



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

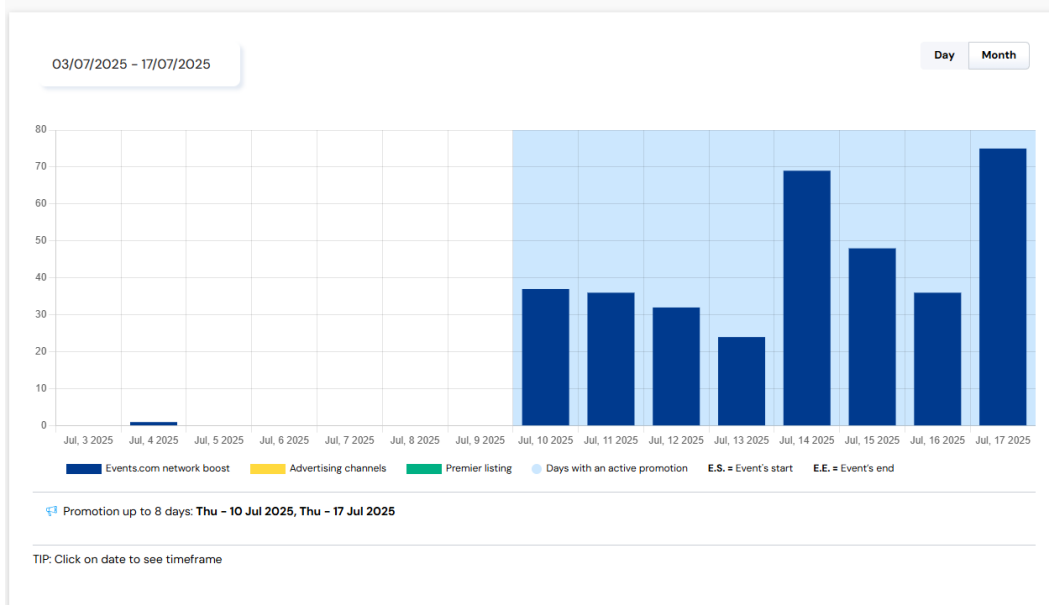
**830**
Total Views

**77**
Total Opens

**\$ 5**
CPE

**1**
Promotions Created

Breakdown by day (views)



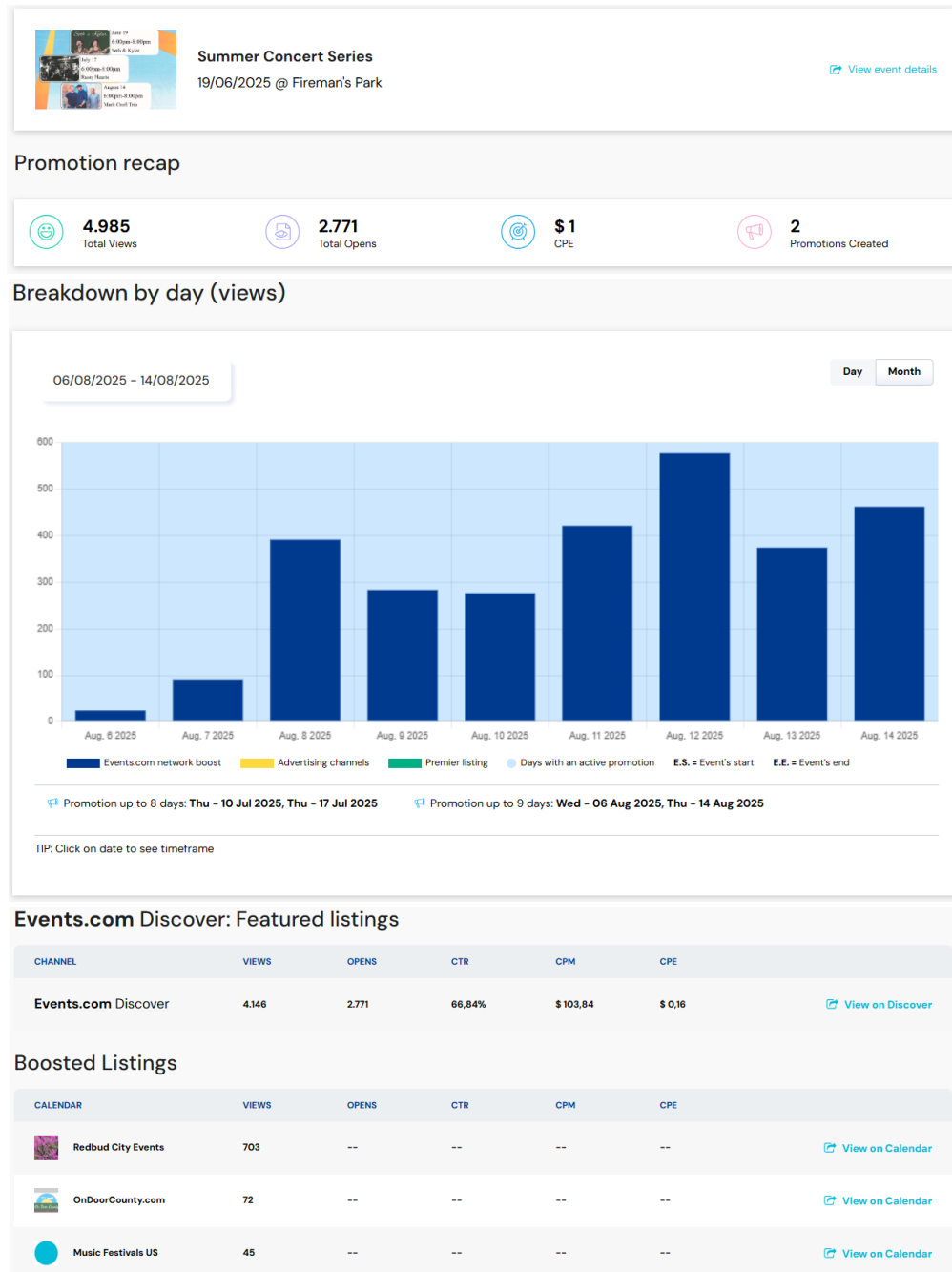
Events.com Discover: Featured listings

CHANNEL	VIEWS	OPENS	CTR	CPM	CPE	
Events.com Discover	514	77	14.98%	\$ 373.54	\$ 2.49	View on Discover



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



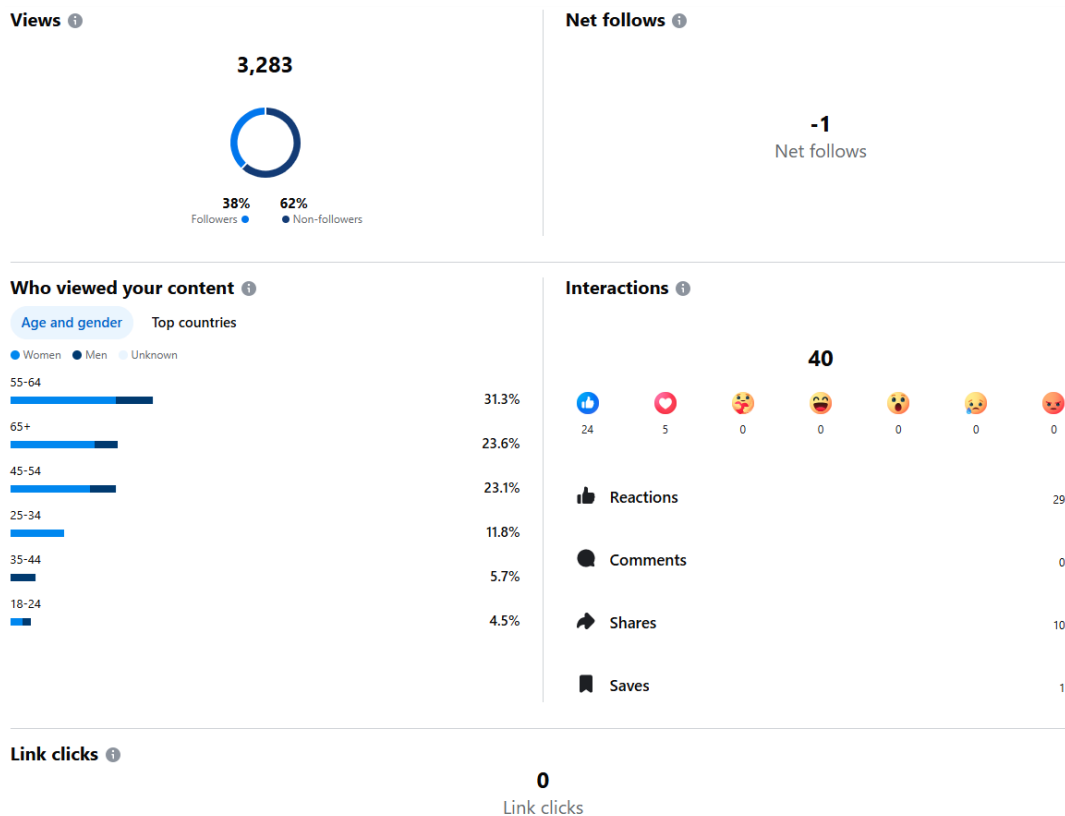


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Total Facebook for all concerts (5 posts via City page):

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

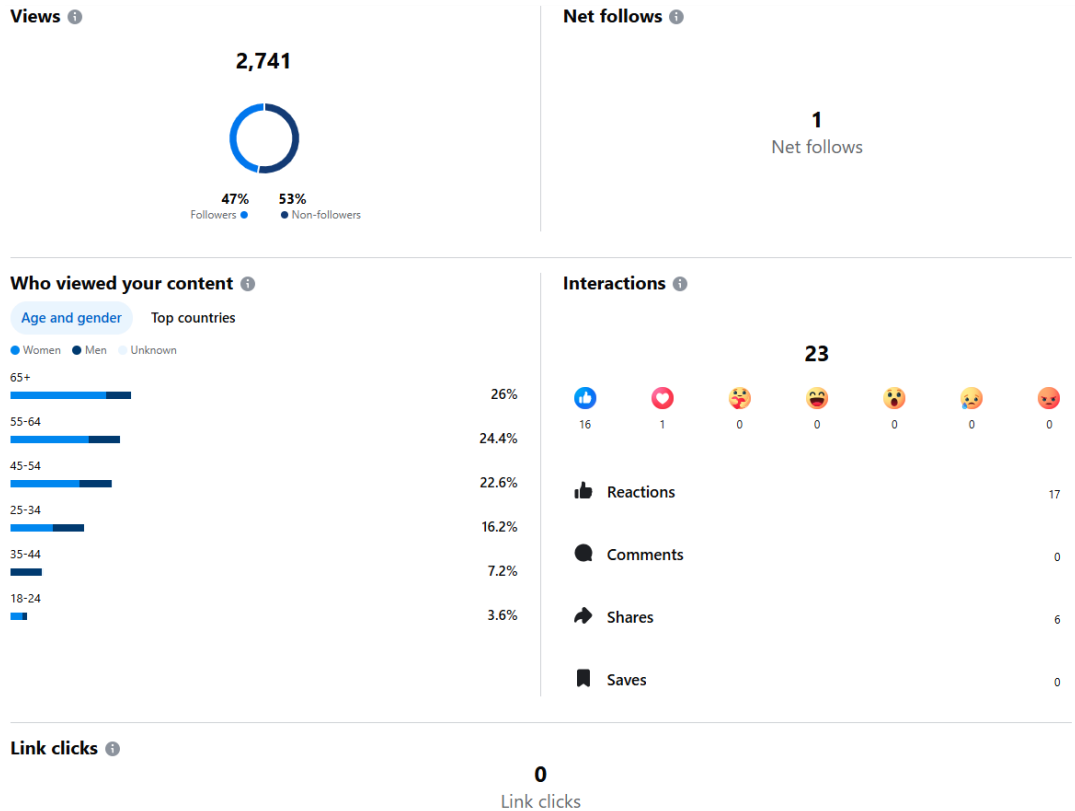
Facebook Post #1





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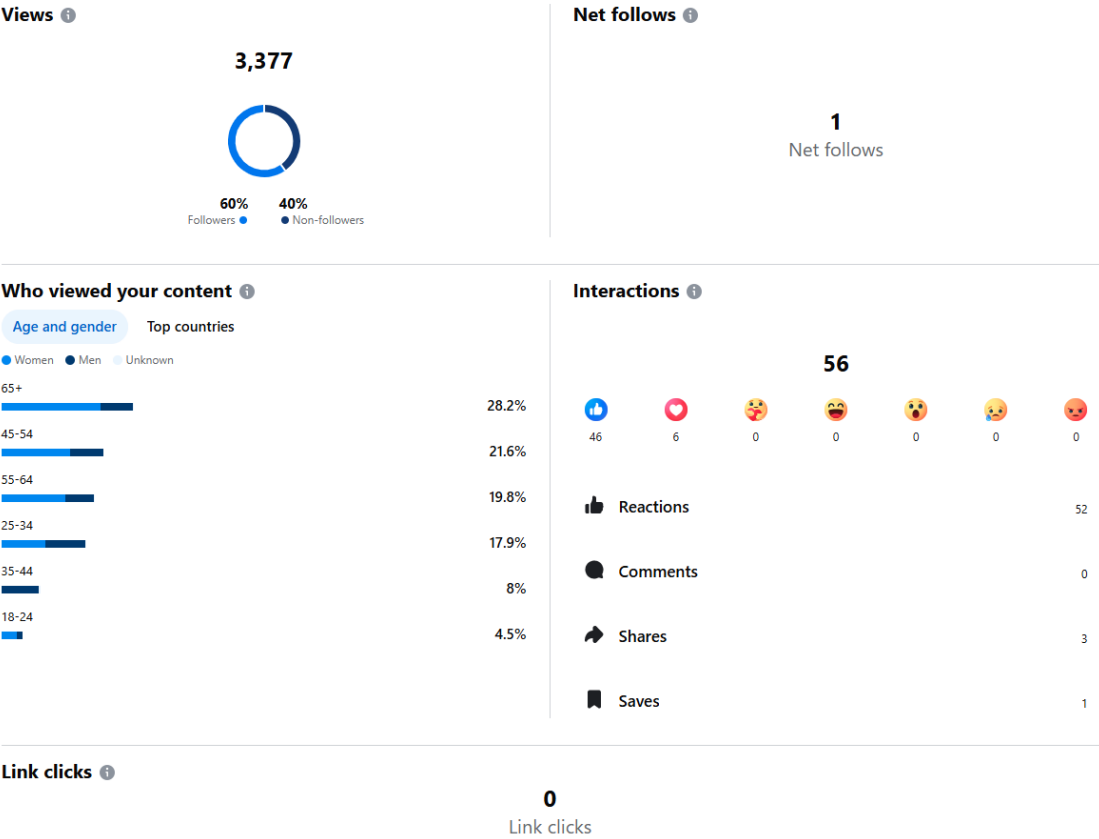
Facebook Post #2





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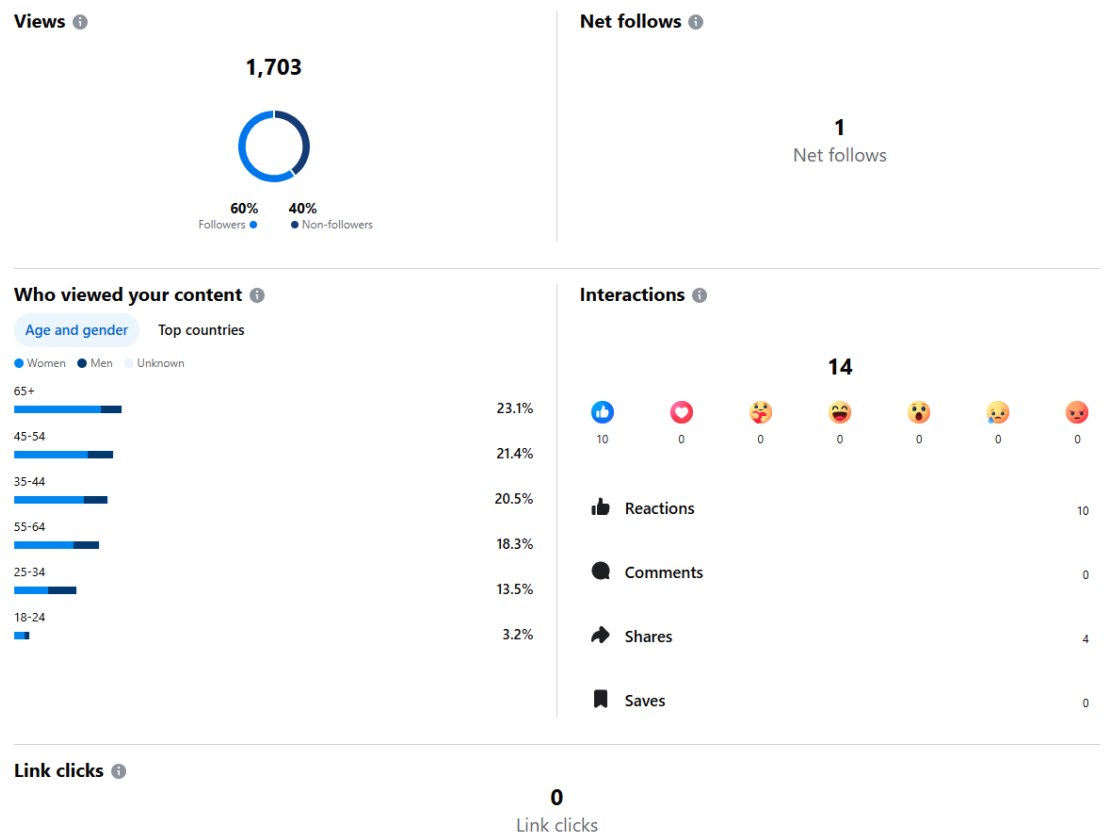
Facebook Post #3





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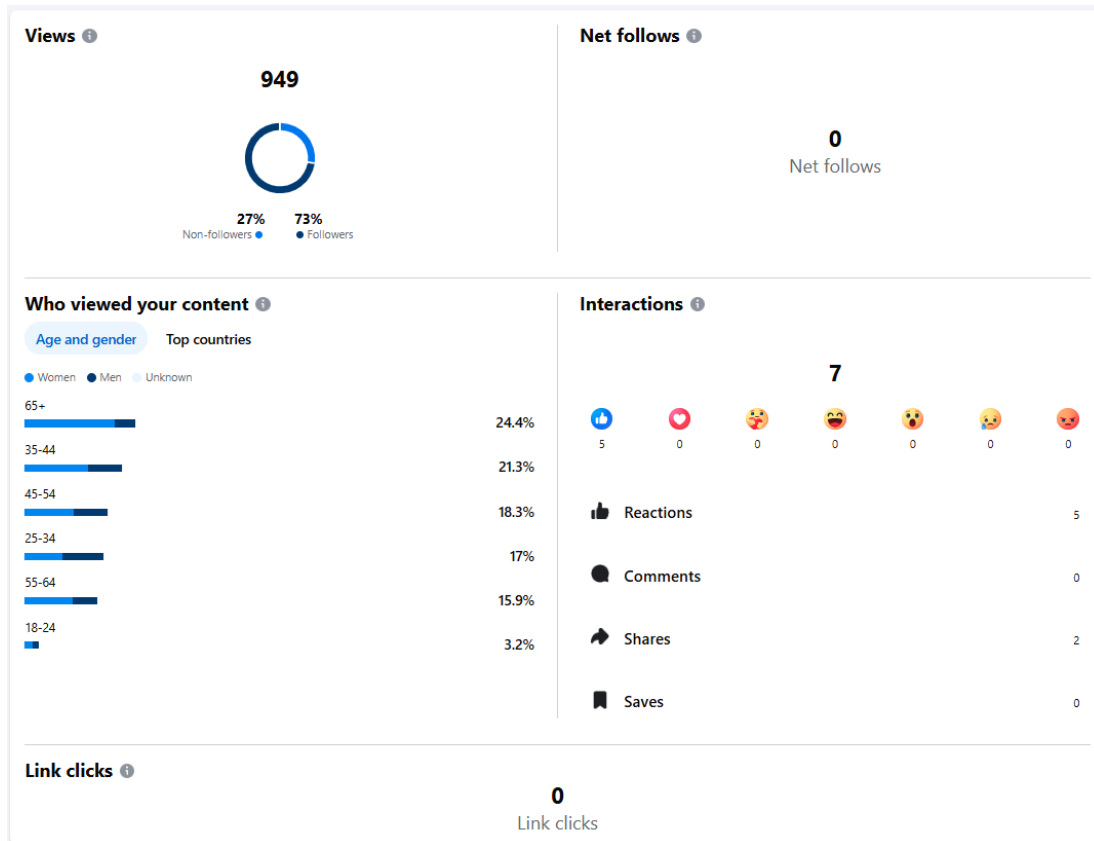
Facebook Post #4





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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





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