

# Discover Manitowoc Grant Application

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



Please email completed applications to [chansen@manitowoc.org](mailto:chansen@manitowoc.org) by February 15, 2026.

Name of event: Manitowoc Cycling & Film Festival
Date and time of event: September 10–13, 2026 Daily programming and weekend daytime racing
Name of organization: Juliet Echo Productions – Manitowoc Cycling & Film Festival
Federal ID number: 83-4532056 Tax status: LLC
\$ Amount request: 30,000-50.000
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? NO

## Event Coordinator Information

Name: J.E. HERTEL
Address: PO BOX 105 CHILTON, WI 53014
Phone: 7184064882
Email:THEJULIETECHO@GMAIL.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.

Projected total attendance: 1,000–1,400 attendees

Estimated breakdown

Manitowoc County residents: ~500–600

Visitors from outside Manitowoc County: ~500–800

Daily attendance estimates

Opening night: 300–400

Festival screenings (daily): 250–400

Cycling events: 300 registered riders

Closing ceremony: 300–400

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.

Projected overnight room nights: 350–450 room nights

Estimated contributors:

Visiting cyclists (approx. 150–200 participants staying 1–2 nights)

Filmmakers, judges, speakers, and officials

Regional attendees traveling from Milwaukee, Madison, Green Bay, Chicago, and other Midwest markets

Room nights will be tracked through:

Partner hotel booking codes

Participant registration surveys

## **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: Jen Emma Hertel
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Date: 2/25/2026
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## Project Summary

The Manitowoc Cycling & Film Festival is a four-day destination event combining cycling competitions, community rides, international cycling films, Midwest filmmaker showcases, and public cultural programming. The event activates multiple venues throughout the City of Manitowoc, including theaters, community gathering spaces, and cycling routes.

The festival is designed to position Manitowoc as a regional cycling and outdoor recreation destination while expanding cultural tourism along the Lake Michigan lakeshore. By scheduling the event in September, the festival supports shoulder-season visitation and increased hotel occupancy.

## Goals

- Attract regional and Midwest visitors to Manitowoc
- Generate overnight lodging stays
- Increase economic activity for local businesses
- Establish a recurring annual tourism event
- Promote Manitowoc's lakeshore recreation and arts culture

## Target Demographics

- Midwest cycling enthusiasts
- Cultural tourists
- Independent filmmakers
- Outdoor recreation travelers
- Families and regional visitors

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## Marketing & Promotion Plan

Marketing will focus on **out-of-market visitor attraction**, including:

- Regional digital advertising targeting Milwaukee, Madison, Green Bay, Chicago, and Twin Cities markets

- Partnerships with Midwest cycling clubs and cycling organizations
- Film festival submission platforms (FilmFreeway and national festival directories)
- Social media advertising targeting cycling and outdoor recreation audiences
- Press outreach to regional tourism and recreation publications
- Collaboration with Visit Manitowoc tourism marketing channels
- Hotel and lodging partnership promotions
- Cycling registration platforms and race calendars

### Marketing timeline

- March–May: Event announcement, film submission promotion
  - May–July: Regional tourism and cycling marketing campaigns
  - July–September: Ticket sales push, lodging promotion, media coverage
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## Key Team Roles

- **Festival Director:** Oversees programming, partnerships, and operations
- **Cycling Event Director:** Manages race logistics, registration, and cycling coordination
- **Marketing & Media Coordinator:** Advertising, regional outreach, and visitor marketing
- **Programming Coordinator:** Film scheduling, panel coordination, filmmaker engagement
- **Volunteer Coordinator:** Event staffing and volunteer management

The organizing team includes individuals with experience in event management, cycling event coordination, arts programming, and marketing.

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## Measuring Success

Event success will be evaluated through:

- Ticket sales and attendance tracking
- Cycling registration totals
- Hotel partner room-night reporting
- Visitor origin tracking through registration surveys
- Vendor and business participation numbers
- Social media reach and engagement metrics
- Post-event economic impact reporting

A full post-event report will be submitted to Visit Manitowoc within 60 days of the event, including attendance, room nights generated, marketing performance, and financial reporting.

## Budget Narrative:

The festival's total operating budget is approximately **\$47,300**, supported by earned revenue from film submissions, cycling registrations, merchandise sales, and sponsorships. Grant funding will primarily support **visitor-focused marketing, regional advertising, and tourism attraction efforts**, ensuring the event successfully generates overnight stays and sustained tourism impact for the City of Manitowoc.

VENUES	EST. COST \$	EST. DATES	PURPOSE	TOTALS \$
LAKESHORE CINEMA	500	SEPT. 11	Screenings	
LAKESHORE CINEMA	500	SEPT. 12	Screenings	
CAPITOL THEATER	2400	SEPT. 10	Opening Night	
CAPITOL THEATER side room	800	SEPT. 11	Screenings/PANEL S	
CAPITOL THEATER side room	800	SEPT. 12	Screenings/PANEL S	
MIKADOW THEATER	500	SEPT. 11	Screenings	
MIKADOW THEATER	500	SEPT. 12	Screenings	
MIKADOW THEATER	500	SEPT. 13	Closing Ceremony	
CYCLING HUB	1500	SEPT. 12/13	Cycling Support	
FILM FESTIVAL OFFICE	1600	AUG/SEPT	OFFICE RENTAL	
	9600			9,600
<b>VENDORS</b>	\$			
FOOD TRUCK	250	SEPT. 10-13	NEAR SCREENINGS	
FOOD TRUCK	250	SEPT. 10-13	NEAR	
CATERER	1500	SEPT. 10	Opening Ceremony	
CATERER	1500	SEPT. 13	Closing Ceremony	
PORT-A-POTTY RENTALS	1200	SEPT. 12 -13	Cycling Course	
BAR/RESTAURANT RENTAL	1000	SEPT 10-12	MISC.	
	5700			5700
<b>LOGISTICS</b>	\$			

PERMITS	1000	SEPT.	TOTAL	
FILM FEST TEAM	1,680	SEPT. 6-13	3 EMPLOYEES-\$80/D	
CYCLING TEAM	1,120	SEPT. 6-13	2 EMPLOYEES-\$80/D	
OFFICE SUPPLIES	300	SEPT.	TOTAL	
MISC	300	SEPT.	TOTAL	
USA CYCLING DESIGNATION	1000	SEPT.	TOTAL	
	5400			5400
<b>MEDIA</b>	\$			
RADIO ADS	800	SEPT. 1-13	TOTAL	
LOCAL TV ADS	1200	3 SPOTS	TOTAL	
RADIO&TV AD SPOT CREATION	3500	PROD. HIRE	TOTAL	
PRESS PR CAMPAIGN	1000	PR HIRE	TOTAL	
POSTERS/FLYERS/ETC	500	PRINTING	TOTAL	
MERCH	1500	TO SELL	TOTAL	
LOGO -WEBSITE DESIGN	300	PERM. SIGHT	TOTAL	
WEBSITE COSTS	300	FilmFreeway/ETC	TOTAL	
	9100			9,100
<b>TALENT</b>				
FILM FEST HEAD OF FEST	3000	TOTAL		
CYCLING HEAD OF RACE	2000	TOTAL		
FILM JUDGES PANEL	2000	TOTAL		
CYCLING OFFICIALS	2000	TOTAL		
PANEL SPEAKERS	3000	TOTAL		
VOLUNTEERS (PAID)	800	SEPT 10-14	\$40/DAY x 20	
	12800			12800
<b>HOTEL LODGING</b>	\$			
JUDGES	2500	SEPT. 10-13	THREE JUDGES	
CYCLING	1600	SEPT. 10-14	2 OFFICIALS	
MISC	600	SEPT. 10-13	MISC.	

	4700			4700
			<b>GRAND TOTAL</b>	<b>47300</b>
<b>OFF SETS</b>				
FILM SUBMISSIONS	\$50	PER FILM PROJECT	ESTIMATED 300	15000
CYCLING SIGN UP	\$75	PER RIDER	ESTIMATED 300	15000
MERCH SALES	MISC MERCH	T SHIRTS/ ETC	ESTIMATED NET	4000

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