

Redevelopment Authority of the City of Watertown

Special Events Grant Application

Applicant Information

Application Date: 10/6/25

Organization Name: Bentzin Family Town Square

Organization Sector: City of Watertown

Contact Name: Stephanie Juhl

Role at Organization: Program Coordinator

Contact Phone: 920-262-8080

Contact Email: sjuhl@watertownwi.gov

Organization Mailing Address: 514 S. 1st Street, Watertown, WI 53094

Total Amount Requested: Any Amount is wonderful Total Event Cost: \$10,000

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

The Bentzin Family Town Square is hosting the 3rd Annual Tree Lighting event on November 15, 2025, which will kick off the holiday season. The decorations of each season are very costly. We did have some generous donations from sponsors but it does not cover all of the costs associated with the season. We are able to reuse decorations, however; we have to replace 30-40 strands of lights each year and would like to add to the display annually. We also had vandalism that require replacement of a bunch of the snowflakes. We are also looking for assistance in paying for the 6-7' sponsorship trees for Make Your Business Sparkle tree decorating contest. This has gone over very well in the past years. We charge \$200 per business, the trees run approximately \$100 ea, plus we provide stands and signage. We also provide free treats at each of the city's holiday events. We try to get donations where we can for those treats but usually have to buy a portion. We appreciate your consideration.

Anticipated Timeline (estimated start and end dates): Nov 15, 2025 - Dec 31, 2025

Organization Information

How long has your organization been established? 2.5 years

Please describe your organization, including services offered and a brief history of operations.

All of our events are free and open to the public and planned solely for the residents of the city of Watertown to enjoy. We do not have a revenue source and do not see funding to our account unless we ask for grants or sponsorships. These types of grants help us to extend the life of the Future Fund which in turn keeps the fun flowing. :-)

Additional Materials

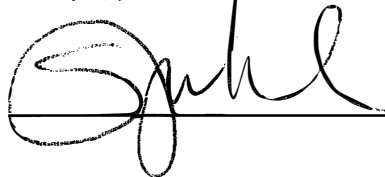
The following materials must be included with your application:

- ✓ Event Budget with expenses and any revenue projections
- ✓ If a nonprofit: Articles of incorporation, bylaws, and any other relevant documents describing the structure, mission and vision of the organization
- ✓ If a for-profit entity: Last three years of business income statements and most recent balance sheet
- ✓ Detailed event plan/information

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Special Events Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes the materials listed above.

Applicant Signature

A handwritten signature in black ink, appearing to be 'Spuhl', written over a horizontal line.

Date 10/6/25

This is last year's expenses. We expect them to be similar.

Tree Lighting (& MBS) November 16, 2025

Expenses (Estimates)	\$	Notes
Portos (used library)	\$ -	
Z Farms 18ct Trees	\$ (1,336.50)	
build octagon seats for around tree and new orange boad style tables	\$ (1,057.82)	parks crew will make
3 new cone trees	\$ (66.33)	Parks Crew built
lights purchased - Farm & Fleet	\$ (488.30)	purchase amount
extension cords, timers, floor covers	\$ (762.90)	
snowflake replacements	\$ (90.98)	
rental of archway from Aaron Zimmerman	\$ -	
risers rental for carolers Dave Zimmerman	\$ -	
Gas for heaters	\$ (107.66)	
table cloths, misc supplies	\$ (22.35)	
Trophy for MBS winner	\$ (50.00)	
Proline Entertainment sound and lights	\$ (4,375.00)	
Bronners 4' Star to use each year	\$ (1,400.00)	\$ (235.42)
Total Expenses	\$(9,993.26)	
Beltz Grant	\$10,000.00	
attendance	750	
Make Your Business Sparkle Sponsors	\$ 3,600.00	\$200 ea
		portion of donation-not included above
Farm & Fleet Donation of partial lights	\$ 275.88	
Refreshments	\$ -	all donated