

Redevelopment Authority of the City of Watertown
Beltz Foundation Downtown Watertown Special Events Grant Application

Applicant Information

Application Date: 7/28/23

Organization Name: Third Street Blocktoberfest

Organization Sector: Entertainment/Food and drink

Contact Name: Karah Pugh

Role at Organization: Business Owner/Event Coordinator

Contact Phone: 920-342-8657

Contact Email: Pugh.karah@gmail.com

Organization Mailing Address: Local Waters 109 South Third Street Watertown, WI 5094

Total Amount Requested: \$10,000

Total Event Cost: Estimated \$18,000

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses): The funds will be utilized to support startup, operational and entertainment costs.

Estimated Costs:

Performance Artists (A): \$325

Performance Artists (B): \$2100

Roaming Artist: \$250 (food and drinks)

Permitting and Insurance: \$1500

Security: \$1000

Perimeter Fencing: \$1000

Trailer Rentals: \$2250

Park & Rec: \$250 for rentals of tables and chairs, road closed signage and barricades plus delivery

Overhead Lighting: \$2500

Temporary Bathroom Facilities: \$750

Marketing and Press Release (Watertown Daily Times): \$500

Anticipated Timeline (estimated start and end dates):

Saturday September 23rd, 2023 from 3-9pm

Organization Information

2nd Annual Blocktoberfest, a Collaborative Event between Local Waters and the Drafty Cellar.

How long has your organization been established?

Drafty Cellar: 5 Years

Local Waters: 3 Years

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

Local Waters and Drafty Cellar are making an attempt to make Third Street an entertainment district and destination for the citizens of Watertown as well as surrounding communities.

Alex and Josh of the Drafty Cellar have been in business for 5 years, and they changed the narrative of what it means to be a Craft beer drinker in Watertown: attracting unique breweries and bringing engaging events to our community. They operate in a professional fashion encouraging much of the surrounding business community to meet after work for collaboration and team bonding. They are a destination for niche beer drinkers and they truly put Watertown on the map. Their passion and involvement for the community is expressed through fundraising for places such as Watertown Humane Society, The Towne Cinema, and the Arenz Family to name a few. Both owners being Watertown natives makes it mean that much more to help the people right here in their hometown. They have also incorporated other local businesses into their events such as; Sweet Talkin' Treats, Mullen's, Sassy Sweets, Chic Boutique and more. And of course the collaborative event, Blocktoberfest, with Local Waters.

Local Waters has changed the music scene for the City of Watertown. This establishment reflects a Nashville style honky tonk complete with small musical groups and creative craft cocktails that are typically found in the southern half of the United States. The management team has paired with multiple craft distilleries to bring unique products and tastes to the community through flight events. They have attracted multiple fundraisers, raising over \$20,000 for area non-profits in the last year. They regularly team up with other small business owners for more unique opportunities. These businesses include Bradow Jewelers, Wilders, Piper Mae Boutique, Chandler House Bakery, and Avant Garden.

In an attempt to encourage further Third Street development and positive community impact they teamed up to create Third Street Blocktoberfest. This one day event focuses on the German heritage of the community through unique craft beer and craft cocktail offerings. The backdrop of the festival is unique musical performers who create an atmosphere unique to Watertown.

Additional Materials

The following materials must be included with your application:

_____ Event Budget with expenses and any revenue projections

____n/a____ If a nonprofit: Articles of incorporations, 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,

Application Signature: *Karah Pugh* Date: 8/16/23