

Discover Manitowoc Grant Application

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



Please email completed applications to chansen@manitowoc.org by February 15, 2026.

Name of event: Curd Crawl
Date and time of event: 10/03/2026 at Noon - 9pm
Name of organization: United Way Manitowoc County, Inc.
Federal ID number: (see attached) Tax status: 501(c)3 Not-for-Profit
\$ Amount request: \$2,000.00
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: Ashley Bender
Address: 33 E Waldo Blvd., Suite 2, Manitowoc, WI 54220
Phone: 920-682-8888
Email: ashley@unitedwaymanitowoccounty.org

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.

United Way's Curd Crawl fundraiser draws on average one hundred people to downtown Manitowoc. This year's event marks United Way's sixth annual Curd Crawl. United Way estimates twenty to thirty Curd Crawl attendees are visitors. This number is based on United Way's Curd Crawl ticket sale records and conversation with attendees.

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.

United Way estimates the Curd Crawl generates a one night stay for ten Curd Crawl attendees at hotels closest to downtown Manitowoc. This estimate is based on the timing of the Curd Crawl (noon - 9pm) and conversation with attendees. To date, United Way has not measured room nights explicitly; only through direct conversation with attendees. United Way anticipates using a post-event attendee survey following the 2026 Curd Crawl to gather general feedback, collect suggestions for next year's event, and assess the return on marketing activities. Additionally, United Way anticipates surveying participating bars to understand how the Curd Crawl contributed to their bottom line including new customers, food sales, and drink sales. Should United Way secure sufficient sponsorship monies to support a strong marketing budget, additional assessments will be utilized to gauge the Curd Crawl's impact on overnight stays and visitor results.

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: Ashley Bender

Date: 2/16/2026

Project Summary

Detailed Description:

The Curd Crawl – an annual fundraiser for United Way Manitowoc County – takes place downtown Manitowoc with event headquarters at The Fat Seagull. United Way partners with downtown bars to host a cheese curd tasting competition from Noon – 5pm the first Saturday in October. This family friendly event includes live entertainment, raffle prizes, and games. To participate, attendees purchase a wristband for just \$10.

With a wristband, attendees enjoy low-priced samples of cheese curds at each participating bar. Attendees are encouraged to rate cheese curds as they E.A.T. their way through downtown using the following rating system: **E**xecution - properly made, **A**pppearance - looks appetizing, and **T**aste - I want another bite! Following their crawl, attendees vote for a favorite curd and help crown the next Cheese Curd Champion. The winning bar receives a cheesy traveling trophy to show off for one year.

Attendees also enjoy cheesy pay-to-play games at each bar, winning raffle tickets along the way. Raffle tickets are used in a raffle basket give-a-way. Raffle basket winners are drawn at event headquarters followed by free live music from 5pm – 9pm at The Fat Seagull on their outdoor patio.

For those that enjoy getting really cheesy, there is a Cheesiest Costume Contest. The winner goes home with a very cheesy prize!

The 2025 Curd Crawl included eight bars: Waterfront Wine Bar (Cheese Curd Champion Winner!), Brick's, Broken Plate, Courthouse Pub, The Fat Seagull, KC Kitchen & Cocktails, Pizza Garden, and Wrap It Up.

United Way's Curd Crawl fundraiser supports the organization's Community Action Fund and several locally owned downtown bars. Since launching the event five years ago, the Curd Crawl positively contributes to Manitowoc's downtown. Additionally, every year, the Curd Crawl sees returning and new attendees from Manitowoc County and from out of state due to the event's great reputation.

Event Goals:

- Raise \$5,000 or better (2025 total raised = \$3,500)
- Increase attendance to 150 (2025 total attendees = 100)
- Increase event interests on Facebook (2025 event interests = 258)
- Increase Facebook interactions, specifically Likes & Shares (2025 = less than 50)

Target Demographics:

The Curd Crawl is a family-friendly event. With that said, United Way's primary target demographic is adults 21 years of age and older.

Overnight Visitors:

The Curd Crawl ends at 9pm. Given this, United Way suspects the Curd Crawl brings twenty to thirty overnight visitors to Manitowoc every year. United Way’s Curd Crawl volunteers are guided to strike up conversation with attendees as a way to learn where people are traveling from and how they heard about the event. Results are usually 50/50 – half of the non-Manitowoc County attendees are staying with family or friends while the other half are staying at a local hotel. Additionally, United Way frequently hears attendees come to the Curd Crawl via the way of the SS Badger Ferry or by invite from friends/family. United Way anticipates increased awareness of the Curd Crawl will bring increased attendance from non-Manitowoc residence and positively contribute to overnight stays in Manitowoc.

Marketing Plans/Timeline:

United Way plans to run a five-week marketing campaign to promote the Curd Crawl starting August 30, 2026 – October 3, 2026. Below is a high-level summary of our marketing/outreach activities.

Channel	Yes	No
Website	x	
Facebook	x	
Instagram	x	
LinkedIn	x	
You Tube		x
General Newsletter	x	
VC Newsletter		x
Special Edition Newsletter	x	
Radio	x	
Tuesday Tidbits	x	
Keep It Local	x	
Press Release	x	
Flyer	x	
TV	x	
Billboard	x	
Email Signature	x	
Tabling	TBD	

Additionally, United Way staff and board will personally cross promote United Way’s Curd Crawl social media posts on their Facebook and Instagram pages.

Key Team Members & Experience:

Key Team Member	Title / Position	Experience
Ashley Bender	Executive Director	Event lead; 12 years

Ben Peters	Director of Impact Strategies	Event assistant; 2 years
Laura Drida	Marketing Director	Event assistant; 8 years
Board Members	Officers & General Members	Event volunteers; years vary
Community Volunteers	Curd Crawl Volunteers	Event volunteers; years vary

Event Success Measures:

United Way measures every fundraiser’s success by total funds raised, engagement or attendance, sponsorship sales, and marketing/outreach return on investment. United Way also measures success through conversation and or feedback surveys for event attendees, volunteers, and partners.

Should United Way secure sufficient sponsorship monies to support a strong marketing budget, United Way will:

- Target appropriate visitor outreach partnerships for event promotion
- Ask hotels for overnight stay totals
- Develop a post-event attendee survey in partnership with the event’s Marketing Sponsor

Curd Crawl 2026

Revenue			
Item	Partner	Value	Notes
Presenting Sponsor	Tentative: Sargento	\$ 3,000.00	for entertainment, billboard & raffle baskets
Marketing Sponsor	Tentative: Discover Manitowoc Grant	\$ 2,000.00	for billboard, ads w/The Chamber, social media ads, & posters
Total		\$ 5,000.00	

Expenses			
Item	Vendor	Value	Notes
Entertainment	Icons Entertainment - Adam Lee	\$ 1,000.00	
Tuesday Tidbit ads	The Chamber	\$ 110.00	2 paid ads at \$55 each
Keep It Local ads	The Chamber	\$ 80.00	2 paid ads at \$40 each
Social media ads	Facebook	\$ 200.00	
Billboards	Lamar	\$ 2,000.00	
Posters	Fricke Printing	\$ 100.00	
Raffle Basket #1	TBD	\$ 200.00	
Raffle Basket #2	TBD	\$ 200.00	
Raffle Basket #3	TBD	\$ 200.00	
Raffle Basket #4	TBD	\$ 200.00	
Raffle Basket #5	TBD	\$ 200.00	
Raffle Basket #6	TBD	\$ 200.00	
Raffle Basket #7	TBD	\$ 200.00	
Misc.	TBD	\$ 110.00	
Total		\$ 5,000.00	

Balance			Notes
Revenue		\$ 5,000.00	
Less: Expenses		\$ 5,000.00	
Balance		\$ -	

Internal Revenue Service
Director, Exempt Organizations
Rulings and Agreements

Department of the Treasury
P.O. Box 2508
Cincinnati, Ohio 45201

Date: **JUL 02 2007**

UNITED WAY MANITOWOC COUNTY INC
1704 MEMORIAL DR
MANITOWOC WI 54220-1440

Employer Identification Number:
39-1099039
Person to Contact - ID#:
Jacob A. McDonald - 31-08661
Contact Telephone Number:
877-829-5500 Phone
Public Charity Status:
509(a)(1) and 170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated April 1969 stated that you were exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code and classified as a public charity under section 509(a)(3) of the Code.

Based on the information you submitted, we have modified your public charity status to the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, 800-829-3676. Information is also available on our Internet Web Site at www.irs.gov.

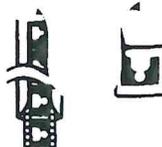
Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

If you have any questions, please call our toll free number shown in the heading of this letter.

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements





WISCONSIN DEPARTMENT OF REVENUE
 PO BOX 8902
 MADISON, WI 53708-8902

Contact Information:

2135 RIMROCK ROAD PO BOX 8902
 MADISON, WI 53708-8902
 ph: 608-266-2776 fax: 608-327-0235
 email: DORRegistration@wisconsin.gov
 website: revenue.wi.gov

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Letter ID L0040383440

UNITED WAY MANITOWOC CO INC
 21 E WALDO BLVD
 MANITOWOC WI 54220-2905

May 1, 2023

Batch Index: 1258531328-190

This is your Wisconsin Sales and Use Tax Certificate of Exempt Status (CES). Purchases made by your organization or entity are taxable unless you provide the seller a fully completed Wisconsin sales and use tax exemption certificate (Form S-211 or S-211E), listing the CES number shown below.

If your organization makes sales subject to sales tax, it may need a seller's permit. Information on registration requirements can be found in Publication 206, Sales Tax Exemption for Nonprofit Organizations.

Forms and publications can be obtained through our website at revenue.wi.gov or through our forms ordering line at (608) 266-1961. Many questions can be answered by reviewing the Common Questions pages on our website. You may also contact us by telephone at (608) 266-2776 or by email at DORRegistration@revenue.wi.gov.



**WISCONSIN SALES AND USE TAX
 CERTIFICATE OF EXEMPT STATUS (CES)**
 (Governmental, Religious, Charitable, Scientific or Educational Organization)

Sales to this organization or entity are exempt from Wisconsin sales and use tax under sec. 77.54(9a) and 77.55(1), Wis. Stats.

This certificate is valid unless cancelled by the Wisconsin Department of Revenue.

CES NUMBER	008-0000090467-05
DATE ISSUED	4/26/2023

IMPORTANT:

Purchases made by your organization are taxable unless you furnish your supplier with the CES number shown above. Sales by your organization may be subject to tax. If your organization makes taxable sales, it may be required to obtain a seller's permit and remit sales tax to the Department of Revenue.

UNITED WAY MANITOWOC CO INC
 21 E WALDO BLVD
 MANITOWOC WI 54220-2905

Questions: Contact the Department of Revenue by telephone at (608) 266-2776, FAX (608) 327-0235, email DORRegistration@wisconsin.gov, or at our website revenue.wi.gov

**Request for Taxpayer
 Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
 requester. Do not
 send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1	Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) United Way Manitowac County, Inc		
	2	Business name/disregarded entity name, if different from above.		
	3a	Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) nonprofit 501(c)3	4 Exemptions (codes apply only to certain entities, not individuals; see Instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)	
	3b	If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See Instructions <input type="checkbox"/>		
	5	Address (number, street, and apt. or suite no.). See Instructions. 33 E Waldo Blvd., Suite 2	Requester's name and address (optional)	
	6	City, state, and ZIP code Manitowac WI 54220		
	7	List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number													
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or													
Employer identification number													
<table border="1" style="width:100%; height: 20px;"> <tr> <td style="width:15%;"></td> </tr> </table>													

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the Instructions for Part II, later.

Sign Here	Signature of U.S. person Cashley Bender	Date 2/16/24
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its Instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they