

October 14, 2024

134 E State St

Mauston, WI 53948

Dear GMTA Board:

Attached are the final receipts for our printing and marketing materials from the 2<sup>nd</sup> Annual BBQ-Tober Fest. We saw over 300 in attendance at our function and were able to raise \$1500 in proceeds to be donated equally across 3 local organizations: Hatch Public Library, Mauston Food Pantry, & Guardians of Lake Decorah.

We are asking for an addendum to be made to our initial application request of \$600.00 to help offset the marketing costs that did exceed our initial budget. We would like to request an additional \$600.00 for this purpose. We feel this additional marketing push assisted in drawing a larger crowd than expected and contributed to the overall success of the event.

Please feel free to reach out with any questions.

A handwritten signature in black ink, appearing to read 'Micah Playman', with a long horizontal line extending to the right.

Micah Playman

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in the organization's operations.

2. The second part of the document outlines the various methods and tools used to collect and analyze data. It highlights the need for consistent data collection procedures and the use of advanced analytical techniques to derive meaningful insights from the data.

3. The third part of the document focuses on the implementation of data-driven decision-making processes. It discusses how the collected data is used to identify trends, assess risks, and inform strategic planning. It also mentions the importance of regular communication and reporting to stakeholders to ensure they are kept up-to-date on the organization's performance and future plans.

4. The fourth part of the document addresses the challenges and opportunities associated with data management. It notes that while data provides valuable insights, it also presents challenges such as data privacy, security, and integration. It suggests that organizations should invest in robust data management systems and policies to overcome these challenges.

5. The fifth part of the document concludes by summarizing the key findings and recommendations. It reiterates the importance of a data-driven approach and encourages the organization to continue to refine its data management practices to stay competitive in the market.

6. The sixth part of the document provides a detailed overview of the data collection process, including the identification of data sources, the design of data collection instruments, and the implementation of data collection procedures.

7. The seventh part of the document discusses the various data analysis techniques used to process the collected data. It includes a detailed description of the statistical methods and software tools used for data analysis.

8. The eighth part of the document provides a comprehensive overview of the data management system, including its architecture, components, and the role of each component in ensuring data integrity and security.

# conceptprinting

Copy

## Invoice

Invoice #: 01224391  
Date: 9/9/2024  
Ship Via:  
Page: 1

Bill To:

Gravity Box  
134 E. State Street  
Mauston, WI 53948

Ship To:

Gravity Box  
134 E. State Street  
Mauston, WI 53948

Description	Amount	Tx
3'x6' BBQ Fest Info Banner 24, printed 4/0, 18oz with grommets	\$76.50	X
Typesetting / Set up	\$15.00	X
24 BBQ Fest Posters, 11x14.5, printed 4/0, 10pt C1S	\$25.00	X

\$116.50

Freight: \$0.00

Sales Tax: \$6.41

Total Amount: \$122.91

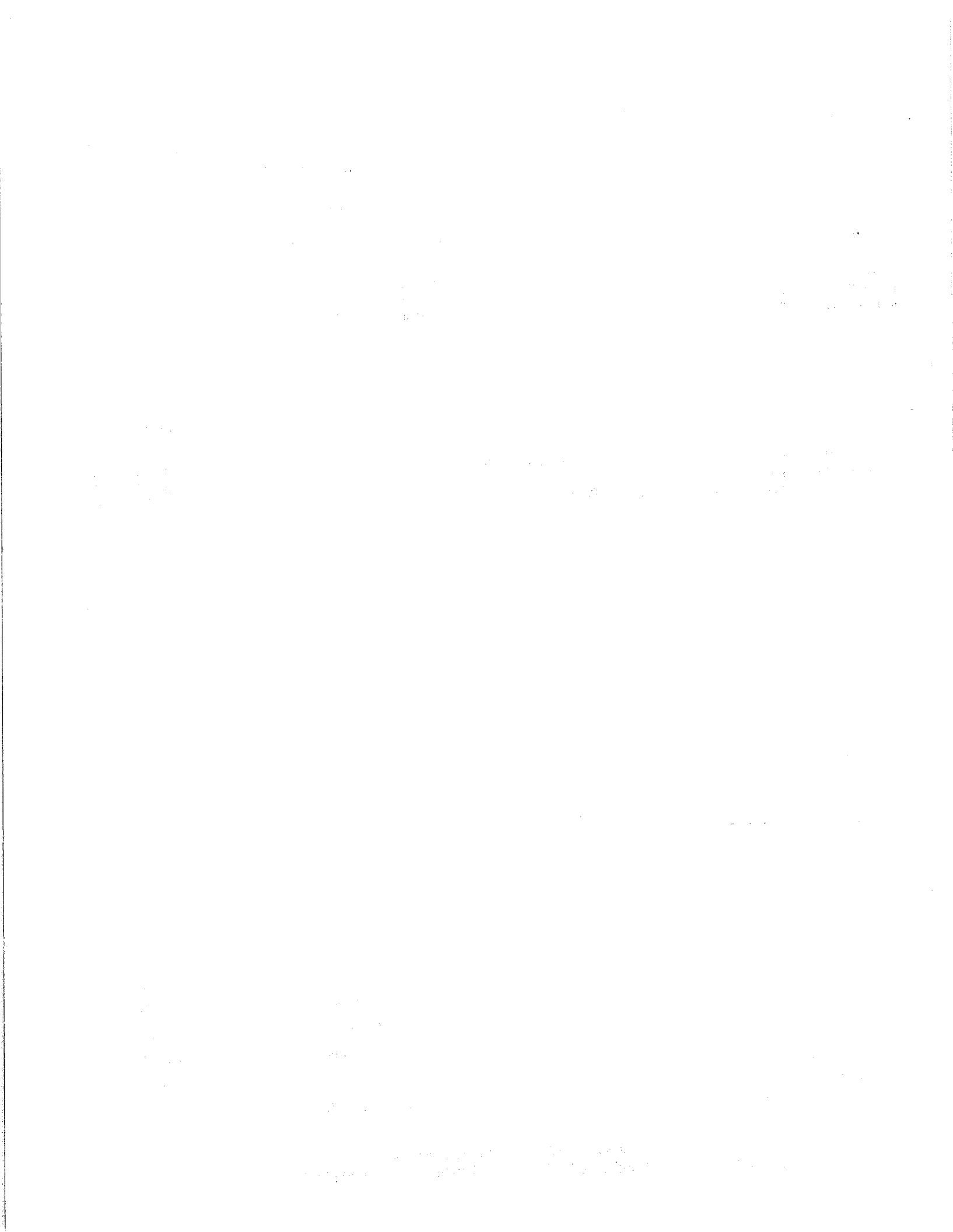
Amount Applied: \$0.00

**Balance Due: \$122.91**

Your Order #:

Shipping Date:

Terms: Net 15




Copy

# 2<sup>nd</sup> Annual OKTOBER FEST AD SUMMARY

## AD CAMPAIGN PREVIEW

Ad preview



 Gravity Box Brewing Company  
September 19 at 11:00 AM · Published by Brandon Wikman


**2nd Annual BBQ & Oktoberfest!**  
Where: Riverside Park, Mauston, WI  
When: October 5th, 2024  
What: BBQ Competition w/ Pork Ribs + Chicken!  
Join us for Live Music, Local Breweries, Yard Games, Mobile Axe Throwing, Local Food Trucks and More! Attend for Free.  
For More Details & Competition Entries, PM Page or Sign Up Here:  
<https://forms.gle/ted7ULKA44YU1Rnz8>



Gravity Box Brewing Company  
Brewery

Ad preview



 Gravity Box Brewing Company  
September 19 at 11:36 AM · Published by Brandon Wikman

**COMPETITORS WANTED!**  
Where: Riverside Park, Mauston, WI  
When: October 5th, 2024  
What: BBQ Competition w/ Pork Ribs + Chicken!  
For More Details & Competition Entries, PM Page or Sign Up Here:  
<https://forms.gle/ted7ULKA44YU1Rnz8>  
non-sanctioned backyard BBQ competition with Pork Ribs and Chicken!  
\$100 entry fee to compete in the BBQ competition with 100% payout (1st-3rd & Peoples Choice). Proceeds to benefit local non-profit organizations.

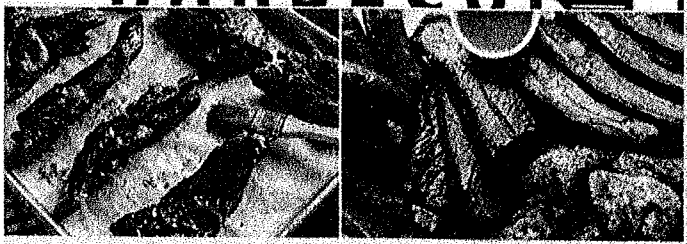
### BBQ COMPETITION

WHERE: MAUSTON, WI  
WHEN: OCTOBER 5TH, 24  
WHAT: RIBS & CHICKEN



### 2ND ANNUAL

### BARBECUE



Gravity Box Brewing Company  
Brewery

# AD CAMPAIGN RESULTS

## View results

### Performance

\$219.62 spent over 4 days.

Messaging conversations started

2

Reach

7,460

Cost per Messaging Conversation Started

\$109.81

### Activity

Post engagements

318

3-second video plays

218

Post reactions

33

Link clicks

31

See all

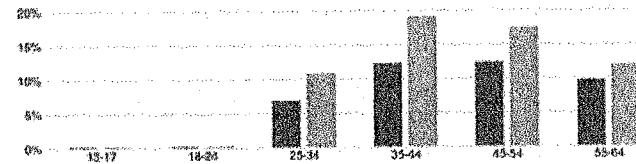
View prospects

### Audience

This ad reached 7,460 people in your audience.

People Placements Locations

41.0% Women 59.0% Men



### Audience details

Custom audience

Lookalike (US, 10%) - Pagelike: Gravity Box Brewing Company or Pagelike: Gravity Brewing Company

Location

United States: Mauston (+40 mi) Wisconsin

Reach more people if you've added cities and regions

Off

Age

25 - 60

Advantage detailed targeting

On

## View results

### Performance

\$332.16 spent over 8 days.

Messaging conversations started

13

Reach

6,438

Cost per Messaging Conversation Started

\$25.55

### Activity

Post engagements

261

Link clicks

63

Post reactions

52

Post comments

16

See all

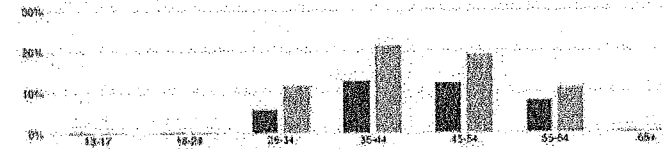
View prospects

### Audience

This ad reached 6,438 people in your audience.

People Placements Locations

38.1% Women 61.9% Men



### Audience details

Location

United States: Mauston (+42 mi) Wisconsin

Reach more people if you've added cities and regions

Off

Age

25 - 60

People who match

Interests: Barbecue grill, Charcoal, weber grills, Smoking (cooking), Smoking-Meat.com, Grilling, Barbecue or Kingsford (charcoal)

Advantage detailed targeting

On

Edit Audience

## View results

### Performance

\$87.53 spent over 7 days.

Messaging conversations started

Reach

3,044

2

Cost per Messaging Conversation Started

## View results

### Activity

Post engagements

Link clicks

57

Post reactions

47

Post shares

15

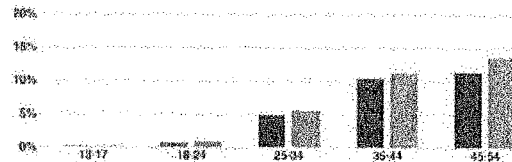
See all

### Audience

This ad reached 3,044 people in your audience.

People Placements Locations

40.9% Women 59.1% Men



### Audience details

Location

United States: Mauston (+40 mi) Wisconsin

Reach more people if you've added cities and regions

Off

Age

18 - 66+

People who match

Interests: The BBQ Guru, weber grills, Barbecue in the United States Pitmasters, Kansas City Barbeque Society or Barbecue

Advantage detailed targeting

On

Edit Audience

### Performance

\$75.94 spent over 7 days.

Messaging conversations started

Reach

3,661

1

Cost per Messaging Conversation Started

\$75.94

### Activity

Post engagements

213

Link clicks

58

Post reactions

38

Post shares

0

See all

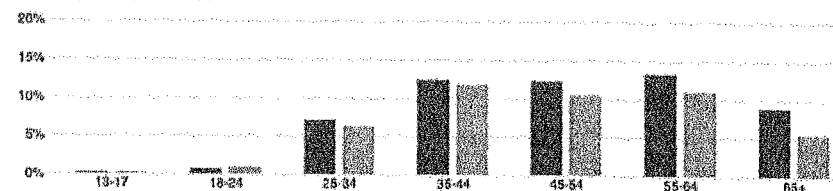
View prospects

### Audience

This ad reached 3,661 people in your audience.

People Placements Locations

54.6% Women 45.4% Men



### Audience details

Custom audience

Lookalike (US, 10%) - Pagelike: Gravity Box Brewing Company or Pagelike: Gravity Box Brewing Company

Location

United States: Mauston (+35 mi) Wisconsin

Reach more people if you've added cities and regions

Off

Age

18 - 65+

Edit Audience

## View results

### Performance

\$332.16 spent over 8 days.

Messaging conversations started

13

Reach

6,438

Cost per Messaging Conversation Started

\$25.55

### Activity

Post engagements

Link clicks

83

Post reactions

82

Post comments

16

See all

### Audience

This ad reached 6,438 people in your audience.

People Placements Locations

38.1% Women 61.9% Men

30%

20%

10%

0%

13-17

18-24

25-34

35-44

### Audience details

Location

United States: Mauston (+42 mi) Wisconsin

Reach more people if you've added cities and regions

Off

Age

25 - 60

People who match

Interests: Barbecue grill, Charcoal, weber grills, Smoking Grilling, Barbecue or Kingsford (charcoal)

Advantage detailed targeting

On

Edit Audience

## View results

### Performance

\$40.37 spent over 8 days.

Post engagements

466

Reach

5,713

Cost per Post Engagement

\$0.09

### Activity

Post engagements

466

Link clicks

131

Post reactions

43

Post shares

5

See all

### Audience

This ad reached 5,713 people in your audience.

People Placements Locations

34.8% Women 65.2% Men

30%

20%

10%

0%

13-17

18-24

25-34

35-44

45-54

55-64

65+

### Audience details

Custom audience

Lookalike (US, 10%) - Pagelike: Gravity Box Brewing Company or Pagelike: Gravity Box Brewing Company

Location

United States: Mauston (+35 mi) Wisconsin

Reach more people if you've added cities and regions

Off

Age

18 - 65+

Edit Audience



***TOTAL AD SPEND: \$1,277***

***REACH: 32,754***

