



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

Project Title: Wheels of Time

Full Legal Name of Applicant/Organization: Hill Country Classic Power

Applicant's Address: 22522 County Hwy D. Richland Center Wi 53581

Name of Primary Contact: Diane M Brown

Telephone: 608-549-3591

Email: dmhardin55@hotmail.com

Website: none at this time

Location of Project: Richland County Fair Grounds Richland Center WI

Event Date(s): October 6, 7, 8th, 2023

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

Shopping news, posters sto attendees in Illinois, Indiana, Iowa, Minnesota and Wisconsin. Ad in the Farm Collectors show directory and posters in the tri-state area business WRCO radio spots. Tractor rides

Description of event and how it relates to tourism: farming community, and industry tractors and trucks on display old and new. Cowboy Church on Sunday. Display of items inside main building.

Projection of the project's ability to generate overnight stays: approx. 80 – 100 rooms will be booked by the SW Wisconsin Antique truck Club – members from Wis., Iowa, Minn and IL People coming to town will eat, sleep, shop and explore are area.

Target Audience: the young and the old, farmers, truckers, and want to be farmer/truckers, family event

Total Event Budget: \$4,000.00

Amount for Advertising: \$600 – 700

In-Kind Value:

Grant Request: \$1,500.00

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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 _____

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