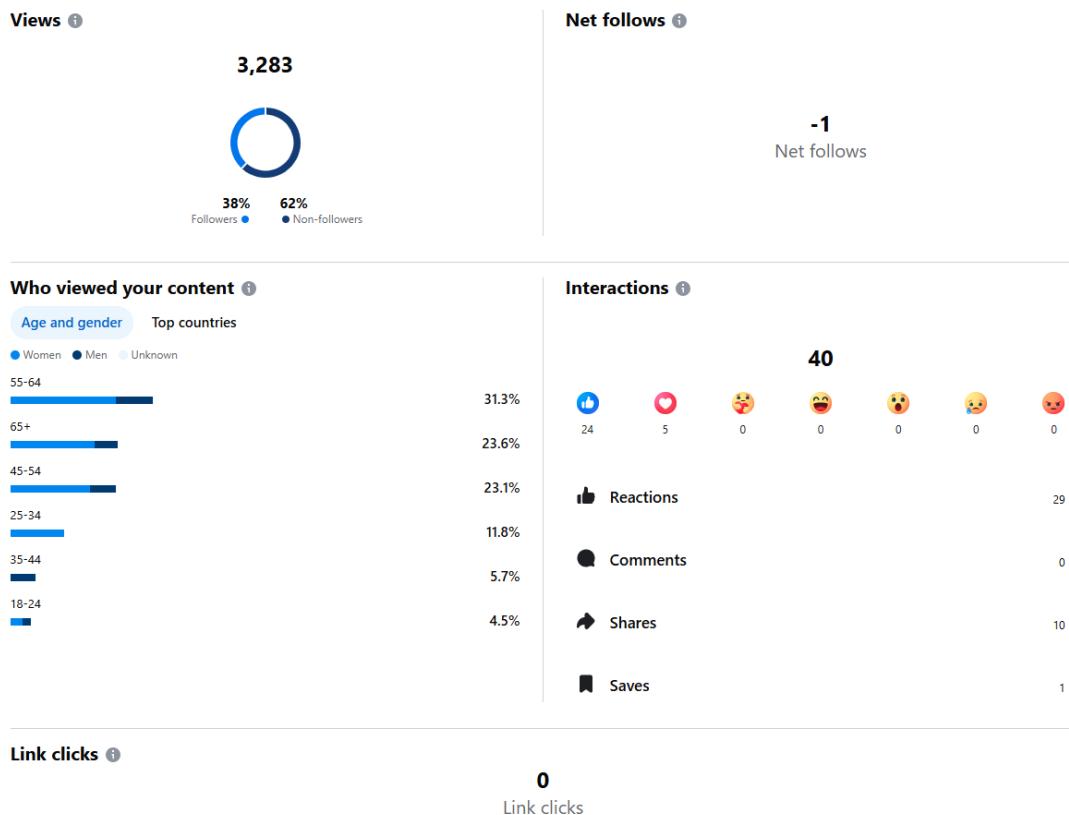


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Total Facebook for all concerts (5 posts via City page):

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

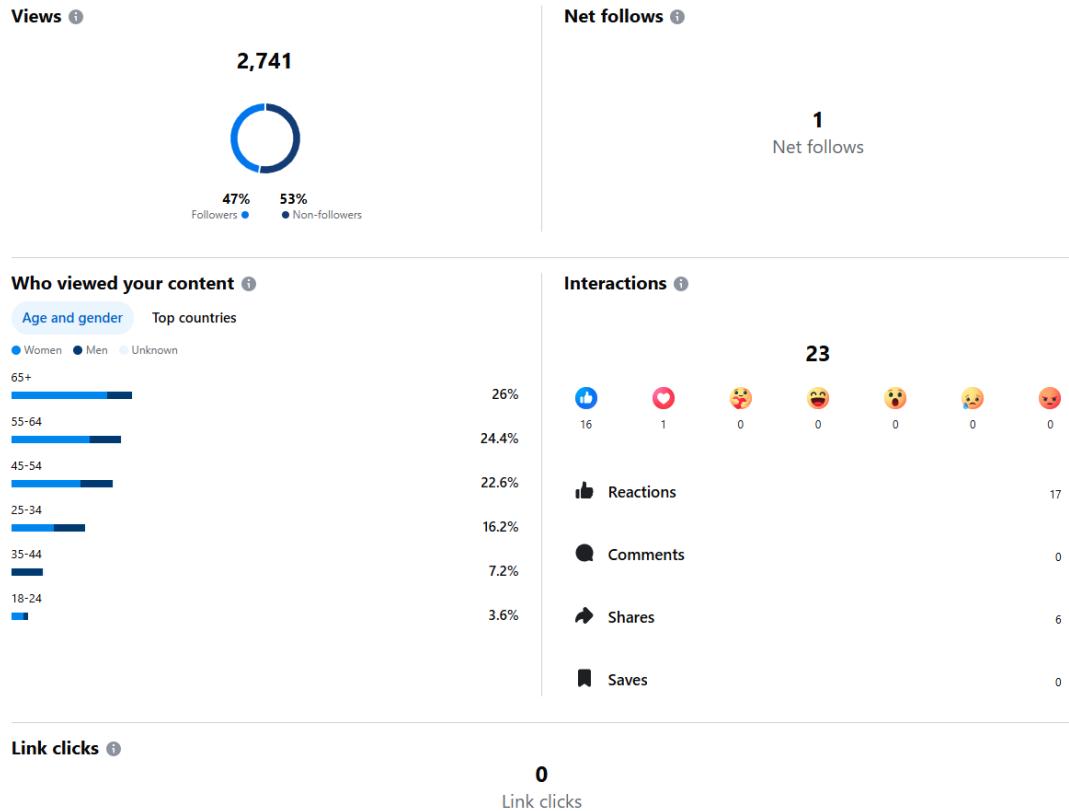
Facebook Post #1





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Facebook Post #2



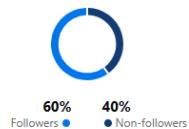


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Facebook Post #3

Views ⓘ

3,377



Net follows ⓘ

1

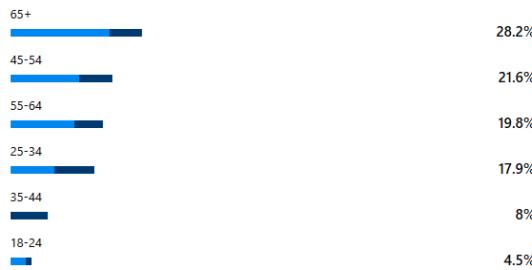
Net follows

Who viewed your content ⓘ

Age and gender

Top countries

● Women ● Men ● Unknown



Interactions ⓘ

56



Comments

52

Shares

0

Saves

3

1

Link clicks ⓘ

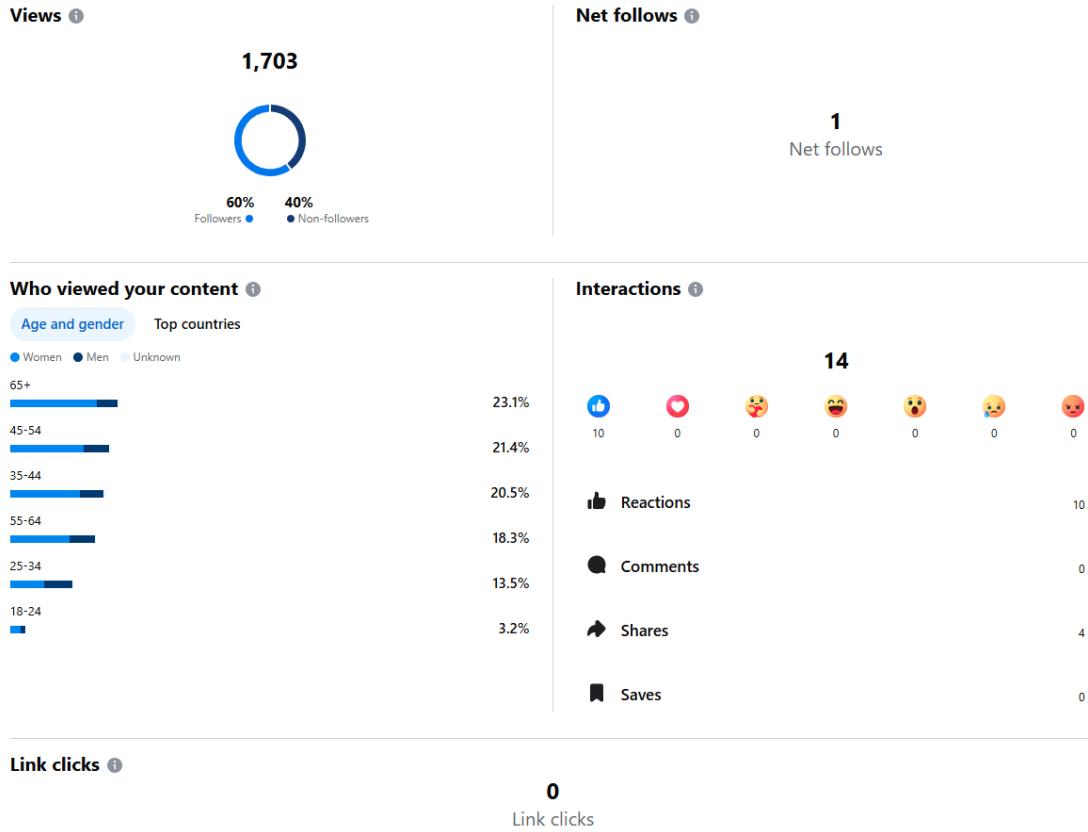
0

Link clicks



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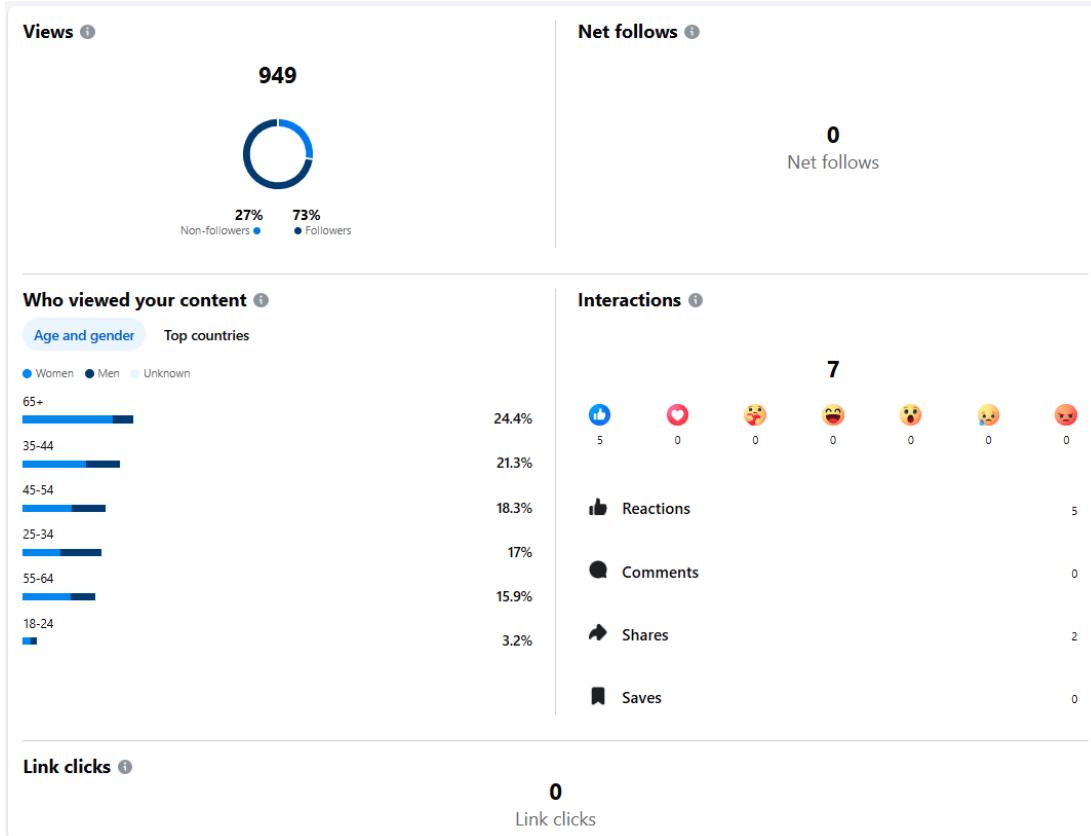
Facebook Post #4





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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 - 4th of July tourism book
- 22 - postcards from businesses
- 18 - posters in store windows
- 17 - City website information



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Photos





**City of Columbus, Wisconsin
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