

Item	Additional (one-time) Start Up Costs total	GMTA Yearly Cost	Description	Breakdown of total costs			
				Yearly Vendors Cost	One time vendor costs	Director/On The Line Presence	One time Director Development
ATV Show in Oshkosh							
First-year cost:							
Yearly Cost:		\$25,675.00	Booth space, sponsorship for show, giveaways, travel, chicken fling (an engaging activity!)	\$15,550.00		\$10,125.00	
Start Up Cost:	\$8,865.00		Backdrop, signage, technology to show video on (all can be used at other events as well)		\$6,300.00		\$2,565.00
Travel Wisconsin Partnership		\$19,045.00	Co-op program, email, social media, and State Fair Booth	\$10,000.00		\$9,045.00	
Print Ads		\$34,144.00	Includes Hidden Valley, Travel Wisconsin Seasonal Guide, Travel Wisconsin Visitor Guide, Snowmobile map, Juneau County Visitor Directory, What's Float'n, Midwest Rider, Our Wisconsin, Lake Map	\$24,964.00		\$9,180.00	
Event Calendar Marketing		\$43,320.00	Managing and promoting the event calendar, weekly e-newsletter, and digital sign	\$1,200.00		\$42,120.00	
Social Media		\$7,375.00	Partnering with Influencers to showcase Mauston to their audience	\$4,000.00		\$3,375.00	
Event Marketing (based on 7 events)		\$23,650.00	Each event grant given will include a Google ad, an ad in MN, Madison, and Chicago areas, space on our digital sign, and social media posts. I will work with the organizers to facilitate these ads and be sure they have our GMTA sign and flyers at the event	\$12,850.00		\$10,800.00	
Website							
Yearly cost:		\$7,020.00	Website maintenance	\$0.00		\$7,020.00	
Revamp cost:	\$8,100.00		Website Revamp		\$0.00		\$8,100.00
Mauston App							
Yearly cost:		\$18,900.00	Maintain App, help businesses use the app, help community use features such as the forms for parades	\$5,400.00		\$13,500.00	
Creation Cost	\$21,600.00		Develop app using App My Community that will list places to visit, shop, stay, and local events. It will allow businesses to give push notification to people who have "liked" them in the app. Marketing will be created for local businesses as well as travelers to get associated with the app.				\$21,600.00
Banners/Art Walk	\$11,025.00		Banners for light poles in town. The art Walk event will look for local artists to create designs for some banners, and others will have our branding and information on them.		\$9,000.00		\$2,025.00
Market Research	\$6,780.00		Market research (Nov. & Dec.)		\$300.00		\$6,480.00
Placer/tracker	\$33,500.00		Placer/tracker system		\$20,000.00		\$13,500.00
	Additional (one-time) Start Up Costs total	GMTA Yearly Cost		Yearly Vendors Cost	One time vendor costs	Director/On The Line Presence	One time Director Development Costs
Totals:	\$89,870.00	\$179,129.00		\$73,964.00	\$35,600.00	\$105,165.00	\$54,270.00