

Re: Beltz Grant Application – Big Pop-Up Event, August 8, 2026

Dear Members of the Watertown Redevelopment Authority,

The Watertown Area Chamber of Commerce is excited to submit this letter as part of our Beltz Grant application for a Big Pop-Up Event planned for August 8, 2026, in downtown Watertown. This event is a collaborative effort with Watertown Main Street and Watertown Tourism and reflects a shared desire to continue supporting our community's economy during a year when Watertown Riverfest has been scaled back.

Riverfest has long been an important driver of summer foot traffic and economic activity in our community. With a smaller festival this year, we knew it was important not to lose that momentum — especially for our local businesses. The Big Pop-Up Event was created with that goal in mind: to keep Watertown active, welcoming, and economically strong during one of our busiest seasons.


Our goal is to bring 1,500 or more people to Main Street for a lively, walkable experience that highlights what makes Watertown special. The event will include local and regional vendors, family-friendly activities, and strong connections to our downtown restaurants and shops. Visitors will be encouraged to spend time — and money — in Watertown by shopping local, eating local, and enjoying our downtown atmosphere.

This event is about more than just one day; it's about supporting small businesses, creating energy downtown, and reminding residents and visitors alike why Main Street Watertown matters. By working together, the Chamber, Main Street, and Tourism are pooling resources and ideas to maximize impact while keeping the focus on economic vitality and community pride.


As this event was not something we had all budgeted for, funding from the Beltz Grant would play a key role in making this event successful by helping cover essential costs such as promotion, logistics, and event infrastructure. This support would directly contribute to increased attendance, stronger business participation, and a meaningful economic boost for downtown Watertown.

We appreciate the RDA's continued commitment to projects that invest in economic development and community growth. Thank you for considering our application, and for your ongoing support of initiatives that help Watertown thrive.

Please feel free to reach out with any questions or requests for additional information.


Watertown
Area Chamber
of Commerce


Watertown Tourism


Watertown
Main Street
Program

Redevelopment Authority of the City of Watertown

Beltz Foundation Downtown Watertown Special Events Grant Application

Applicant Information

Application Date: 5/1/26

Organization Name: Watertown Area Chamber of Commerce

Organization Sector: _____

Contact Name: Linden Peacy

Role at Organization: Executive Director

Contact Phone: 920-262-6320 Contact Email: lindene@watertownchamber.com

Organization Mailing Address: 519 E Main St.

Watertown WI 53094

Total Amount Requested: \$10,000 Total Event Cost: \$12,330 (Approx)

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

Funds will be used for rentals of benches, port-a-potties, tables, street closure signs, shuttles, performers, marketing, signage, and other activities.

Anticipated Timeline (estimated start and end dates): August 8th 10am-4pm

Organization Information

How long has your organization been established? 100+ years (1920)

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

The WACC is an organization that supports local businesses and strengthens the Watertown community. It was established in 1920 and connects businesses, organizations and residents through the Watertown Area.

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 Beltz Foundation Downtown Watertown 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 all the materials listed above.

Applicant Signature

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke, written over a horizontal line.

Date 5/1/26

Expenses

Road Closure	\$ 500.00	
Park & Rec. (park benches/picnic tables)	\$ 400.00	tables and Benches
Porta Pottys and hand wash stations	\$ 1,500.00	\$100 per bathroom/\$100 per sink
Marketing - yard signs, banners, posters	\$ 1,000.00	
Police	\$ 500.00	Aux Staffing
Permit	\$ 30.00	
Liability Insurance	\$ 800.00	
Rock Wall	\$ 1,500.00	7 hrs Rental
Mini Golf Course	\$ 500.00	
Chill Out Area/Music	\$ 2,000.00	Tent and Music and Tables/Benches
Shuttles-Parking	\$ 2,500.00	2 shuttles from 2 locations to Main St.
Cream Puff Eating Contest	\$ 600.00	
Misc. items	\$ 500.00	
Total	\$ 12,330.00	