

November 1, 2024

Mauston City Hall
Attn: Room Tax Committee
303 Mansion Street
Mauston, WI 53948-1329



Dear Directors of the Greater Mauston Tourism Association,

Thank you for your on-going support of the Annual Waterfest Event on Castle Rock Lake. Our 2024 event was another wonderful time for all involved!

Below is an itemization of just some of our advertising expenditures for promoting this destination tourism event. Please let me know if you have any questions.

We greatly appreciate your sponsorship grant and are so grateful for your legacy of support. Each year our financial goal for this event is to break even with sponsorships like yours covering all costs. Waterfest is a non-profit endeavor.

Date Paid	Amount	Paid To	For
2/13/2024	\$ 485.00	Concept Printing	What's Floatin Print Ad and Website Banner
10/4/2024	\$ 500.00	WRJC	Radio Advertising
10/4/2024	\$ 224.95	Madison Media Partners	Print Ad in Juneau County Start Times Newspaper
Total	\$1,228.95		

****If it's possible to amend our original request for \$1000.00 sponsorship to \$1228.95 to fully cover these 3 advertising costs, we would greatly appreciate it!***

Sincerely,

TJO Loewe

Tamaya Loewe
Waterfest Committee Chair

It's been months since our grant application was made this summer, but we've just completed the reconciliation and paid final bills last month so we have accurate documentation for you!



2024 What's Floatin' Ad
Concept Printing

WATERFEST

What's Floatin'
LE ROCK LAKE FUN GUIDE

2024 Advertising Agreement

Cost in placing an ad in What's Floatin'!

Prices are listed below.
Advertiser's establishment from May 4 through September 30 on our Calendar of Events limited Calendar of Events listings may include only basic event information. Music by ABC Band, 9 pm, cover charge.)
Happy or Happy Hour will not be included.

DEADLINES:

copy and artwork (logo, photos, line art, etc.)
by **28, 2024** (Ad space not reserved by this date will be considered open)

Ad at Concept Printing no later than **March 31, 2024**

Floatin' Website

Ad by deadline will be included on the website for free.
Ad put on the website, but may not be able to be included in the print version, or further information if needed.
Ad on whatsfloatin.com are available for \$40 annually.

(please select one):

Ad (Black & Cyan)

Ad

Ad to link from your ad on WhatsFloatin.com to your website

Waterfest (JCEDC)

Name of Business

Po Box 322

Mailing Address

Camp Douglas, WI 54618

City, State, Zip

Website, IF you would like an online link from your ad to your site (\$40 Annually)

2058

Ad to provide contact information **where we are able to reach you** proofs of your ad or other information.

For payment by credit card:

Credit Card Number

Expiration Date

3 Digit Code on Back of Card

Billing Address Zip Code

Signature

Amount to charge (Ad only, or Ad plus Website Link)

2-13-24
\$485.00



INVOICE 0524-024

17 July 2024

\$ 500.00

PAYMENT DUE BY: upon receipt

WRJC
N5240 Fairway Lane
Mauston, WI 53948

WATERFEST

WRJC

Invoice # 0524-024

Waterfest 2024 radio promo

UNIT PRICE	LINE TOTAL
1,800.00	1,800.00
-1300.00	-1300.00

Net Total	\$500.00
Tax	
TOTAL	\$500.00

10-4-24
\$ 500.00

PRODUCT DUTIES USE WITH 91683 EMILOPE Deluxe Corp 1-800-328-0304 or www.deluxe.com/shop

WRJC - N5240 FAIRWAY LANE - MAUSTON, WI 53948

206C



WATERFEST

Madison Media Partners
Order # 216765 -1 JCST
Waterfest Thank You Ad 8/22/24

10-4-24
\$ 224.95

ACCOUNT NUMBER	PAGE NO.
190-60002653	1 of 1
BILLING PERIOD	TERMS OF PAYMENT
07/29/2024 -- 08/25/2024	Net 20
CUSTOMER NAME	CUSTOMER NUMBER
JUNEAU CO ECON DEVELOPMENT	190-60002653

Items	Billed Units	Times Run	Net Amount
Right Forward Thank you	3.000 x 10.000	1	0.00 224.95

via e-mail. Emails containing credit card numbers will be blocked.
our lockbox in the envelope provided.

90 DAYS	OVER 120 DAYS	TOTAL AMOUNT DUE
0.00	0.00	224.95

of 1% (\$1 Min) applied to all past due
ads, which is never greater than our
**Madison Media Partners
Lee Advertising
PO Box 4690**

Gondola Level Sponsors
Madison, Lodge at Mauston,
Madison, Sunnyside & Giggles
2061

American Bank, Buckhorn Campground & RV Resort,
Buckhorn Grill & Bar, Buckhorn Store, Carter's Pub,
Castle Rock Marine, GLM Welding, J&S LiquorMart,
Mauston Equipment, Mile Bluff Medical Center,
Reel Brothers Harley Davidson, Shipwreck Bay,
Throttle Out Marine, Yellow River Vintage & Cabin Decor



Dinghy Level Sponsors
Cardinal Marine & Power Sports, Castle Rock Hideaway,
Cedar Springs BP, Critters Pet Shop, Dough Boyz Pizza,
J&B Deli, Mauston Park Oasis Family Restaurant,
Mauston True Value, Necedah True Value, O'Reilly's Auto Parts,
Town of Germantown, Wisconsin River Meats

Purpose or Mission of the organization/group/agency:

The purpose of the Waterfest Planning Committee is to plan, promote, fundraise, and execute this annual event on Castle Rock Lake (Mauston/ Juneau County side) to attract and entertain visitors to the Greater Mauston area.

Please describe the project/event/program.

The Castle Rock Lake Waterfest Event is a celebration of fun on our lakes! There are many family-friendly activities occurring at and around the Castle Rock County Park and the local businesses, including music, parades, food, all culminating in a spectacular fireworks finale show on the lake!

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?

Please see attached survey for details. Annual economic impact of Waterfest is approximately \$1.5M. It is a destination event that draws tourists to Mauston and the Castle Rock Lake area.

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.

Please see attached survey for details. Annual economic impact of Waterfest is approximately \$1.5M. It is a destination event that draws tourists to Mauston and the Castle Rock Lake area.

Will the proposed project/event/program generate revenue? ___ Yes X No

If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

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

Tens of thousands of people are targeted in marketing efforts which include the What's Floatin Magazine, local and non-local visitors databases, social media, WRJC radio, Juneau County Star Times Newspaper, and more.

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

Radio	\$500
Magazine	\$500
Newspaper	\$250

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: Waterfest Celebration & Fireworks on Castle Rock Lake and County Park Saturday Aug 3rd!

any costs or fees you would like listed: _____

Phone number, e-mail address and/or website address/es: (608) 427-2070

JCEDC@JuneauCounty.com/waterfest

Would you like an email proof of the free advertising before it goes on-line? ___ Yes X No

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



The Economic Impact of WATERFEST

on the Juneau County
Castle Rock Lake Area

4000
people visit...
2 out of 3
for Waterfest

88%

Stay Overnight

(most stay
3-4 nights)

Typical Group Size is

5

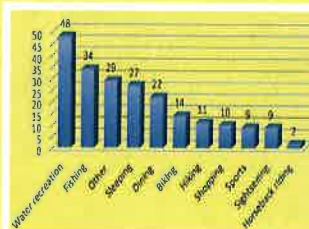
- 3 Kids
- 2 Parents
- 1 Pet (1/3 bring)

4 out of 5

have an Annual Household Income Above

\$50K

92%
are return
visitors



ACTIVITIES
in addition to
WATERFEST
visitors participated in



Waterfest Boat Parade & Park Fest brings

\$1.5 MILLION

into our local economy annually!

This report was produced by JCEDC using raw data compiled during a 2015 Tourism Survey. People were surveyed voluntarily at random in 2 locations. The 405 participants surveyed were deemed an adequately representative 10% sampling size. WI Dept of Tourism formulas were conservatively applied by the NCWRPC to extrapolate local economic impact.