

Discover Manitowoc Grant Application

900 Quay St, Manitowoc, WI 54220 - (920) 686-3508



Please email completed applications to chansen@manitowoc.org by March 24, 2025.

Name of event:	Polka fest		
Date and time of event:	07/12/2025		
Name of organization:	Franciscan Center		
Federal ID number:	93-2455812	Tax status:	Tax Exempt
\$ Amount request:	\$12,000		
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? N/A			

Event Coordinator Information

Name:	Charyce Welch
Address:	6751 Calumet Ave, Manitowoc WI 54220
Phone:	(920) 646-6561
Email:	fcme@outlook.com

Estimate the expected attendance of participants and visitors. Include attendance from Manitowoc County as well as outside of Manitowoc County. Provide specifics on total estimated daily attendance, historical attendance data, and how you came to these estimations.

Manitowoc County Attendance: 350
Outside Manitowoc County Attendance: 350
Total: 700

Priority will be given to events that generate overnight stays. How many room nights will your event generate and at which lodging establishments? Include how you measure room nights and came to this estimation.

Given the attendance outside of Manitowoc County-we estimate around 200 rooms to be rented.



Project Summary

Attach a detailed description of the event including goals, target demographics, how this event will bring overnight visitors to Manitowoc, and the plans and timeline for marketing. List the roles of key team members and their experience. Include how you will measure the success of this event (surveys, room night tracking).



Budget Information

Attach the event's budget showing the use of anticipated funds and sources of those funds. The budget must show all resources required for the event and indicate who is responsible. The budget must also demonstrate the need for financial assistance. If total funding is not awarded, be prepared to prioritize financial needs.

Sign below certifying that all information in this application has been provided truthfully and in acknowledgement of Discover Manitowoc Grant policies.

Event Coordinator:

Cheryl Welen

Date:

02-27-2025

Discover Manitowoc Grant

The Franciscan Center Inc. is writing to you in hopes of outlining what the Discover Manitowoc Grant would help us bring to Manitowoc. If considered for this Grant, Franciscan Center Inc. would establish a new "Polkafest" event starting in the summer of 2025. This event would attract those around Wisconsin for a day of Polka music and attractions, allowing Manitowoc to join the increased interest in Polka music and dance. Estimated to hopefully attract around 700 people for this event, we are looking for funding to hire bands, offer food and beverages, utilize tents and advertise for Polkafest.

When figuring our budget, we considered a multitude of factors, including the space we currently have allocated for Polkafest, along with the cost of food trucks, entertainment, tent rental and advertising. This event would offer the community a unique attraction to focus on the increased interest in Polka. Polkafest would, in turn, become an annual event, offering a consistent contribution to the community as a whole. In addition to attendance, we project a room stay of around 200 based on the timeframe of our event, convenience of hotel locations and attracting those from out of Manitowoc County.

The outline of our budget is as follows.

Total funding allocation of \$12,000:

Food Trucks and beverages: \$2,000

Tent Rental: \$2000

Entertainment and Bands: \$5,000

Advertising: \$3,000

If this event is able to be funded, we hope to turn it into a full weekend event for 2026 or 2027 summer. This would offer a larger turn out, larger demographic of attendees, higher likelihood of overnight stays and further prosperity for the City of Manitowoc.

Thank you for your time and consideration for Polkafest in Manitowoc.

Charyce Welch

Franciscan Center

Phone: 920-645-6561

6751 Calumet Avenue | Manitowoc, WI 54220

Web: www.FCMEP.org