



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:** columbusrebdub@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



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 | | | | | |
|--|--------------------|----------|-------------|-----|---------------|----------|---------------|--|
| Sales Order | Date | Estimate | Customer PO | | Chargeback | | Sales Rep | |
| 252524 | September 15, 2025 | 242969 | | | Bill Customer | | Corey Moungey | |
| Description | Quantity | UOM | Unit Price | Per | Disc | Amount | | |
| Redbud Players Program 2025 - 8.5x11 fold to 5.5x8.5 | 400 | EA | \$1.29 | EA | | \$517.80 | | |

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

| 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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