

**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: Community Concert Date/s of event: Aug 1, 2025
Event Address, City: Riverside Park, Mauston
Contact Person: Ann Benz Phone Number: 507-202-1266
Email: Stpatrickparish.mauston@gmail.com
Contact Mailing Address: 401 mansion st Mauston WI 53948
Requested on behalf of what group? St. Patrick Church & Mauston Ministerial Assoc.
Please list board members and Officers: Ann Benz Fr. Cruz
Anita Genrich Amber Czys

Are you a Tax Exempt Organization? ☒ Yes ☐ No Tax Exempt Number: (St. Pat's) - 008-0000313614-0

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

Who maintains funds and finances for the organization? St. Patrick's Church

Years the organization/group/agency has been in operation? about 150 years (since 1857)
St. Pat's

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

Purpose or Mission of the organization/group/agency:

Section 4, Item a.

to build community

Please describe the project/event/program.

a Christian music concert with food and drinks

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 band will be staying over night in Mauston. It is our hope that locals will invite out of town family to attend and stay in town for the weekend. Unsure of tracking, as well as weekend visitors. Explain what impact your project/event/program will have on all other Mauston businesses (in addition to lodging) to the area, including any ways you plan to track this impact.

We expect that attendees will purchase food, gas, convenience items, drinks for the event, etc. Hopefully they will stay downtown after the concert and frequent a few businesses.

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?

We are hoping to just break even.

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

200-400 people. We plan to advertise in all of Juneau + Adams Counties. Also Wisconsin Dells + Richland Center. and target local radio listeners.

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

Posters + Signs	\$500	Marketing Coordinator Salary	\$250
Radio Advertising	\$1500	Total =	\$2550
Newspaper	\$300		
Social Media	\$0		

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: Family Event, Christian Music, The Scally Brothers, Food & Drinks, Concessions, Fun for the family

any costs or fees you would like listed: Free Will Donations will be accepted. Food & drinks for sale

Phone number, e-mail address and/or website address/es: 608-847-6054

spatrickpansh@mauston@gmail.com spatricksmauston.com Would

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

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

We have booked The Scally Brothers, a Christian Band, to perform at Riverside Park on Friday August 1st. They will perform for 1 hour. We plan to have food, drinks, etc. as well as local groups selling food trucks. We hope to make it a fun family day.