

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.

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|--|-------------------|
| Name of event: Wisconsin Sand Sculpting Festival | |
| Date and time of event: July 19 - 20, 2025, 10:00Am - 6:00PM | |
| Name of organization: Manitowoc Sunrise Rotary Club | |
| Federal ID number: 36-1922674 | Tax status: 501c3 |
| \$ Amount request: \$9,000 | |
| If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? Manitowoc Sunrise Rotary Club received a Discover Manitowoc Grant for 2 years. 2023 - \$10,000, 2024 - \$9,500. | |

Event Coordinator Information

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| Name: Paul Roekle |
| Address: 2325 Victoria Drive, Manitowoc, WI 54220 |
| Phone: 920-323-9811 |
| Email: |

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.

Attendance estimate based on two years of historical attendance.

| Attendance from: | Saturday | Sunday |
|---------------------------------|----------|--------|
| Manitowoc County | 600 | 1,200 |
| Outside of Manitowoc County | 600 | 600 |
| Outside of North East Wisconsin | 600 | 600 |
| Total | 1,800 | 2,400 |

Attendance was obtained via ticket sales using wrist bands. We had volunteers survey visitors at the gates. We asked where visitors were coming from to determine how many were coming from outside the community.

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.

| Day: | Friday | Saturday | Sunday |
|----------------|--------|----------|--------|
| Rooms per Day: | 50 | 300 | 150 |

Twenty-two rooms are reserved at Holiday Inn for Thursday, Friday, Saturday and Sunday nights for sculptors and staff.

Last year, hotels were at 80% occupancy both Friday and Saturday nights and that was largely due to the Sand Sculpting Festival event occurring.

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.

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|--------------------------------|
| Event Coordinator: Paul Roekle |
| Date: 3/19/2025 |

Project Summary

Manitowoc Sunrise Rotary Club, in partnership with Visit Manitowoc will be hosting its third annual 2-day Wisconsin Sand Sculpting Festival July 19th and 20th on Red Arrow Beach in Manitowoc, WI. We have again secured Sand Lovers, LLC out of Florida to create a variety of sand sculptures before and during the event, including educational and sculpting competition between semi-pro sand sculptors. The Sand Lovers, LLC will provide at least 6 semi-pro sand sculptors from all over the USA. In conjunction with the sculpting there will be food trucks, vendor booths and entertainment to enhance this family event.

THE COMMITTEE

The Sandfest Committee consists of five Manitowoc Sunrise Rotarians including the President, President elect, Past president, Treasurer and others from Sunrise Rotary. For over 30 years Manitowoc Sunrise Rotary has provided funding for charitable and educational projects for Manitowoc area youth. We facilitate many fund-raising events including an Annual Pasta Dinner, Lighthouse Tours on the 4th of July, Veterans Day Breakfast, and developed a library at the Boys and Girls Club. We often partner on projects with other Rotary Clubs in our area. Visit Manitowoc has one representative on the Committee, who has been a tremendous asset in helping to plan the event by offering assistance with details such as volunteers, equipment and permits needed. With this vast amount of experience and talent, the Sandfest committee will continue to plan and execute events such as this.

GOALS AND TARGET DEMOGRAPHICS

When we discovered the opportunity to sponsor a Sand Festival, we felt it lined up with our values to give back to the community while bringing others to Manitowoc to see our wonderful city. The event will attract people from age 1 to 100, with a focus on families. The event will appeal to art and/or sand lovers, outdoor enthusiasts and people who like to attend events that are community driven. We will use the profits from this event to continue our investment in the children of our lovely city.

PLANS AND TIMELINES

We have begun advertising through social media, news outlets and brochures and anticipate around 6,000 visitors. Most of those visitors are expected to travel from OUTSIDE the City of Manitowoc. The beach area will be fenced off to provide security for the sculptors and enable us to control the visitors. A free will donation will be suggested. Some attendees are expected from bordering states such as Michigan, Minnesota and Illinois. The Badger Car Ferry brings hundreds of travelers to our city every day. With that we anticipate 150-300 hotel rooms will be booked each night of the event. As we get closer to the event date, we will distribute posters, alert the local television stations in Green Bay, boost our engagement on social media including "paid" targeted

social media campaigns to attract overnight guests who will make a weekend out of the festival. During the event we will continue to advertise through social medias and news outlets on the activities and spotlights of the day to draw people in. We will be able to monitor social media comments to evaluate how this event was received for any changes that will improve the event for next year.

BUDGET CONSIDERATIONS

The SAND LOVERS, LLC costs \$6,000. With that and other costs associated with an event this large, we have asked for sponsorships from local businesses. We also will suggest a freewill donation for \$5. Being that this is the third event, we will again monitor attendance in order to plan and adjust the budget for 2026. We strongly believe we will have a great turnout this year. The festival revolves around sand sculpting. The \$9,000 we are requesting would be applied to our costs to bring the Sand Lovers, LLC to Wisconsin and assist with marketing expenses. As a non-profit organization all funds will be used for the cost of the event. We will rely on volunteers to assist in most of the day-to day needs at the event (grounds maintenance, entry area and day security). Night security, tent rentals and other costs will be paid from sponsorships and event proceeds.

The goal of the project is to provide an annual, fun, family event that all ages can enjoy while appreciating the beautiful beaches and other amenities that Manitowoc, WI has to offer. We would like the community to enjoy their city along with bringing others outside of Manitowoc in to see our beautiful city. This grant would be used to help provide the key piece to the event.... the Sand Sculptures and to support youth activities in the area.

Thank you for your consideration,

Manitowoc Sunrise Rotary Club

Budget Information

| EXPENSES | Estimated Amount | Notes |
|-----------------------------|------------------|--|
| The Sand Lovers planner fee | \$ 4,500.00 | From Bill |
| Prize money | \$ 1,500.00 | Singles competition only, from Bill |
| Awards | \$ 125.00 | |
| Marketing - Social Media | \$ 2,000.00 | |
| Marketing - Radio | \$ 1,300.00 | Seehafer will do a match and remotes |
| Marketing - Misc. | \$ 2,000.00 | |
| Marketing - Billboards | \$ 1,500.00 | |
| Printing | \$ 1,000.00 | Banners, yard signs, posters, rack cards, giveaway |
| Misc. supplies | \$ 100.00 | |
| Water connection | \$ 100.00 | |
| Portable restrooms | \$ 1,000.00 | |
| Tents | \$ 2,000.00 | |
| Trash and recycling | \$ - | |
| Night security | \$ 1,500.00 | |
| Fence | \$ - | |
| DJ and entertainment | \$ 2,500.00 | |
| Sculptor meals | \$ 1,000.00 | |
| Sculptor lodging | \$ 2,000.00 | |
| | \$ 24,125.00 | |
| | | |
| REVENUE | | |
| Discover Manitowoc Grant | \$ 9,000.00 | |
| Food Truck registration | \$ 900.00 | |
| Vendor registration | \$ 1,000.00 | |
| Event admission | \$ 5,000.00 | |
| Sponsorship | \$ 15,000.00 | |
| Seehafer In-Kind Radio | \$ - | \$10,000 value |
| | \$ 30,900.00 | |