



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

Applicant's Information

Name: Julie Belschner

Phone: 608-219-8316

Email: jbelschner@madison.com

Organization Information

Name: Redbud Players

Phone: 608-219-8316

Email: columbusredbud@gmail.com

Tax-Exempt: Yes

Awarded for: \$750 for marketing and event creation for the Charlotte's Web play performed September 19-21 and 26-28.

Use of Funds: The Redbud Players spent nearly \$12,000 to create and market their Charlotte's Web performances. This includes the additional advertising on digital and print materials. Total paid-ticket attendance at the performances was 554.

Many attendees were from the Columbus area. But we also had attendees from Hustisford, Waterloo, Watertown, Beaver Dam, Fall River, Rio, Lodi, Sun Prairie, Lake Mills, Hartland, Menomonee Falls, Stoughton, Two Rivers, Lowell, Marshall, Waupun, Berlin and Fort Atkinson, Wisconsin.

There were tickets purchased from Virginia, Illinois, Oregon, Minnesota, Iowa, North Carolina, Missouri, Washington state, Kansas, Nevada, Georgia, Utah, Michigan, North Dakota and New York.

Of those from out of town, about 13 said they stayed overnight at local lodging. Others stayed with family and friends. About 39 ate at local restaurants before or after the show.

Supporting Materials:

- Receipts
- Analytics
- Photos



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Receipts / Invoices

Redbud Players Fall production 2025

Costs

Yard signs for fall production 2025 -- \$564.97

Flyers for fall production 2025 -- \$441.52

Advertising -- \$4,665.75

Scripts, etc. -- \$1,950

Set construction, etc. -- \$1,250

Costumes, etc. -- \$820

Promotional T-shirts – \$1,258

Programs -- \$517.80

Misc. -- \$500

Total – \$11,968.04



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Pro forma INVOICE

Invoice Number	Date
002572	September 18, 2025
Account Number	Terms
EXT100298	Net 30 Days

Bill To					Ship To				
Attn: Julie Belschner Belschner Julie 1901 Fish Hatchery Rd. Madison, WI 53713 <									

Make Checks payable to: American Family Insurance

Please address the mailing envelope exactly as follows:

American Family Insurance
Corporate Printing
ATTN: Lyn Ehrhardt
6000 American Parkway
Madison, WI 53783

Subtotal	Postage	Shipping	Sales Tax	Less Deposits/ Payments	Total Amount Due (USD)
\$517.80	\$0.00	\$0.00	\$0.00	\$0.00	\$517.80

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INVOICE

Invoice Number	Date
002444	June 12, 2025
Account Number	Terms
EXT100298	Net 30 Days

Bill To				Ship To				
Attn: Julie Belschner Belschner Julie 1901 Fish Hatchery Rd. Madison, WI 53713 Phone: 608-219-8316 Fax: Email: JBelschner@madison.com				Attn: Julie Belschner Belschner Julie 1901 Fish Hatchery Rd. Madison, WI 53713 Phone: 608-219-8316 Fax: Email: JBelschner@madison.com				
Sales Order	Date	Estimate	Customer PO		Chargeback		Sales Rep	
251863	June 10, 2025	E24090			Bill Customer		Mike Birkholz	
Description			Quantity	UOM	Unit Price	Per	Disc	Amount
8.5x11 4/4, W/BLEED			4,000	EA	\$0.09	EA		\$366.42

Make Checks payable to: American Family Insurance

Please address the mailing envelope exactly as follows:

American Family Insurance
Corporate Printing
ATTN: Lyn Ehrhardt
6000 American Parkway
Madison, WI 53783

Subtotal	Postage	Shipping	Sales Tax	Less Deposits/ Payments	Total Amount Due (USD)
\$366.42	\$0.00	\$0.00	\$0.00	\$0.00	\$366.42

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INVOICE



Invoice Number	Date
002539	August 27, 2025
Account Number	Terms
EXT100298	Net 30 Days

Bill To	Ship To
Attn: Julie Belschner Belschner Julie 1901 Fish Hatchery Rd. Madison, WI 53713 Phone: 608-219-8316 Fax: Email: JBelschner@madison.com	Attn: Julie Belschner JBelschner@madison.com Phone: Fax: Email: JBelschner@madison.com

Sales Order	Date	Estimate	Customer PO		Chargeback		Sales Rep	
252341	August 21, 2025				Bill Customer		Corey Moungey	
Description			Quantity	UOM	Unit Price	Per	Disc	Amount
Flyers - 8.5x11 - 4/0			1,000	EA	\$0.08	EA		\$75.10
Yard sign fluted plastic 22x17			100	EA	\$5.65	EA		\$564.97

Make Checks payable to: American Family Insurance

Please address the mailing envelope exactly as follows:

American Family Insurance
Corporate Printing
ATTN: Lyn Ehrhardt
6000 American Parkway
Madison, WI 53783

Subtotal	Postage	Shipping	Sales Tax	Less Deposits/ Payments	Total Amount Due (USD)
\$640.07	\$0.00	\$0.00	\$0.00	\$0.00	\$640.07

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Analytics

The Redbud Players performed “Charlotte’s Web” six times – Sept. 19, 20, 21, 26, 27 and 28 – at the Columbus Middle School.

Total paid-ticket attendance at the performances was 554. That does not count unpaid children, cast, volunteers and crew – best guess is that more than 600 attended, not counting the cast. For both our Sunday matinees we needed to add more chairs. (100 were set up in advance).

Many attendees were from the Columbus area. But we also had attendees from Hustisford, Waterloo, Watertown, Beaver Dam, Fall River, Rio, Lodi, Sun Prairie, Lake Mills, Hartland, Menomonee Falls, Stoughton, Two Rivers, Lowell, Marshall, Waupun, Berlin and Fort Atkinson, Wisconsin.

And we had tickets purchased by people from Virginia, Illinois, Oregon, Minnesota, Iowa, North Carolina, Missouri, Washington state, Kansas, Nevada, Georgia, Utah, Michigan, North Dakota and New York. – yes, some of them might have been relatives/friends just supporting the play. Or maybe they were planning to be here anyway and so bought a ticket.

Of those from out of town, about 13 said they stayed overnight at local lodging. Others stayed with family and friends. About 39 ate at local restaurants before or after the show.

The Redbud Players promoted the shows through a wide variety of means – on the city’s website, flyers distributed during the 4th of July Parade and to businesses in Columbia, Dodge and Dane counties, as well as via social media – sharing to 48 Facebook groups among other efforts. We ran numerous ads in Agri-View as well as in all the Capital Newspapers publications. New this year we also ran a digital campaign. We handed out about 5,000 flyers in total. And we placed 100-yard signs across the area. We also sold and gave away Charlotte’s Web t-shirts to promote the play. And we had a table at the Wine Walk to promote the group, giving away raffle baskets there also.

New this year was concessions stand at each play and raffle baskets. Both were extremely popular.

We greatly appreciate the support of the Columbus Tourism Commission.



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Photos





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