

Project Title: Wheels of Time

Full legal name of Applicant/Organization: Hill Country Classic Power

Applicant's Address: 23328 County Hwy DD. Richland Center, WI 53581

Name of Primary Contact: Deborah Paasch

Telephone: 608/647-8064

Email: N/A

Website: none at this time

Location of Project: Richland County Fair Grounds/ Richland Center, WI

Event Dates: October 3, 4, and 5 2025

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

Shopping News posters distributed over an eight state area, ad is in the Farm Collectors show directory (which is nation wide), and the Wheels of Time (international Truckers Magazine), ad is also in the national Case Magazine. There will be radio spots with the WRCO radio. We are adding more banners this year, which will be placed at locations sixty miles, or more away. There will also be community calendars thru out the tri-state region.

Description of event and how it relates to tourism:

We try to educate people on the history of agriculture and the trucking industry. The social connection of this show brings people together from all over the United States year after year. These people eat/sleep and shop in the Richland area.

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

SW Wisconsin ATHS Club will book approx. 80 rooms. Others will stay at campgrounds and airbnb's in the area. With the addition of a truck drive on Friday and tractor drive on Saturday, more of the travelers are now coming in on Thursday. All will explore the Richland County area.

Target Audience:

General Public, especially those interested in the history of antique trucks, tractors, and farm machinery. We encourage families.

Total Event Budget: \$ 6000.00

In-Kind Value:

+

Amount for Advertising: \$1500.00-2000.00

Grant Request: \$2000.00

1. What is the name and location of the event?

Wheels of Time held at the Richland County Fair Grounds.

2. Wheels of Time officially start at 8am Friday morning with a truck ride showing off the scenic beauty of Richland County. Saturday is busy with a tractor ride. In the afternoon is a parade showing off many of the exhibitors. Cowboy church starts our Sunday off. There will be activities for the youth all weekend. Threshing is Saturday and Sunday weather permitting. The hardest part of the weekend is saying goodbye to both old and new friends.

At Wheels of Time, plans start for the following year. November advertising needs to be submitted in some nation wide publications. By April, we have business cards and posters made that will go nation wide. June thru August, we will be fine-tuning the agenda. Insurance and any food plans for the exhibitor diner will be made. September is when all banners are put in place.

3. Danny Sheafor and Mark Welte started the Wheels of Time as an afternoon picnic back in the 1980's. This has evolved from an afternoon event into a 3-day show. It was always held at the Sheafor property until Danny's passing. We have been holding the show at the RC fairgrounds since 2015. With the help of the Southern Wisconsin chapter of the American Truck Historical Society, we (Hill Country Classic Power) have been able to keep the show going and growing. This year will mark our 42nd year.

4. We use many different types of advertising but to this day word of mouth is still the best. Posters are taken with members of both clubs and spread nation wide. We advertise in magazines that go worldwide. There will be banners through out Wisconsin. There will be hats and cozies this year that will help spread the word. We are working on getting on-line opportunities. We are hearing that having the camping available at the fair grounds is a big draw.