



## 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](http://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: BBQ - Tober Fest 2024 Date/s of event: Oct 5th, 2024

Event Address, City: RIVERSIDE PARK, Mauston, WI 53948

Contact Person: Micah Playman Phone Number: 414-403-1421

Email: gravityboxbrewing@gmail.com

Contact Mailing Address: 134 E State St, Mauston, WI 53948

Requested on behalf of what group? BBQ-Tober Fest 2024 Planning Committee

Please list board members and Officers: Micah Playman (GBBC)

Tanya Walsh-Lachn (BWD)

Cassie Lydon (Community member)

Are you a Tax Exempt Organization? Yes ☒ No Tax Exempt Number: \_\_\_\_\_

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

Who maintains funds and finances for the organization? G.O.L.D. (Guardians of Lake Decade)

Years the organization/group/agency has been in operation? Year #2

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

Purpose or Mission of the organization/group/agency:

Provide a Fall festival for community growth & build community relations. Demonstrate potential for utilization @ Riverside Park as an event venue.

Please describe the project/event/program.

Backyard (Non sanctioned) Amateur BBQ Pork Rib & Chicken competition coupled with a semi-traditional Oktoberfest celebration. Proceeds will benefit local non-profit organizations: Hatch Public Library, Food Pantry & food

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.

Last year we had 11 entries/participants in the BBQ competition with teams traveling from Eastern MN, Northern WI & Northeast Iowa. Eight teams spent the weekend overnight in Mauston.

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.

Oktoberfest and BBQ events have demonstrated destination tourism traffic for decades. There are no competing events in the surrounding areas.

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 donate any remaining proceeds to the above organizations as mentioned.

Funding for Event Tent, & other games covered by Sponsorships or by GBBC.

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

We anticipate (with average weather) 200+ in attendance. It is not unreasonable to see near 500 in attendance with proper marketing.

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

Event posters for local businesses	\$75	Misc. Ads/Radio Ads
Event banner on bridge railing	\$100	\$250.00.
Sponsorship Banner for event	\$75	
Digital Marketing Campaign	\$100	<del>\$600.00</del>

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: BBQ-Tober Fest 2024, Where the best of backyard BBQ and Oktoberfest celebrations meet!

any costs or fees you would like listed: BBQ Registration Fees \$75.00

Phone number, e-mail address and/or website address/es: gravityboxbrewing@gmail.com

Would

do 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:

## 2<sup>nd</sup> Annual "BBQ-tober Fest" presented by Gravity Box Brewing Co.



### What is it?

- Non-sanctioned Backyard BBQ competition of Pork Ribs & Chicken
- Oktoberfest style celebration.
- Family friendly entertainment.
- All rolled in one! Runs from 11-5pm

### BBQ Info:

- \$75 Entry Fee
- 100% Payout for 1-3<sup>rd</sup>, & people's choice.
- Backyard BBQ style competition judged on taste, texture, smoke, and quality.
- Non-sanctioned event.
- Bring your own meat/minimum of 5 racks of pork ribs & Chicken for 30 samples of white & dark meat.
- All cooking to be done onsite. All smokers must be contained units; no open ground pits. You are responsible for all means to prep/cook your ribs. Water and Power is available onsite.
- Pre-rubs, brine, or seasonings may be applied only after 12:00 Midnight on Oct 21<sup>st</sup>.
- Set-up allowed after 6am Oct 5<sup>th</sup>.
- Meet with judges/contest coordinator at 7am; cooking allowed at 7:15am and thereafter. You are able to set up starting at 6am.
- Turn in for Chicken at 12pm
- Turn in for Ribs at 2pm.
- Tickets will be sold to the public to sample your meats! People's choice prize awarded.

### Oktoberfest Info:

- Local breweries will be onsite serving their Oktoberfest style beers.
- Farmers market 8a-12pm
- Live Fest Music by Big Griffy Jim & the Polka Dots 2p-5pm
- Mobile Axe Throwing, Hammerschlagen and Yard games.
- Best dressed Lederhosen & Dirndl prizes.
- Local Food Vendors

### Other Info:

- Location: Riverside Park, Mauston WI
- Band, Beer Tent and seating area covered by large scale festival tent.
- Additional park pavilion shelter also onsite for inclement weather.
- Proceeds with help support non-profit organizations: Guardians of Lake Decorah, Hatch Public Library, & Mauston Food Pantry. All are registered 501(c)(3).

This is an inaugural event and we have much to learn. Please contact Micah of Gravity Box Brewing: [gravityboxbrewing@gmail.com](mailto:gravityboxbrewing@gmail.com) or 414-403-1421.