



Richland Center Tourism Commission Guidelines for Tourism Event Sponsorship Grants

I. Purpose

The purpose of this grant program is to support tourism in Richland County. Events that generate paid overnight stays in multiple lodging properties in Richland Center will receive highest priority for funding.

II. Funding

Grant funds are made available through the assessment of a 5% room tax on overnight stays at lodging facilities in Richland Center.

Applicants will be eligible to be reimbursed for up to \$5000.00 for an event. These are matching funds.

Applicants must show evidence of ability to provide 50% of proposed project expenses through in-kind or cash contributions.

A minimum of 15% of the project expenses must be spent on advertising.

III. Eligible Applicants

To be eligible for funding, events must be held in Richland County. Established for-profit or non-profit organizations/businesses or a group of supporting individuals may apply.

Applicants that discriminate by gender, religion, race, sexual orientation, or creed will not be funded.

IV. Application Procedures

Tourism Event Sponsorship Grant applications are due on the 1st of each month, prior to the event, to be considered at the next monthly meeting.

To apply for project funds, organizations/businesses must submit the following documents by the deadline indicated.

1. Tourism Event Sponsorship Grant Project Cover Page
2. Tourism Event Sponsorship Grant Application Narrative

Applications will be accepted on an ongoing basis until all grant funds have been allocated. Applications will be reviewed until all grant funds are awarded. Interested applicants applying for funding may contact the City of Richland Center for information about available grant balances. The City of Richland Center shall supply interested entities and the public with application guidelines upon request. Technical assistance in completing the application is available by contacting Marty Richards at marty.richards@richlandcenter.com or (608) 647-3466.

V. Review of Applications:

The Richland County Tourism Commission of the City of Richland Center will serve to oversee the administration of this program and will review all applications within sixty (60) days from the application submission date. Grant applicants will be notified as to their proposal status.

VI. Committee Recognition

The grantee must acknowledge the granting agency as a sponsor of the event on all printed materials, promotional items and advertisements promoting the event. Recommended language on promotional materials: "Paid for, in part, by Greater Richland Tourism".



VII. Eligible Event Activities

Activities eligible for funding may include the following costs associated with attracting, hosting, and implementing community, commerce, or tourism based events:

1. Advertising, marketing and promotional items directed toward increasing overnight motel stays. **Advertising reimbursement must be from ads in locations farther than 60 miles from Richland Center.**
2. Building or equipment rental necessary to host the event
3. Photography, postage and printing related to the event promotion
4. Audiovisual product development

IX. Matching Funds

The grantee shall provide matching cash or in-kind contributions to support at least 50% of the total event cost. Matching funds must be:

1. Identified in the application budget
2. Not less than an amount equal to the grant award
3. Irrevocably obligated to the event applied for

Unallowable matches include event costs not included in the budget of the grant contract, normal operational expenses, wages and salaries of staff, or travel expenses of event organizers.

X. Grant Award Disbursement and Reporting

Grants will be distributed upon receipt of paid invoices and a final report providing full disclosure of project expenditures, project outcomes, and documentation tracking attendees' home cities and the number of days stayed in Richland Center. If invoice is for printed advertising, a copy of the ad must be attached to each invoice. Reimbursements requests must be turned in to the City Clerk by November 30, of each year to be eligible.

XI. Additional Advertising:

Every applicant must email a copy of their ad (digital or printed) to marty.richards@richlandcenter.com so it can be placed on the www.richlandcentertourism.com web site and placed in with the Tourism's advertising.

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 ENTHUISIATS 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 ENTHUSIASTES 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 GOOD AND WHAT NEEDS IMPROVED. WE THEN DECIDE IF THE RICHLAND CENTER ARCHERY CLUB WHOULD LIKE TO DO A DEER SHOW THE FOLLOWING YEAR. I THAN GO THROUGH OUR SUPPLYLS 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 FEBUARY TO GET EVERYTHING FINALIZD AND MAKE SURE WE HAVE PEOPLE SIGED 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 BEGAIN 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 WINTER TIME WE HAVE SHOT INDOORES AT DIFFERENT LOCATION 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,
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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 FLYERS ACROSS WISCONSIN,MINISOTA & IOWA, RADIO & NEWSPAPER ADS, FACEBOOK, SHOOT CARDS FROM LOWER WISCONSIN AREA AND E-MAIL LIST OF PEOPLE THAT HAVE ATTENDED OUR SHOOTS IN THE PAST, VENDERS AND SPONSORS WE SEND EMAILS AND LETTERS TO. EVENT LISTINGS IN WISCONSIN BUCK AND BEAR MAGAZINE AND THERE WEBSITE. _____
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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:

DRIFTLESS AREA DEER CLASSIC

Contact Name:

JAMES BIRCH



Phone:

1 (608) 475-4963

Email:

jimbirch@hotmail.com

Event Date:

2/24/2024

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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.)



13 NEW QUALIFIED HEADS 68/ 63 HEADS/24/32 EURO/SKULL/5 1 BEAR 1 ELK

EXPENCES	COMMUNITY CENTER RENT	\$335.49	\$335.49	\$519	\$519
	BUCK & BEAR	\$250	\$250	\$250	\$250
	BUCK & BEAR STAND RENT	\$150	\$150	\$250	\$250
4 GUNS	\$830.70 HENERY BIG BOY 357	\$1065 HENRY 30 30			
	\$470.70 WINCHESTER SXP LB 12GA 3.5"	\$850 HOWA 6.5			
	\$425.70 CVA WOLF MUZZELOADER	\$523 WINCHESTER 12 GA. PISTOL GRIP			
	\$616.5 GLOCK GEN 5 9MM TAX \$128.9	\$596 GLOCK 9MM			
		\$535 CVA OPTIMA MUZZELOADER	\$1981	\$1913.25	\$2472.5
	3 MOTEL ROOMS WHITE HOUSE	\$216.58	\$216.58	\$216.58	\$240.76
	FOOD & DRINK	\$502.68	\$459.54	\$845	\$1032.49
	SUPPLYS STAMPS \$132/CARDSTOCK \$15/TIXROLL \$17	\$52	\$70.99	\$315.41	\$164
	SUPPLIES \$56.95TAGS/\$17.58 TICKETS				\$74.53
	ADVERTISING	\$1643.8	\$1573.05	\$2023.32	\$1725.58
	RAFFLE LICENCE	\$25	\$25	\$25	\$25
	BEN KOELSCH NOVA VIDIO	\$50	\$50	\$50	\$50
EXPENCES		\$5401.66	\$6487.05	\$6966.49	\$7768.13
INCOME 2023	VENDER BOOTHS	\$480	\$440	\$720	\$800
	334 374 388 ADULTS/80 47 45 YOUTH, 40/ 32 30 WORKERS,	\$1556	\$1880	\$1670	\$1940
	39/39 32 VENDERS, 8/6 9 SCORERS 5 5 SPONSORS				
	HENERY BIG BOY 457				138/156 TICKETS
	WINCHESTER SXP LONGBEARD 12 GA 3.5" 24"				131/98 TICKETS
	GLOCK GEN 5 9MM				75/119 TICKETS
	CABELAS BIG COOLER PELLET GRILL				18/ 55/60 TICKETS
	MILWAKEE TOOL SET				60/ TICKETS
	BUCKET RAFFLE	\$3200	\$4472	\$4425	\$5270
	FOOD & DRINK	\$614	\$431	\$592	\$577.20
	SILENT AUCTION	\$265	\$50	\$0	
	SPONCERS	\$2710	\$3150	\$3010	\$3900
INCOME		\$8825	\$10423	\$10417	\$12487.2
PROFIT		\$3423.34	\$3935.95	\$3450.51	\$4719.07



2024 ADVERTISING DEER SHOW

\$206.78	SHOPPING NEWS RC 3X2 ADD 2 WEEKS WEEK OF FEB 6 & 13, AND PDC WEEK OF FEB 13
\$478.80	WRCO 50 ADDS FM 50 ADDS AM + BRONZE WRESTLING PACKAGE 105.9 KPO 45 ADDS
\$360	VIROQUA
\$123	BOSCOBEL DIAL/RICHLAND OBSERVER/CROWFORD COUNTY INDEPENDENT MUSCODA 2X3 1 WEEK WEEK OF FEB 15 50 FLYERS & 700 5X8 PADS OF 50
\$218	FLYERS
\$124	BANNORS FOR HIGHWAY
\$119	SPONCER BANNOR
\$96	FACE BOOK BLAST DEREK GOPLIN
\$1,725.58	2024 TOTAL
\$2,023.32	2023 TOTAL
	SOCIAL MEDIA
	MORNING SHOW WED FEB 23 ?
WRCO	96 ADDS FEB 8-23 6/DAY, FEB 24 2 ADDS
105.9 KPO	45 ADDS FEB 9-23 3/DAY ERNIE BETTS (608) 606-0988 erniemorningradioshow@yahoo.com



ITEM NO.	DATE	DESCRIPTION OF TRANSACTION	PAYMENT/ DEBIT (-)	FEE	✓ T	DEPOSIT/ CREDIT (+)	BALANCE
	9/7	Deposit					2314 00
1477	9/7	Climbing BEE TREE WORK					2599 2 94
1479	9/7	STEVE WELTBID					1500 00
							2449 2 94
1480	9/25	Jim BIRCH					2000 00
		BROADHEAD					2249 2 94
1481	9/25	STEVE WITTMAN					67 00
		Lumber					32425 94
1482	9/25	TRUX BOX Containers					3587 00
							78838 94
1483	9/25	Decker Excavating					500 00
							18338 94
1484	9/26	CIVIC MEDIA					126 00
							18212 94

1485	9/26	RICHLAND LOCKER					18100 00
1486	10-2	WI DNR					500 00
		Boat AAD - BOAZ					17612 47
1487	10-2	WI DNR					500 00
		AAD - RC					17112 47
1488	10-2	WI DNR					500 00
		AAD - Ithaca					16612 47
1489	10-4	Osborn Stump Grinding					500 00
							16112 47
1490	10-17	ACR ADW.					37 95
							16074 52
1	11-17	DEPOSIT					170 00
							16244 52
	12-11	Deposit - RC TOURISM					1500 00
							17744 52
1491	12-11	Hynek PRINTING					370 57
		Dumpster Signs/ DC					17373 95



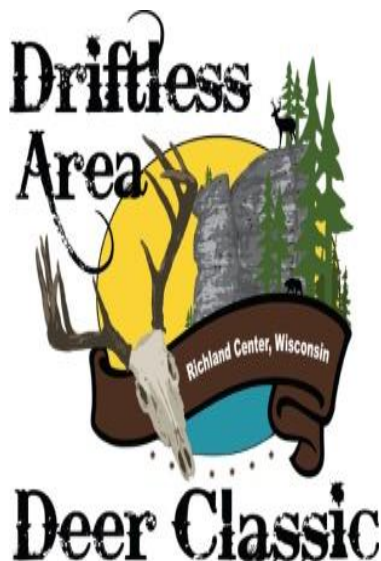
ITEM NO.	DATE	DESCRIPTION OF TRANSACTION	PAYMENT/ DEBIT (-)	FEE	✓ T	DEPOSIT/ CREDIT (+)	
	1-8	DEPOSIT				660 ⁰⁰	17373.95
						660 ⁰⁰	660 ⁰⁰
1492	2-9	Open Season Hunting Outlet	3436	77			18033.95
1493	2-9	RICHLAND LOCKER VOID	100	47			14597.18
						100	14496.71
	2-12	DEPOSIT				7532 ⁰⁰	14496.71
1494	2-12	Dept. of Adm. - GAMING					22028.71
						25	25
1495	2-18	KAMADA INN					22003.71
						240	240
1496	2-18	Midwest Archery Champ					21762.95
						25	25
1497	2-18	HYNEK PRINTING					21737.95
						130	130
							21607.13
1498	2-18	OL BUCHT BEER					21607.13
						500	500
1499	2-18	Ben Koelsch					21107.13
						20	20
1500	2-18	Derek Goplin					21087.13
						96	96
1501		Cash					20961.01
						700	700
1502	2-18	RC COMM CTR Renta					20261.01
						519	519
	2-28	DEPOSIT					19742.01
		Deer Show - 24					8807.26
1503	2-28	JIM BIRCH					28549.27
						760	760
1504	2-28	Derek Goplin					27788.8
						96	96
		CK 1493 VOID					27692.7
						100	100
							27793



ITEM NO.	DATE	DESCRIPTION OF TRANSACTION	PAYMENT/ DEBIT (-)	FEE	✓ T	DEPOSIT/ CREDIT (+)	
							2778 20
1505	3-7	RICHLAND LOCKER				27793	20
						49	10
1506	3-14	WOODWARD COMM. MEDIA				27744	10
						287	12
1507	3-14	CNIC MEDIA				27456	98
		RADIO ADV				490	00
1508	3-14	MORTON NEWS PAPER				129	00
		ADV				26837	98
1509	3-14	VICKIE CLER - CC				150	00
		FORM 990-NIRS - 21-23					
	3-20	DEPOSIT				150	00
						26837	98
1510	4-19	RICHLAND LOCKER				272	77
						26565	21
1511	4-19	HYNEK PRINTING				120	80
						26444	41
1512	4-19	JIM BIRCH				594	00
						25,850	41
1513	4-19	OPEN SEASON HUNTING				5631	07
						20219	34
1514	4-26	WEST BEND INS				555	02
		Club INS				19664	34
1515	4-26	JIM BIRCH				323	50
						19340	7
	4-26	DEPOSIT - APR SHOUT				1495	00
						20835	



2024 SPONSORS



PLATINUM LEVEL	RICHLAND CENTER TOURISM	\$1,500	
	RICHLAND CENTER ARCHERY CLUB	\$6000 IN KIND	
	CABELAS	\$1000 IN KIND	
	PREM MEATS	\$500	
GOLD LEVEL	OPEN SEASONS HUNTERS OUTLET	\$100+\$150 IN KIND	
	KRAEMERES WATER STORE	\$250	
	AIR AND HEAT DOCTORS	\$500 IN KIND	
SILVER LEVEL	RICHLAND LOCKER	\$100	
	RAMADA	\$120	
	RIDGE "N" VALLEY CHAPTER OF RMEF	\$100 IN KIND	
	BOAZ SUNRISE SEPTIC	\$250	
	FILLBACK FAMILY OF DEALERSHIPS	\$100	
	DECKERT EXCAVATING	\$250 IN KIND	
	AUGELLI CONCRETE & EXCAVATING	\$100	
	MILLER ELECTRIC	\$100	
	ROYAL BANK	\$100	
	TECH COM	\$100	
	S & S CYCLE	\$100	
	INTERTWINED BASKETRY	\$100	
	VETESNIK POWER SPORTS	\$100 IN KIND	
	BRONZE LEVEL	MAXI RACK	\$50 IN KIND
		NARROW VALLEY SUPPLIES	\$50 IN KIND
		HITCHNDRAG	\$100 IN KIND
WILSON'S WILD WORKS		\$100 IN KIND	
ESSENTIAL DEER PLOTS		\$50 IN KIND	
ALLEN BRADLY		\$50 IN PRODUCT	
WERTZ PLUMBING & HEATING		\$50	
RICHLAND COUNTY BANK		\$50	
TM DESIGNS		\$50	
UNITED COUNTRY MIDWEST LIFESTYLE PROPERTIES		\$50	
DRIFTLESS OUTDOORS		\$50	
EDWARD JONES	\$50		
MIDWEST MASS OUTDOORS	\$50 IN KIND		



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 2024 ADVERTISING DEER SHOW ABOVE

3. Provide a copy of all flyers/posters.



PLEASE TAKE ONE

Driftless Area



Deer Classic

SATURDAY FEBRUARY 24th

9 AM - 5 PM

RICHLAND CENTER COMMUNITY CENTER

- Pre-registration Opens Friday from 5-9 pm
- Registration Saturday from 9 am-Noon
- Wisconsin Buck and Bear Club Official Scoring
- Gun Raffles & Bucket Raffles
- Trail Camera Photo Contest
- Vendor Booths Available
- Food & Beverages
- Sheds are welcomed but not scored



**BRING YOUR
DEER HEAD TO
BE ENTERED
FOR A CHANCE
TO WIN A GUN**



\$5 ADMISSION KIDS 12-UNDER FREE!



Entries will not be released until 5 pm after the show.

For information contact Jim Birch (608) 475-4063

Richland Center Indoor Outdoor Archery



4. Document attendees' home cities and the number of nights they stayed in Richland Center.

WE GOT 3 HOTEL ROOMS FOR THE WISCONSIN BUCK AND BEAR SCORERS FROM NORTHERN WISCONSIN. DONT KNOW HOW MANY VENDERS OR ATTENDES STAYED IN HOTEL ROOMS. DURING DEER, TURKEY, AN TROUT SEASONS I BELEAVE THE HOTELS ARE VERY BUSY . HUNTERS FROM OUTSIDE ARE AREA OFTEN CHECK RECORD BOOK ENTRIES TO SEE WERE THEY WANT TO HUNT. DEER HEAD ENTRIES ARE SCORED AND ENTERED INTO THE RECORED BOOK FROM OUR DEER SHOW.

5. Approximate attendance at your event. 509 PEOPLE _____

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

YES WE PLAN ON DOING ANOTHER EVENT NEXT YEAR. THE RICHLAND CENTER ARCHERY CLUB LIKES TO PROMOTE THE SPORT OF HUNTING AND GET ADULTS AND YOUTH OUTDOORS TO ENJOY THE GREAT OUTDOORS IN OUR AREA.

7. Any further comments:

