



**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 the 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.

AMOUNT REQUESTED: \$1700.00

Proposal Name: State Fair Tourism Booth <sup>Coop with Travel Wisconsin and WI Dept. of Tourism</sup> Date/s of event: Sunday 8-10-25

Event Address, City: State Fair Park, Milwaukee WI

Contact Person: Tamara Loewe Phone Number: 608-427-2070

Email: tjloewe@juneaucounty.com

Contact Mailing Address: XEDC, PO Box 322, Camp Douglas WI 54618

Requested on behalf of what group? Juneau County Economic Development Corporation

Please list board members and Officers: Herb Dannenberg (Pres) Raige Vieth (VP)

Veronica Meyer (Treas/Sec) Bobby Southworth Ray Feldman

Chris Heffel Scott Kniprath Todd O'Neil, and Bonnie Peterson

Are you a Tax Exempt Organization? ☒ Yes ☐ No Tax Exempt Number: #17813-800 (WI-DFI)

Are you a Profit or Non-Profit Organization: Yes 501(c)(6), exempt from income tax but not from sales tax

Who maintains funds and finances for the organization? Executive Director Tamara Loewe, Treasurer Veronica Meyer, and our CPA.

Years the organization/group/agency has been in operation? Formally organized in 1991.

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



Purpose or Mission of the organization/group/agency:

Economic and community development of Juneau County and its communities, including tourism development and tourism promotion of the City of Mauston

Please describe the project/event/program.

Promoting tourism in the Wisconsin Products Pavilion Building at the state fair. Partnership opportunity to have table next to Travel Wisconsin and the Wisconsin Dept. of Tourism.

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?

This will be our 4th consecutive year promoting the Greater Mauston and Juneau County region for tourism. Local representatives connect with, present to, and offer free promo swag to fairgoers. Feedback at the event has been extremely positive.

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.

Many state fair guests on this last day are from the local Milwaukee area - a targeted population to visit Mauston/Juneau. Visitors during the 2 1/2-3 hours each way will need overnight lodging ("heads on beds") as well as other amenities such as meals, shopping, hiking, etc.

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?

Not directly, and not for JCED or the volunteers staffing the event.

Indirectly yes for the hotels and businesses in Mauston/Juneau that see more tourism as a result of this promotion.

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

The 2024 Wisconsin State Fair saw a record-breaking 1,136,805 visitors! And the Wisconsin Products Pavilion saw 81,000 visitors on the last day alone. We expect the 2025 attendance to be at least this many, or higher. The last day of demographics include a lot of families, which are ideal tourists to Mauston/Juneau.

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

\$ 250.00 Tourism Booth rental	\$ 0 Volunteer Staff hours (donated)
\$ 500.00 Swag/giveaway items	\$ 0 JCED Coordination Staff hours (donated)
\$ 650.00 Volunteer Staff travel mileage	\$ 0 Signage, displays, print materials (in kind)
\$ 300.00 Volunteer Staff lodging - 1 night	

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:

Greater Mauston Tourism & JCED promote tourism for our area at the State Fair!

any costs or fees you would like listed:

Na

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

Na

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: