



Greater Mauston Tourism Association - Event Support Grant Application

Please Type or Print Legibly

Applications will be considered no later than the GMTA meeting one month prior to the project/event/program. Meetings are held on the second Wednesday of each month at 5 pm at the Mauston City Hall. At least one member of the Applicant Group is required to attend the meeting at which their application will be reviewed.

Applications must be submitted by 4 pm on the first Wednesday of the month prior to the project/event/program to: Mauston City Hall, Attn: GMTA, 303 Mansion Street, Mauston WI, 53948-1329.

Fill out the application as thoroughly as possible. The more info you provide, the easier it will be for GMTA to evaluate the request will benefit overnight tourism.

After the project/event/program, before funds are distributed, organizations are required to submit paid receipts and provide examples of the effectiveness of the event. Failure to provide examples of completed projects/events/programs and proof of expenditures will jeopardize future funding.

All projects/events/programs that receive funding will be required to:

- Display an approved GMTA logo and/or note "Sponsored in part by the Greater Mauston Tourism Association" on all advertising and social media for the project/event/program.
- Share the GMTA web address, www.mauston.com/tourism on the group's website and social media event page.
- Tag GMTA in social media posts and list GMTA as a co-sponsor on Facebook Event page (if applicable.)
- Display the GMTA sign at the location of the project/event/program, if available.

GMTA may provide advertising of approved projects/events/programs on our digital sign, and through social media sharing of content that you post and tag GMTA in.

Proposal Name: Fly-In / Drive-In Date/s of event: 7/6/2024

Event Address, City: Mauston / New Lisbon Union Airport W7493 Ferdon Rd, New Lisbon, WI 53950

Contact Person: Linda Salzwedel Phone Number: 608-843-4632

Email: skygal.linda@gmail.com

Contact Mailing Address: N5866 Woodland Hills Rd, New Lisbon, WI 53950

Requested on behalf of what group? Juneau County EAA Chapter 1365

Please list board members and Officers: President Cary Winch VP Tim Salzwedel

Treasurer William Dow Secretary Linda Salzwedel Director Dr. David Hoffmann

Director Don Schwartz

Are you a Tax Exempt Organization? X Yes No Tax Exempt Number: 27-0047476

Are you a Profit or Non-Profit Organization: Non-Profit

Who maintains funds and finances for the organization? William Dow

Years the organization/group/agency has been in operation? 22 years

****The Committee reserves the right to review the organization's most recent tax statement.**

Purpose or Mission of the organization/group/agency:

Please describe the project/event/program.

The event is all about the community promoting Juneau County and the cities of Mauston and New Lisbon, showing those who are here for the holiday weekend what this community has to offer. The day begins at 7:00am with breakfast served by the Mauston Lions which turns into lunch at 10 – 10:30 am. Displays consist of aircraft of all types and makes, farm and agriculture machinery, antique and classic cars, a vendor event, local law enforcement, Fire department and EMT's, music, military displays by the army and air force, RC Aircraft demonstrations. Leading up to this event are months of advertising on local radio stations, Lynnx 24, and on the web, and on posters throughout the state.

*How it will generate **overnight lodging** in Mauston and in what ways do you plan to track this? If you have had a past project/event/program how has that impacted **overnight lodging** in Mauston.*

The intent is that people will fly in and/or drive in for the event and stay for the holiday weekend. It has been the pattern in the past. In addition, by promoting the area providing visibility of who we are and what we have to offer will bring people back to the area for business and pleasure. An example of this happening is a family made aware of the area now flies in regularly because they purchased a home at the lake, for example. There are families that have moved into the area due to the interest garnered by this event.

Explain what impact your project/event/program will have on all other Mauston businesses (in addition to lodging) including any ways you plan to track this impact.

We can't really track people and their activities regarding their return to the area as a result of the Fly-In except for the above statements. What can be added is that fact that there has been interested parties that have flown into the event and noticed the lakes area with homes, who have inquired about real estate for sale in that area.

Will the proposed project/event/program generate revenue? ☒ Yes ☐ No

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

The cost of putting on this event is roughly \$5000/\$6000. We try to raise enough capital to cover expenses with some margin left over to operate our EAA Chapter, the Young Eagle event, to purchase material for the chapter aircraft building project, plus maybe make some contribution to the airport. We have young teenagers currently interested in aviation that now belong to our chapter and are working on the chapter project and even working toward becoming a pilot themselves, and some have the intent of making aviation a career in mechanics, electrical, or flying. IN the last 4 years EAA Chapter 1365 has initiated a local scholarship program and has awarded four \$1000 scholarships.

Estimate how many people and what geographic range will be targeted by any promotions or advertising.

Approximately 1500 to 2000 people will show for the event, weather permitting. Most that attend are local residents and tourists here for the weekend. Pilots flying in have been from Michigan, Illinois, Iowa, Minnesota, Texas and many points in Wisconsin. The event continues to grow, but we have been affected by inclement weather on some years. The local community and businesses have supported the event with growing local attendees every year. The sponsors are all local businesses and by being a sponsor are first and foremost visible to their primary customer. It is our objective, weather permitting, to increase the visibility of our community as a whole to as many local and transient people as possible with positive local charm impacting local commerce.

Marketing budget for project/event/program. Please list other funding sources for marketing.

Rudig Jensen Abra Auto Body	\$500
Lenorud Services	\$500
Lynxx	\$500
Oakdale Electric	\$500
Bank of Mauston	\$500
Langer Farms	\$500

Please provide the following information you would like to see used in your free advertising provided by the committee:

5-10 key words or brief phrases describing the event: Fly-In / Drive-In event with activities and interests for all ages.

Free entry!

any costs or fees you would like listed: Breakfast and Lunch by the Mauston Lions will be served with their fee.

Phone number, e-mail address and/or website address/es: Linda Salzwedel 608-843-4632 skygal.linda@gmail.com

<http://eaachapter1365.org/>

Would you like an email proof of the free advertising before it goes on-line? ☒ X Yes ☐ No

Please include any other information or materials you believe will help the Committee better evaluate your request:

Linda Salzwedel