



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

Applicant's Information

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Organization Information

**Name:** Columbus 4<sup>th</sup> 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 4<sup>th</sup> 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 4<sup>th</sup> 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 4<sup>th</sup> 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

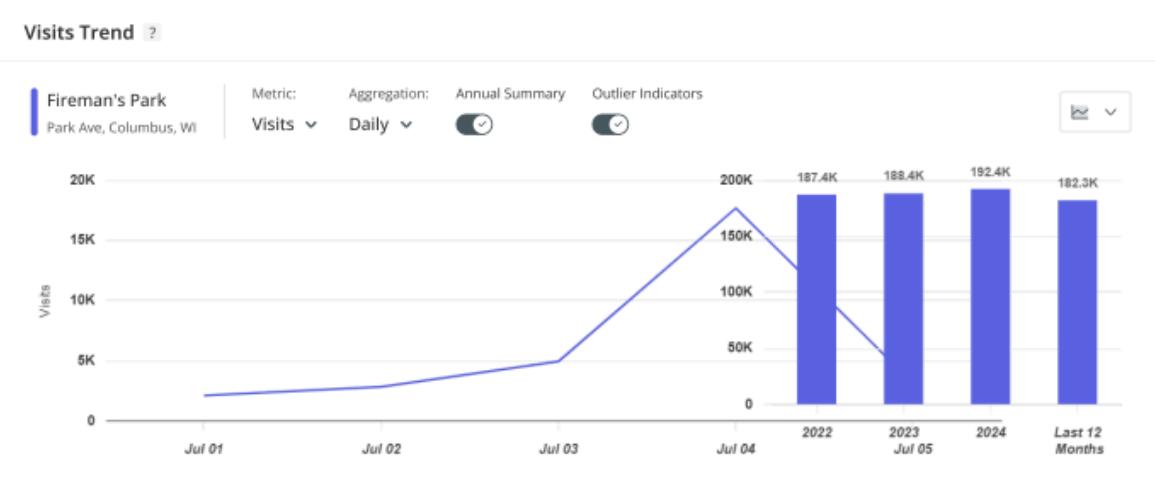


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### Insights

The 4<sup>th</sup> 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 4<sup>th</sup> of July which landed on a Friday. The data shows that Thursday, Friday, and Saturday had the most visits.

Metrics ?			
Fireman's Park Park Ave, Columbus, WI			
Visits	30.8K	Avg. Dwell Time	110 Min
Visits / sq ft	0.03	Panel Visits	1.6K
Size - sq ft	1.2M	Visits YoY	+97%
Visitors	24.6K	Visits Yo2Y	+7%
Visit Frequency	1.25	Visits Yo3Y	+69.9%





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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

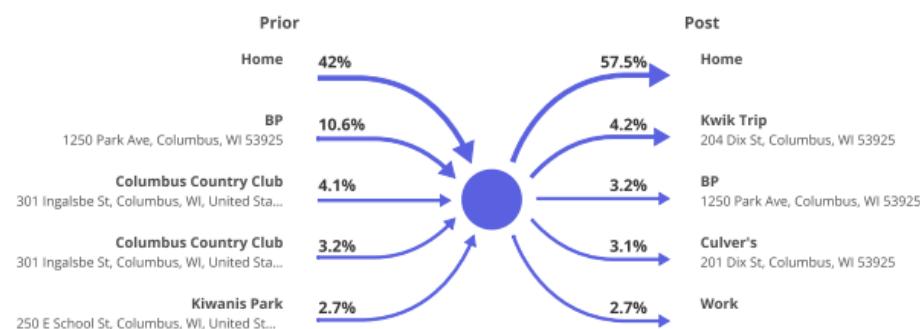
1 to 10 of 50 [K](#) [<](#) Page 1 of 5 [>](#) [M](#)

### Visitor Journey [?](#)

Fireman's Park  
Park Ave, Columbus, WI

Show by: [Location](#) [Category](#) [Category Group](#)

Show Home/Work:  On





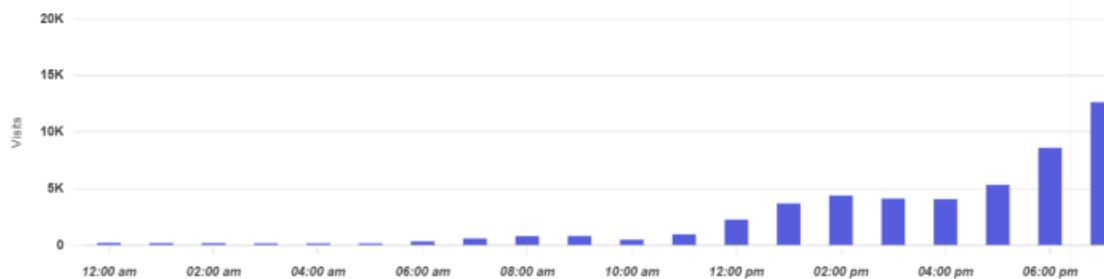
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### Hourly Visits ?

Fireman's Park  
Park Ave, Columbus, WI

Metric:  
Visits ▼

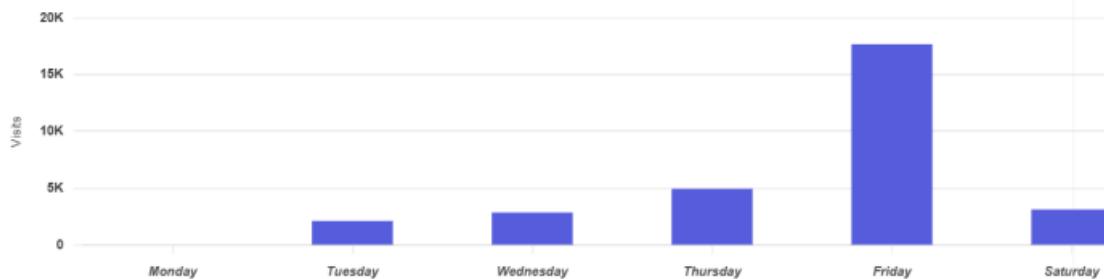
filter ▼



### Daily Visits ?

Fireman's Park  
Park Ave, Columbus, WI

Metric:  
Visits ▼



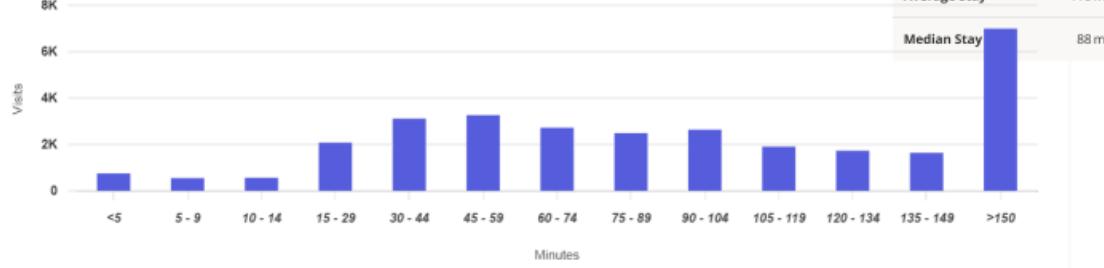
### Visit Duration ?

Fireman's Park  
Park Ave, Columbus, WI

Metric:  
Visits

Average Stay 110 min

Median Stay 88 min





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## Photos





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## Revenue Statement

Line No.		2025
<b>INCOME:</b>		
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	\$ 104,914
<b>EXPENSES:</b>		
7	<b>Program Expenses</b>	
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	\$ 102,195
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	\$ 55,866