



**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 and 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:** 4,000

**Proposal Name:** The Market at Riverside Park , Mauston

**Date/s of event:** Saturdays, May4- Oct26

**Event Address** Riverside Park 303 Mansion St. Mauston

**, Contact Person:** Angie Cain Phone Number: 414-216-1774 Email: info@themarketmauston.com

**Contact Mailing Address:** 204 Kittelson Apt. 203 Elroy, WI 53929

**Requested on behalf of what group?** The Market aka farmers' market

Historically, the Farmers' Market operated under the umbrella of The Chamber of Commerce. Moving forward, the community would like to see the farmers' market continue its long history and has great plans for growth.

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

**Are you a Profit or Non-Profit Organization:** No

**Who maintains funds and finances for the organization?** Angie Cain

**Years the organization/group/agency has been in operation?** New

Purpose or Mission of the organization/group/agency:

**Please describe the project/event/program.** Our mission is to support and strengthen Juneau County's small, sustainable family farms by creating and operating a vibrant, neighborhood-scale market where farmers and food producers can sell their goods, develop relationships with customers, and grow their capacity to produce local ingredients and artisanal products. Local farms make our communities more welcoming, more food-secure, and much more delicious. Our mission is to help them thrive. Along with supporting local farmers, The Market offers local artists, crafters, musicians, food vendors and non profits, a venue to engage with the public, promote their mission, and sell direct to consumers.

We know that the heartbeat of every successful community are its residents, and seeing the residents of Mauston and Juneau county thrive in small business is not only good for our economy, it's good for our hearts too.

**How will The Market generate overnight lodging?** In 2024, we will work heavily on getting the word out about The Market, with simple events and activities to draw guests in namely, quality live local musicians, unique food options, and quality vendors. Our marketing net reaches as far as Milwaukee/Illinois guests who will need overnight accommodations when visiting.

**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. Riverside Park's location in proximity to downtown businesses and food row lends itself to further patronizing of local business. We will track success by attendance and sales.

**Will the proposed project/event/program generate revenue?**

It is our goal that The Market would generate revenue long term. We are putting into place strategies to

help with that, however, at present, all monies go to promote, maintain and cover business expenses.

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

Mauston Chamber	In -kind donation yard sale signs ( 15 blank to be used)
Bank of Mauston	Website Sponsorship \$380 paid
Vendor Fees	Elroy theater ad \$300 paid
<a href="#">BANK LEDGER AVAILABLE UPON REQUEST</a>	

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

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

Attached

While there isn't a board, the vendors of prior years, under the invitation of Ms. Diane, have formed a committee to help to organize and structure the 2024 market season. Angie Cain has volunteered to serve as market manager for the season. Angie will attend online Farmers' market classes and is forming an advisory board to assist . The committee - Angie Cain, Bryce Hollis, Noah Hollis, Victoria S.