



CITY OF COLUMBUS

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ROOM TAX FUNDING GUIDELINES

All applications for room tax funds should be submitted at least 60 days prior to the date of the event for which funds are being requested. Applications for Room Tax Funding are to be given to the Director of Planning and Development, City Hall, 105 N. Dickson Blvd., Columbus WI 53925

1. The purpose of room tax proceeds is to foster tourism promotion and development within the City of Columbus. Priority will be given to events which will attract overnight visitors to the community.
2. Funds are granted to non-profit organizations or organizations that can provide proof of insurance or have the ability to obtain insurance, if required.
3. Room tax funds shall NOT be used to offset general operating expenses of any group or organization.
4. Applicants must leverage a minimum of \$2.00 of private funds for every \$1.00 of room tax funds requested.
5. Within 60 days of the completion of the event for which room tax funds are granted, applicants shall provide the Tourism Commission a final report detailing room tax eligible expenditures, including receipts for the expenditures for which they are seeking reimbursement. The report should also provide examples of the project/program and its effectiveness in promoting the City of Columbus. Failure to provide this report will result in the group not being eligible for the receipt of room tax funds for that grant year and for 18 months following the event.
6. Within 60 days of completion of the event for which room tax funds are granted, applicants shall provide the Tourism Commission multiple photos of the event, including the rights to the photos.
7. Applicants are encouraged have a mechanism in place to track effectiveness of their event, including statistics related to attendance and overnight stays generated.
8. Applicants are required to be present when the Tourism Commission considers their request.
9. The Tourism Commission will review applications and will make their decision based on:
 - a. How well the event meets these guidelines;
 - b. How well the organization makes use of its *own* resources along with the proposed use of funds;

The Tourism Commission will operate without discrimination as to age, race, religion, gender, national origin, or sexual orientation in the consideration of funding requests and will recommend funding only to organizations which do not discriminate as to age, race, religion, gender, national origin, or sexual orientation.

ROOM TAX FUNDING APPLICATION

Event Information

Event Name:	Redbud Players productions	Date(s) of Event:	Sept. 20-29 and Oct. 19 & 26
Event Address:	Fireman's Park, Columbus Middle School and Lewke Dairy Barn		
Event Website:	www.facebook.com/ColumbusRedbudPlayers		
Total Amount Requested:	\$800		

Use of Funds

Activity	Budget	Purpose
Marketing	\$2,417.88	Ads, signs, flyers
TOTAL	\$2,417.88	

For Additional expenses please attach Exhibit A

Organizational Information

Organization(s) Requesting Funds:	Redbud Players		
Contact Person:	Craig Hendrickson	Phone Number:	608-333-1346
E-mail Address:	Craig Henrickson <craig.henrickson@yahoo.com>		
Tax exempt organization: <input checked="" type="radio"/> Yes <input type="radio"/> No	Tax exempt number:	008-1028550772-02	
List board members (if applicable): Carla Woebbeking, Julie Belschner, Craig Henrickson, Kevin Miner			
Years the organization has been in operation: 25			
Purpose or Mission of the organization requesting funds: To have community theater performances to enhance and enrich the city of Columbus as well as attract visitors.			
Liability Insurance Carrier: Harding Insurance Agency			

Contact Information for Organizations Accountant/Bookkeeper

Contact Name:	Kevin Miner	Phone Number:	920-253-8081
Address: Columbus, WI			
Email: kb_miner@yahoo.com			

The Tourism Commission reserves the right to review the organization's most recent tax statement. Attach if available.

1. Explain your event and how it will attract visitors and generate overnight lodging in Columbus. How will attendance and overnight stays related to your event be measured?

The Lion, the Witch and the Wardrobe had six performances -- Sept. 20, 21, 22, 27, 28 and 29 at the Columbus Middle School. As shown by our December 2023 performance, people come from far and wide to attend; our farthest to it were from the Twin Cities. They stay overnight. Both local and visitors tended to eat at a restaurant before or after the play. It will be widely marketed and promoted. This production has a large cast of both adults and children -- and is a Narnia story loved by all ages. ... **

Udderly Terrifying Tales is new this year: it's a Columbus haunted barn. Haunted

2. Explain how this past event (if applicable) has impacted overnight lodging in Columbus.

The Best Christmas Pageant Ever, which was performed in December 2023, brought in 283 attendees -- plus cast and crew. We've included our report from that production. Our preliminary numbers from The Lion, The Witch and The Wardrobe indicate we had about 400 attendees.

3. Explain what impact your event will have on all other Columbus businesses (in addition to lodging) including ways you plan to track this impact.

Those who come to the play tend to eat in town, buy gas, shop downtown and generally see what Columbus has to offer if they haven't been here before.

4. Will the proposed event generate revenue? (☒) Yes (☐) No

If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

We hope to generate revenue but won't know until after the events. Any revenue will be invested back into the organization to help increase the presence of theatre and the arts in Columbus.

5. Estimate how many people and what geographic area and demographic groups will be targeted by any promotions or advertising. How will you track the effectiveness of your promotion/advertising?

We will be targeting a wide range of Facebook groups. We will be placing yard signs throughout the Columbus area. We will be dispensing flyers across Columbia, Dane, Dodge and Sauk counties to businesses and events. We are the opening act for the Aug. 14 Concert in the Park, where we will be promoting our productions. We were in the Fourth of July parade to promote the organization. We will use local and regional newspapers for ads and stories. We'll keep track of the promotions and their effectiveness. We've created banners to use at events and will hold a 25th anniversary celebration after the Sept. 20 production, inviting the public and past organization members.

6. Will the proposed event include paid advertising? What media will be used? What “earned media” (unpaid promotion) will be generated by the event?

We had ads in several local newspapers through Capital Newspapers, and also through Agri-View

7. Please include any information or examples of marketing materials you believe will help the Tourism Commission better evaluate your request.

See our flyer and signs artwork, attached.

Please note, the Tourism Commission may request additional information from an applicant for room tax funds. Please be sure to answer all questions on this form as completely as possible. All requests for room tax funds will be evaluated based on the contents of this application, a presentation before the Tourism Commission the State of Wisconsin Room Tax Statute and the City of Columbus Room Tax Ordinance.

Craig Henrikson

Print Name

Craig Henrikson

Digitally signed by Craig
Henrickson
Date: 2024.09.30 15:49:25
-05'00'

Signature

Application Date