



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

Applicant's Information

Name: Barbera Oelke
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Organization Information

Name: Wyvern's Trove Inc.
Phone: 888-999-1212 **Email:** twyverns@gmail.com
Tax-Exempt: Yes

Awarded for: \$500 for event creation of the Open-Air Art & Garden Party that took place at Wyvern's Trove on June 6 and 7, 2025.

Use of Funds: Additional funds for the event was spent on paper, ink, small prizes, decor, and some food to encourage repeat customers and in hopes of good "reviews" besides some reusable things that would upgrade the event. Wyvern's Trove didn't pay for special online "boosts" or newspaper ads, etc. because we didn't know if we would get any grant nor how much until well after the event. The overall event was successful, even if it drew a small number of visitors from outside our area. Wyvern's Trove will look to have a little more cash on hand to spend on digital media next year.

It was a small event due to weather, and 16 visitors were asked where they're from. 3 were from Madison, 2 were from Sheboygan, 2 were from the Oshkosh area, and the rest were from Columbus and the surrounding area. Additional analytics come from free marketing using online sources, Facebook, Events.com, and our blog site.

Supporting Materials:

- Analytics
- Receipts
- Photos



Analytics

Survey of Guests

- Madison: 3
- Sheboygan: 2
- Oshkosh area: 2
- Columbus area: 9

Total: 16

Nextdoor - 225 views

Events.com - 317 views for the artist invite listing, 81 views for the garden party separate listing

Allevents - 9 interests from all over the state, none attended.

Our blog - 3 to 12 views for each post about the event, most were international (we have followers from Singapore, England, and elsewhere).

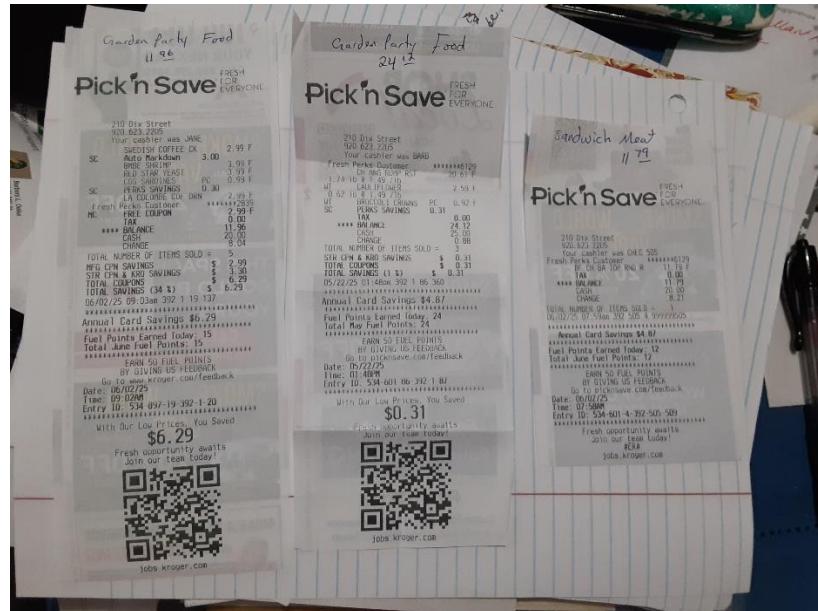
Mailings - We mailed out about 40 individual fliers to people who have expressed interest in the past and emailed about the same. Most attendees either received a mailing or picked up a flier elsewhere (Community center, meetings, Farmers and Merchants, etc.)



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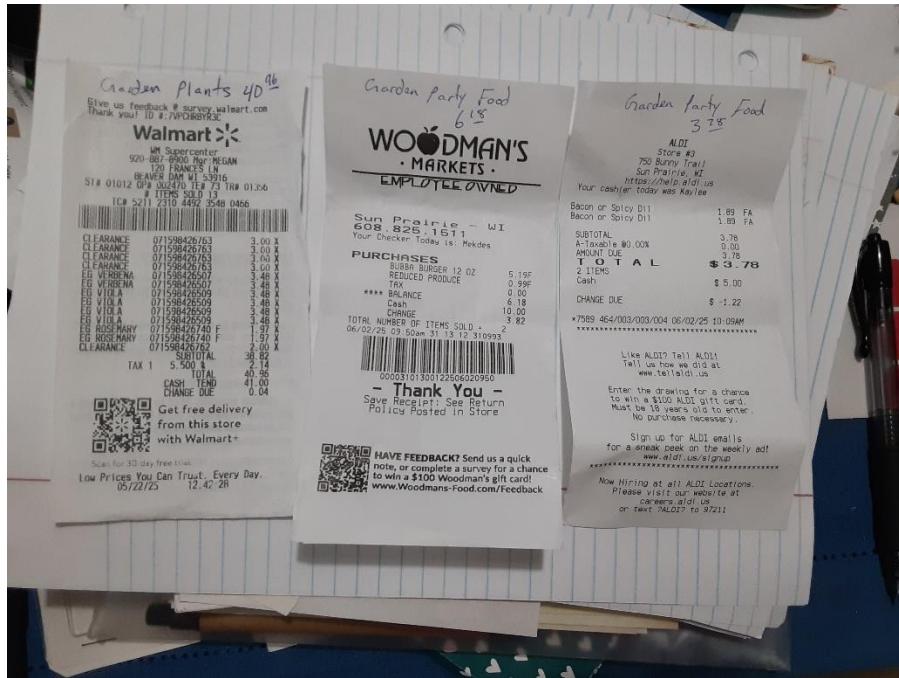
Receipts

A total of \$722.19 was spent on additional purchases to upgrade the Open-Air Art & Garden Party event.





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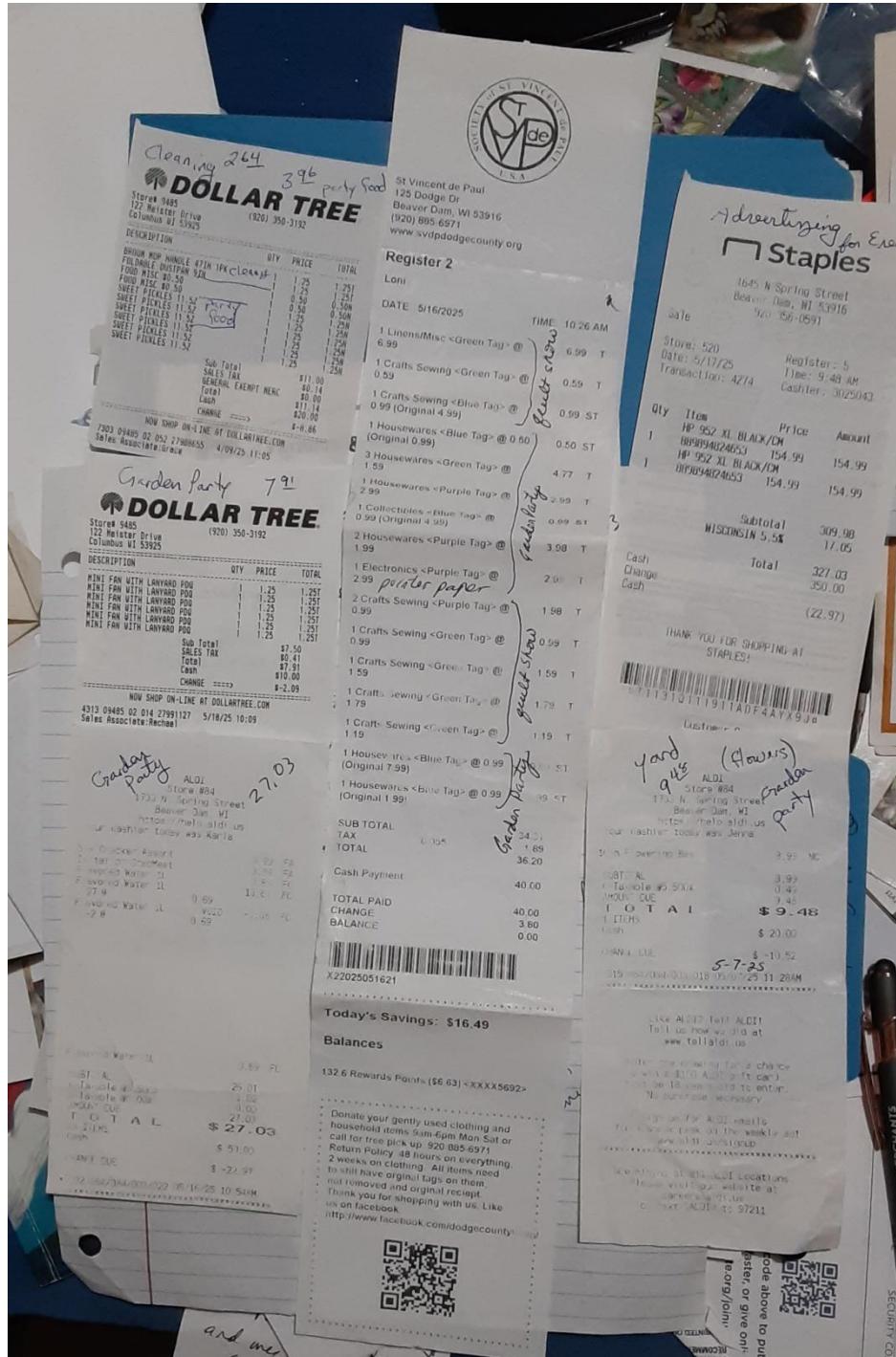


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Photos





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