



Cover Page
Richland Center Tourism Commission
Tourism Event Sponsorship Grant Program Application

Project Title:

DRIFTLESS AREA DEER CLASSIC 2024

Full Legal Name of Applicant/Organization:

RICHLAND CENTER ARCHERY CLUB

Applicant's Address:

106 SOUTH ROSA STREET RICHLAND CENTER WI 53581

Name of Primary Contact:

JAMES BIRCH

Telephone:

1 (608) 475-4963

Email: jimbirch@hotmail.com

Website:

NA

Location of Project:

RICHLAND CENTER COMMUNITY CENTER

Event Date(s):

2/24/2024



Intended Ad Placement (List Publication and Location with Sample wording/ad Layout):

100.9 WRCO ,105.9 KPO VIROQUA,RICHLAND OBSERVER, BOSCOBEL DIAL, HILLSBORO CENTRY,MUSCODAY INDIPENDANT, FACEBOOK, WISCONSIN OUTDOOR NEWS, WISCONSIN BUCK AND BEAR MAGIZINE,450 EMAILS FROM PAST ARCHERY CLUB SHOOTERS. DRIFTLESS AREA DEER CLASSIC FEB 24 2024 9 AM TO 5 PM RICHLAND CENTER COMMUNITY BUILDING. \$5 ADMITION, KIDS 12 & UNDER FREE, INFO (608) 475-4963

Description of event and how it relates to tourism:

OUTDOOR ENTHUSIASTS AND HUNTERS WILL COME TO OUR SHOW TO HAVE THERE DEER HEADS OFFICIALLY SCORED FOR POPE AND YOUNG, WISCONSIN BUCK AND BEAR, AND BOONE AND CROCKET RECORDED BOOKS. THERE TROPHEYS WILL THEN BE PUT ON DISPLAY FOR OTHERS TO VIEW.VENDERS WILL ALSO HAVE THERE ITEMS OUT FOR DISPLAY. ARE COUNTY IS ONE OF THE TOP TROPHEY PRODUCING AREAS IN THE NATION. HUNTERS WILL TRAVEL HERE TO SEE THE SHOW AND LOOK AT THE RECORD BOOKS TO SEE IF THEY WANT TO HUNT HERE. THEY OFTEN STAY IN OUR AREA TO HUNT DEER, TURKEYSAND FISH FOR TROUT.. MANY WILL LEASE LAND, BUY LAND, OR HUNT ON PRIVATE AND PUBLIC PROPERTY.

Projection of the project’s ability to generate overnight stays:

Target Audience:	WILDLIFE ENTHUSIASTS FROM ACROSS WISCONSIN, MINISOTA AND IOWA		
Total Event Budget:	\$8,346.85	Amount for Advertising:	\$1,797
In-Kind Value:	\$4,000	Grant Request:	\$1,500

To be completed by the Richland Center Tourism Commission:

Award NO Explanation:

YES Amount of Award:

Tourism Meeting Agenda Date: Date of Approval:

Signature of Commission Chair



Application Narrative Richland Center Tourism Commission Tourism Event Sponsorship Grant Program Application

Please answer the following questions.

1. What is the name and location of the event?
2. DRIFTLESS AREA DEER CLASSIC.
3. RICHLAND CENTER COMMUNITY CENTER

4. Describe the event in as much detail as possible. Include a proposed timeline that you will follow to plan and run your event. (We recommend that your timeline begin at least six months prior to the start date of your event and end no sooner than two months after the end date of your event.) WE HAVE A MEETING IN MARCH AND DISCUSS WHAT WENT WELL AND WHAT NEEDS IMPROVED. WE THEN DECIDE IF THE RICHLAND CENTER ARCHERY CLUB WOULD LIKE TO DO A DEER SHOW THE FOLLOWING YEAR. I THEN GO THROUGH OUR SUPPLIES TO SEE WHAT NEEDS TO BE BOUGHT FOR THE NEXT YEAR. IN OCTOBER I MAKE CHANGES TO THE PAPERWORK AND HAVE A MEETING TO GET EVERYTHING APPROVED. FLYERS AND SIGNS GET SENT TO THE PRINTERS IN NOVEMBER. LETTERS TO THE VENDERS AND SPONSORS GET SENT OUT IN JANUARY. WE HAVE TWO MEETINGS IN FEBRUARY TO GET EVERYTHING FINALIZED AND MAKE SURE WE HAVE PEOPLE SIGNED UP TO RUN THE EVENT.

5. Provide a brief history of your organization or business. Include how long your organization or business has been in existence. List any partner businesses or organizations that will help you to coordinate or run this event. _____ THE RICHLAND CENTER ARCHERY CLUB BEGAN IN 1952 AS THE INDIAN HEAD ARCHERY CLUB. 1972 THE CLUB MOVED TO ITS PRESENT LOCATION AT 25561 MOORES PATH AND BECAME INCORPORATED, IN THE WINTERTIME WE HAVE SHOT INDOORS AT DIFFERENT LOCATIONS AROUND TOWN OVER THE YEARS AND ARE PRESENTLY SHOOTING 5 SPOT AND ANIMAL LEAGUES AT OPEN SEASONS HUNTERS OUTLET. WISCONSIN BUCK AND BEAR CLUB WILL HELP US AT THE DEER SHOW BY HAVING OFFICIAL POPE AND YOUNG, AND BUCK AND BEAR SCORERS AT OUR SHOW TO SCORE DEER HORNS AND BEAR SKULLS,



6. Describe how you will market the event to participants from outside 60 miles and describe any media coverage (if applicable) you anticipate the event will receive. WE PLACE ADVERTISING ACROSS WISCONSIN, MINNESOTA & IOWA, RADIO & NEWSPAPER ADS, FACEBOOK, SHOOT CARDS FROM THE LOWER WISCONSIN AREA, AND E-MAIL LIST OF OUT-OF-STATE RESIDENTS WHO HAVE ATTENDED OUR SHOOTS IN THE PAST. THIS YEAR WE ARE EXPANDING OUR ONLINE PAID ADVERTISING THROUGH SOCIAL MEDIA AND GOOGLE ADS. WE HAVE PLACED PAID ADS IN EVENT LISTINGS IN BUCK & BEAR MAGAZINE AND THEIR WEBSITE. ALSO AN AD HAS BEEN PLACED ON THE CITY DIGITAL BILLBOARD ON HWY 14. _____
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**After the Event - Grant Reporting Richland County Tourism Commission
Tourism Event Sponsorship Grant Program** *(Please complete and return to City Clerk's Office within 30 days after the event.)*

Event Name:

Contact Name:

Phone:

Email:

Event Date:

1. Provide a final budget showing all actual expenses, and income showing any in-kind and donations as well. (Copies of invoices and payments must be submitted.)





2. Provide a listing of all places where printed ads were placed indicating/showing the size of the ad and cost as well as a copy of each ad.

SEE 2023 ADVERTISING DEER SHOW ABOVE

3. Provide a copy of all flyers/posters.
4. Document attendees' home cities and the number of nights they stayed in Richland Center.

5. Approximate attendance at your event. _____

6. Inform the committee if you will do another event next year. Why, or why not?

7. Any further comments: