



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

Applicant's Information

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Organization Information

Name: Columbus 4th of July Organization

Phone: 920-344-0101

Email: toryweide@hotmail.com

Tax-Exempt: Yes

Awarded for: \$6,000.00 for additional entertainment, advertising, and promotional tools for the annual 4th of July Celebration.

Use of Funds: The funds to be reimbursed were for additional advertising, promotional tools, ad books, radio spots, and social media. We contracted with WBEV to livestream the parade, and our ad book circulated in the area with 10,000 printed. The 4th of July Organization has a long-term working relationship with Mr. Ed's Magical Midway carnival and prioritizes local musical acts. The event also included area food trucks. This helped to bring in over 24,500 visitors to the community, generating some economic impact and reasonably likely overnight lodging stays.

The 4th of July Organization spent around \$42,000 on entertainment, \$20,000 on fireworks and \$7,270 for advertising/marketing tools for the week-long event.

Supporting Materials:

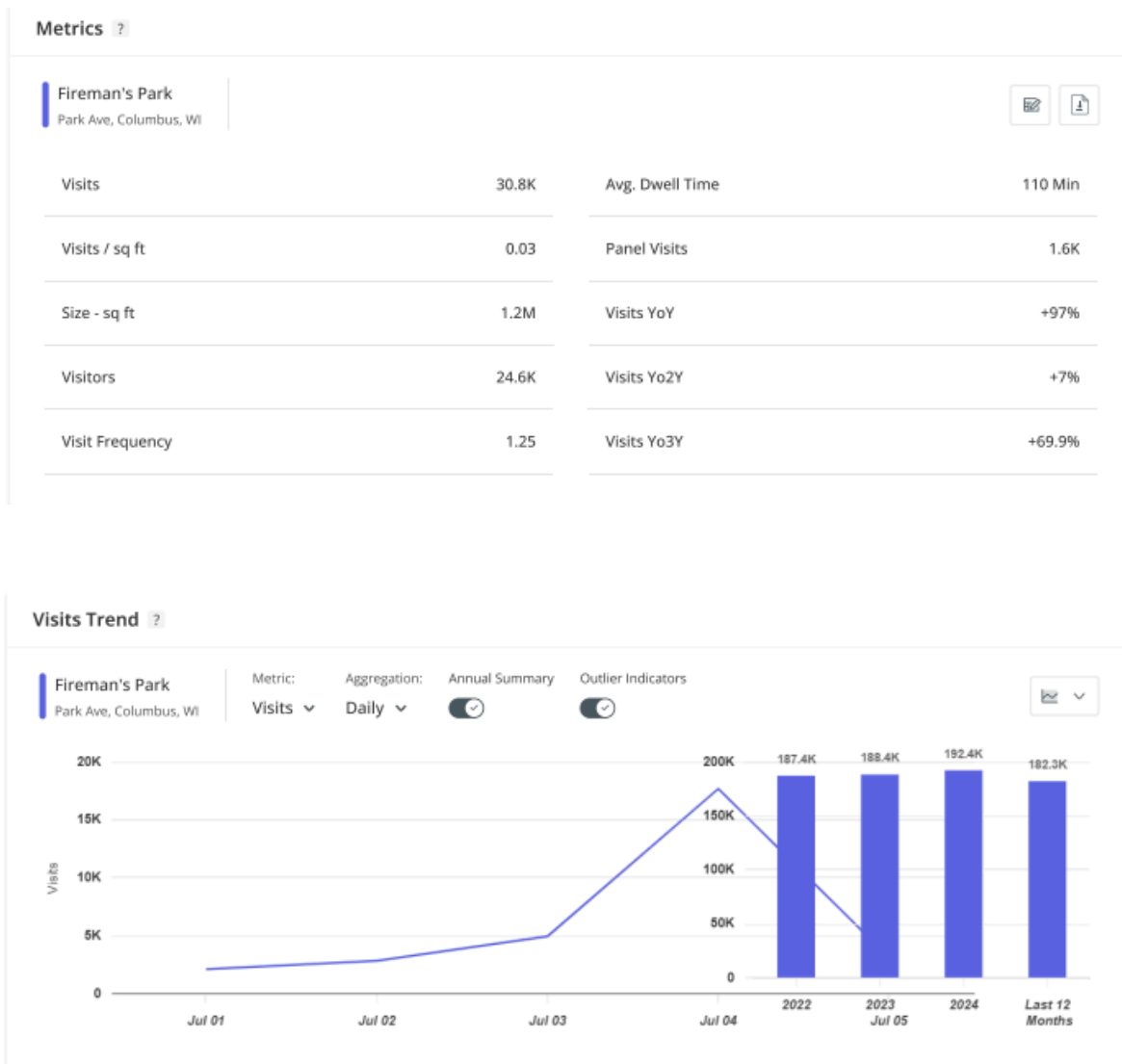
- Insights
- Photos
- Revenue Statement



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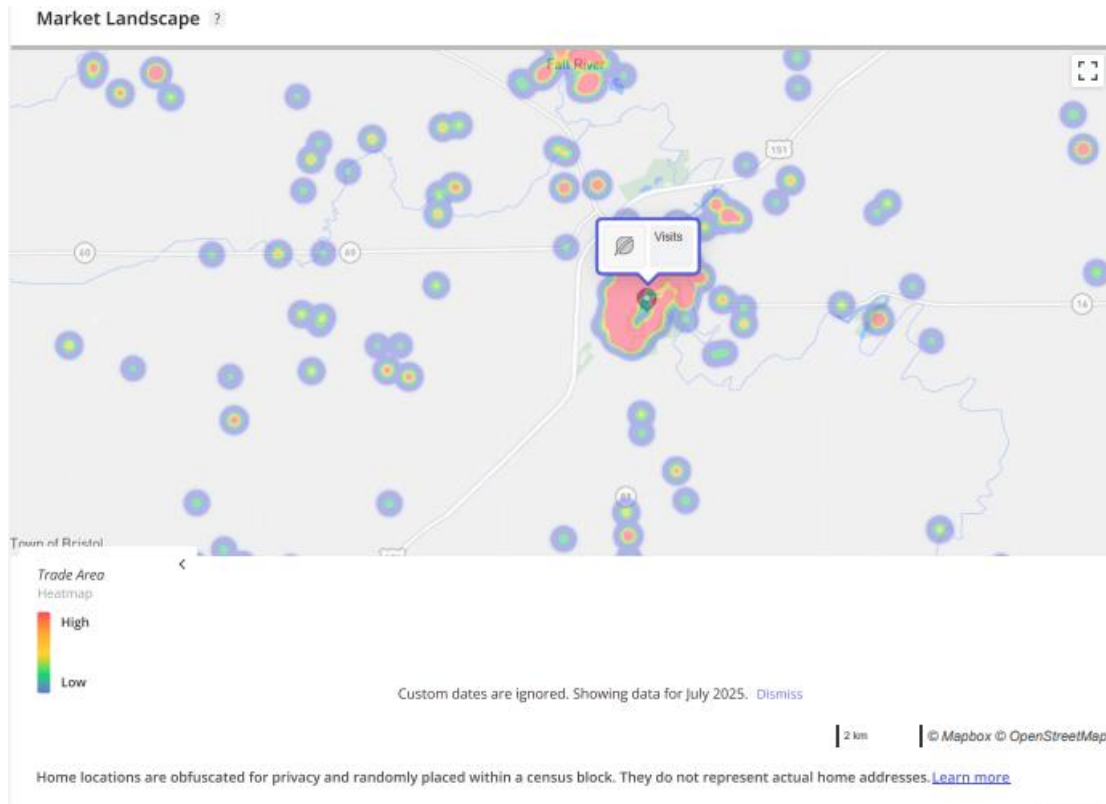
Insights

The 4th of July Celebration utilized Placer.ai to utilize data from mobile devices to provide estimates of visits, traffic, and potential economic impact. Although, there is no data regarding lodging stays, it is reasonably likely that overnight stays were generated as the parade, carnival, and fireworks took place on the 4th of July which landed on a Friday. The data shows that Thursday, Friday, and Saturday had the most visits.





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Favorite Places ?

Fireman's Park
Park Ave, Columbus, WI

Category:
Categories (46) ▾

Min. Visits
1

Rank	Name	Distance
1	 Columbus Fireman's Park Columbus, WI, United States	0.1 mi
2	 Columbus Community Pool 1049 PARK AVENUE, Columbus, WI 53925	0.1 mi
3	 Kwik Trip 204 Dix St, Columbus, WI 53925	1.2 mi
4	 Prairie Lakes 2804 Prairie Lakes Dr, Sun Prairie, WI 53590	16.8 mi
5	 Walmart 120 Frances Ln, Beaver Dam, WI 53916	15.3 mi
6	 BP 1250 Park Ave, Columbus, WI 53925	0.2 mi
7	 Pick 'n Save 210 Dix St, Columbus, WI 53925	1.2 mi
8	 Culver's 201 Dix St, Columbus, WI 53925	1 mi
9	 Park Village Shopping Center 820 Park Ave, Beaver Dam, WI 53916	13.6 mi
10	 Heritage Mall 1645 N Spring St, Beaver Dam, WI 53916	14.3 mi

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Visitor Journey ?

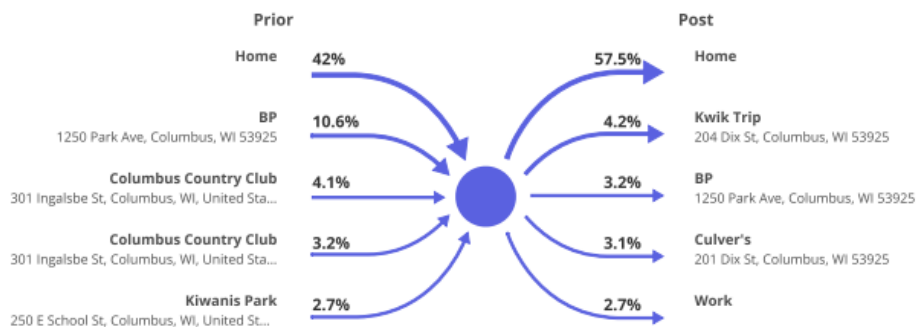
Fireman's Park
Park Ave, Columbus, WI

Show by:

Location Category Category Group

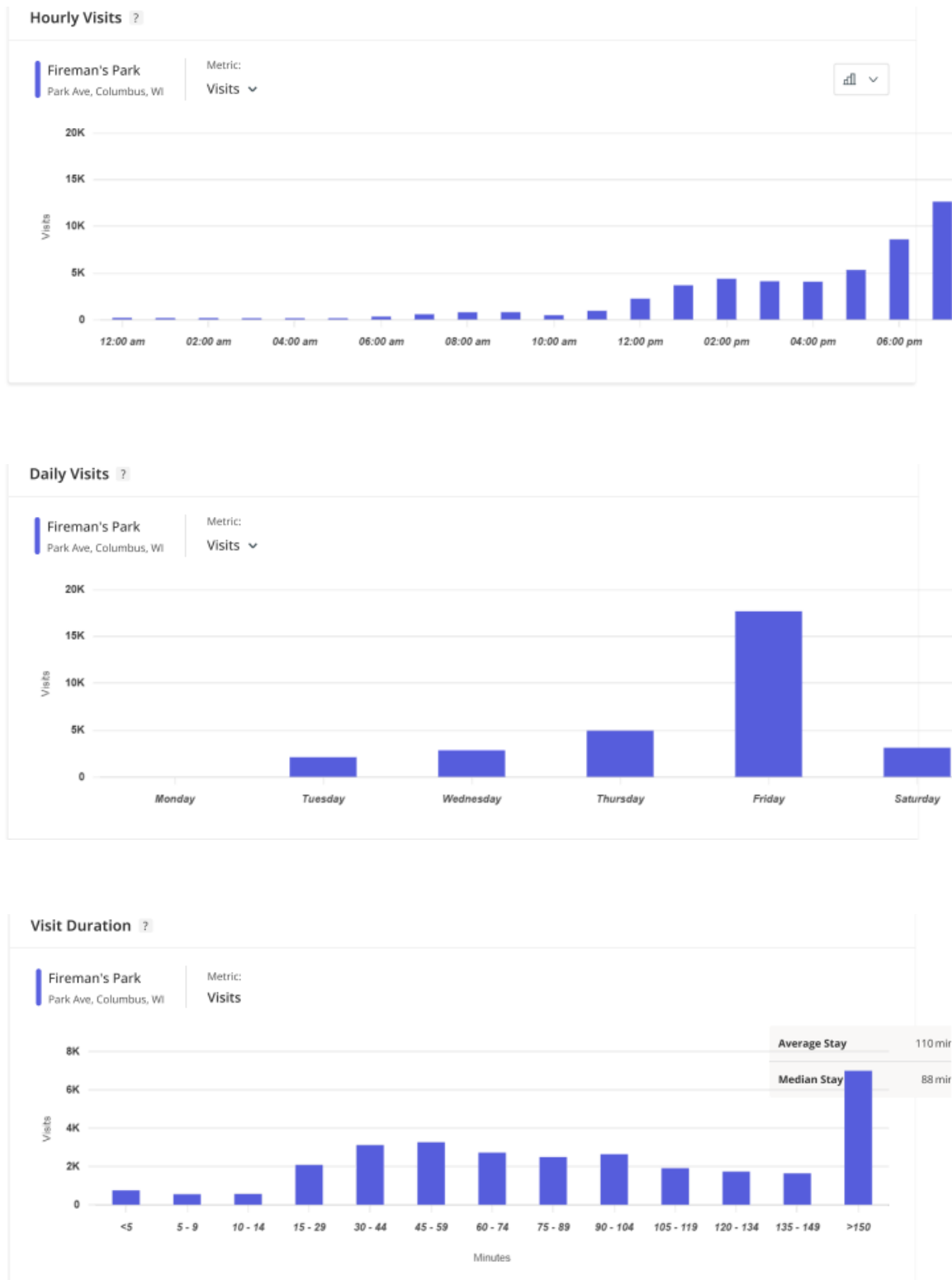
Show Home/Work:

☒ On





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Photos





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Revenue Statement

Line No.		2025
	INCOME:	
1	Contributions	\$ 16,440
2	Fundraising Income	2,737
3	Ad Booklet Revenue	27,038
4	Event Revenue	58,210
5	Investment Income	489
6	Total Income	<u>\$ 104,914</u>
	EXPENSES:	
7	Program Expenses	
8	Rent, Utilities, Maintenance	\$ 7,264
9	Printing and Advertising	13,270
10	Insurance	6,736
11	Fireworks Display	20,000
12	Event Security	3,763
13	Program Event Fees	41,998
14	Miscellaneous Expenses	9,164
15	Total Program Expenses	<u>\$ 102,195</u>
16	Net Increase (Decrease) in Net Assets	\$ 2,719
17	Net assets at beginning of year	\$ 53,147
18	Net assets at end of year	<u>\$ 55,866</u>