

Redevelopment Authority of the City of Watertown

Special Events Grant Application

Applicant Information

Application Date: 6/6/2024

Organization Name: WATERTOWN PARADE COMMITTEE

Organization Sector: 4th of July Parade / Christmas Parade of Lights

Contact Name: MARK HEIDEN (CO-CHAIR) . ANDY TESSMANN CO-CHAIR

Role at Organization: CO-CHAIR OF COMMITTEE

Contact Phone: (920) 262-0835 Contact Email: HEIDSHOUSE@GMAIL.COM

Organization Mailing Address: P.O. BOX 609
WATERTOWN, WISCONSIN 53098

Total Amount Requested: \$5,000 Total Event Cost: \$21,000 + (2) Parades

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

TO HELP US MAKE WHAT WE THINK IS (2) REALLY GOOD PARADES ALREADY EVEN BETTER! MOST PEOPLE DON'T REALIZE THE COST ASSOCIATED WITH HAVING A PARADE, A LOT OF THE PERFORMERS ARE PAID. EXTRA FUNDS WOULD HELP US OPEN UP EXTRA AVERAGES OF ENTERTAINMENT (THAT MIGHT NOT BE WITHIN OUR BUDGET USUALLY). PARADES WILL CONTINUE FOR THE THOUSANDS IN ATTENDANCE, AS LONG AS WE CAN CONTINUE TO BOOK THEM.

Anticipated Timeline (estimated start and end dates): 4th of July Parade - 10^{am} Thursday, July 4 2024
Parade of Lights - 5:30 PM SATURDAY, November 30, 2024

Organization Information

How long has your organization been established? FOR AT LEAST 25 YEARS (I HAVE BEEN PART OF)

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

WATERTOWN HAS BEEN HOLDING PARADE SINCE THE 1800'S! THROUGH THE YEARS IT HAS ALWAYS RELIED ON ITS VOLUNTEERS (AND GENEROUS MERCHANTS AND RESIDENTS). IT HAS TAKEN MANY SHAPES, SIZES AND FORMS THROUGH THE YEARS. TRULY BECAME ORGANIZED STARTING WITH THE JAYCEES CLUB. AND HAS BECOME THE WATERTOWN PARADE COMMITTEE WE KNOW TODAY. WE HAVE MONTHLY MEETINGS AND ARE A TOTALLY VOLUNTEER GROUP WITH ALL FUNDS GOING TO PARADE PERFORMERS AND EXPENSES. PARADES ARE WEATHER DEPENDENT! 4th OF JULY PARADE WE MAY BRING AN EXCESS OF 5,000+ PEOPLE DOWNTOWN. WE THE CHRISTMAS PARADE OF LIGHTS BRING 3,500+ PEOPLE DOWNTOWN.


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 *City Hall has records*
- ✓ 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 all the materials listed above.

Applicant Signature  Date 6/6/2024