



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 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: \$2,500
Proposal Name: 8th Annual Lake Decorah Ice Fishing Tournament Date/s of event: 1/18/25
Event Address, City: Riverside Park, Mauston
Contact Person: Jordan Wilke Phone Number: 608-792-1971
Email: parksup@mauston.com
Contact Mailing Address: 611 Grove St Mauston WI 53948
Requested on behalf of what group? (GOLD) Guardians of Lake Decorah
Please list board members and Officers: Jordan Wilke - P Mike Tacke - VP
Justin Kluge - T Rocky Shepard - S Jim Allaby - B.M
Are you a Tax Exempt Organization? X Yes ___ No Tax Exempt Number:
Are you a Profit or Non-Profit Organization: Yes 501c3
Who maintains funds and finances for the organization? Justin Kluge
Years the organization/group/agency has been in operation? 501c3-4 yrs 9 yrs as group
**The Committee reserves the right to review the organization's most recent tax statement.

Purpose or Mission of the organization/group/agency:

Working together to enhance and improve water quality in and around Lake Decorah through a series of grassroots activities and collaborative partnerships throughout the Lemonweir River watershed.

Please describe the project/event/program.

please see attached letter

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?

We average 90-120 anglers -> At least 1/2 out of the area and about a Dozen from out of state.

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 see groups going out for Drinks and food the night before and after the event as well as shopping for needed supplies

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?

All proceeds go into Lake Decorah and the watershed. From weed harvesting operation to the implementation of the Lake management plan approved by the DNR

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

We hope to impact more with social media this year, using multiple radio stations that reach to madison up to Tomah

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

Raffle tickets -> \$400 est.	
social media -> \$500.	
Radio stations - \$900ish x 2	WRJC partial Donation

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 Fun on the ICE

Followed by prizes, raffles, dan fire, food and Drinks.

any costs or fees you would like listed: \$20 to register, 15 & under Free

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

Guardians of Lake Decorah Facebook page

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 are excited to announce the 8th annual Lake Decorah Restoration Ice Fishing Tournament, scheduled for January 18th, 2025. This event has become a cherished tradition in our community, uniting anglers from across the state and families in their love for the great outdoors. More importantly, it serves as a vital fundraiser for the ongoing Lake Decorah Restoration efforts, a project dear to the hearts of the City of Mauston and the Guardians of Lake Decorah (GOLD), who have dedicated eight plus years to this important cause.

Nestled in Mauston on the Lemonweir River flowage, Lake Decorah's once-pristine waters have faced challenges due to excess nutrients entering the lake from various sources. This influx has led to the proliferation of aquatic plant growth, negatively impacting water quality, aquatic life, and recreational opportunities. To address these issues, GOLD was founded in early 2018, supported by the City of Mauston and countless dedicated volunteers who have initiated small-scale projects aimed at reducing nutrient loading and sedimentation in the lake.

Past tournament proceeds have been instrumental in conducting water quality tests, securing cost-sharing grants for a comprehensive lake study, and acquiring a weed harvester and operation of it. Also, our focus is on completing the current engineering study, which forms a crucial part of a 9-key element plan that the county has funded. This plan will guide us towards effective solutions and help us secure essential federal funding for future restoration projects. Notably, GOLD purchased a weed harvester in the spring of 2022, and it has been operational for three seasons, with this year yet again doubled its impact.

None of these endeavors would be possible without the generous support of our local community and businesses like yours. We kindly request your assistance in our mission. You can help by donating an item that can be used as part of a raffle during the event or by providing a monetary donation to assist with event costs and prizes. In recognition of your support, your name will prominently be featured on multiple signs displayed at the event, showcasing your commitment to Lake Decorah's restoration.

Your contribution, no matter the size, will make a significant difference in our ongoing efforts to preserve and revitalize Lake Decorah. We firmly believe that together, we can make a lasting impact on this beautiful natural resource that holds a special place in our community's heart.

Sincerely,

Jordan Wilke

GOLD President

Tel: 608-548-2831 Email: parkssup@mauston.com

