

2024 Manitowoc Grant Report

Recipients of a 2024 Discover Manitowoc Grant must file this report and attach income/expense statement by January 6, 2025.

Organization name *

Manitowoc Sunrise Rotary Foundation, INc

Event name *

2024 Wisconsin Sand Sculpting Festival

Event date(s) *

MM DD YYYY

07 / 19 / 2024

Event attendance *

6500

How did the Discover Manitowoc Grant help your event? *

Collaborative promotion by Visit Manitowoc across their social media pages, both organic and paid, visitmanitowoc.com and public relations between January – July.

How many hotel room nights did your event generate and at which lodging establishments? *

Inn on Maritime Bay, Holiday Inn, Harbortown Inn, Quality Inn and Days Inn) 555 Rooms available and about 100 unoccupied, The event generate about 80% confirmed room nights.

Please explain how you measured room nights. *

Visit Manitowoc staff contacted lodging partner directly.


What marketing efforts were completed to attract visitors to the City of Manitowoc for your event? Please explain marketing mediums and demographics. *

- An announcement of the event via press release in January.
- The Facebook page helped drive traffic from: Manitowoc, Sheboygan, Brown, Milwaukee, Appleton, Dane, Winnebago and Door Counties.
- Participation in the Travel Wisconsin Out of Home Billboard Co-op
- A digital billboard program through the Wisconsin Hotel and Lodging Association.
- Paid and in-kind radio ads with Seehafer News
- Posters and rack cards

Were your marketing efforts successful? Please explain your measurements for success. *




During the exit interview there was over 250 different state that visitor had come from. The visitors were also asked how they heard of the event and all efforts were successful as all boxes were checked.

Please provide an income/expense statement for your event. *

 2024 Sandfest In...

 Add file

Optionally, provide any additional supplemental material, reports, advertising examples, and etc.

 2024 WSSF Mark...  Social Media Ch...  WHLA Ad info - V...

 Add file

This content is neither created nor endorsed by Google.

Google Forms

Appreciate your willingness to work with us. Apologies for needing to adjust last minute, but hoping heavier exposure during June 24-July 7 will make up for the adjustment.

The next 2 campaigns originally signed up for are June 3-30 at O'Hare & July 1-7 at MSP. We are now adjusting the June 3-30 campaign to run only June 24-30, but would feature your ad at a higher impression percentage in the rotation. We'd also offer a complimentary week from July 1-7 at O'hare and Milwaukee.

Below are numbers on impression metrics for these campaigns. Note these numbers are based on the average week, and I'd think the actual numbers will be higher for the July 4th Holiday.

Guaranteed minimum exposure:

O'hare (June 24-30): 166k impressions

O'hare (July 1-7): 41.5k impressions (Comp'd)

MSP (July 1-7): 38k impressions

Milwaukee (July 1-7): 31.5k impressions (Comp'd)

2023 Estimates

Social Media - reimbursement to Visit Manitowoc	\$ 699.99
Travel Wisconsin Co-Op Billboard - reimburse. VM	\$ 1,600.00
WHLA Billboards	\$ 2,072.00
Local Radio - Seehafer	\$ 1,300.00
Posters and rack cards	\$ 100.30
Schedule poster printing for sandwich boards	\$ 190.50
Banners	
	\$ 5,962.79

Did \$700 in '23 to
Manitowoc,
Sheboygan, Brown,
Milwaukee, Appleton,
Dane, Winnebago,
and Door Counties

Matched in \$10,000

Proposed Marketing Budget for 2024 Wisconsin Sand Sculpting Festival

Marketing Tactic - For Travel WI Grant	Budgeted Cost	Actual	Date Reserved	75% Reimbursable	Left to Pay	Audience	Reason for Funding	Notes
Travel Wisconsin Wisconsin Traveler Email - June 20 3rd row	\$ 350.00	\$ 350.00	Oct 10 by CH	\$ 262.50	\$ 87.50	90k highly engaged cosumers, bi-weekly email with average open rate of 40%	Email is new tactic	VM will create and submit to TW, Rotary will reimburse VM
TravelWisconsin.com Footer Ads - July 1-14	\$ 600.00	\$ 600.00	Oct 10 by CH	\$ 450.00	\$ 150.00	Drive traffic from Travel WI to event landing page, est. 2,000 clicks	Footer ads is new tactic	VM will create and submit to TW, Rotary will reimburse VM
Wisconsin Hotel & Lodging Association Billboards - Memorial Day (May 20-26) and 4th of July (July 1-7) MSP board, June Summer Travel (June 3-30) 4-week O'Hare board	\$ 1,748.00		RaeAnn reserved	\$ 1,311.00	\$ 437.00	Travelers to O'Hare and MSP airports	New geographic markets - did one board outside Chicago in Naperville last year but Chicago O'Hare is new + MSP new	Rotary will pay invoice directly, sent design elements 5/13 Changes were made to package. Memorial changed dates slightly. June 30 4-week board changed to June 24-30, but ad increased in impression percentage in the rotation to 166k impressions. Complimentary O'hare and MKE July 1-7 were added - 41.5k impressions for O'hare and 31.5k impressions for MKE. MSP stayed the same and had 38k impressions.
Social Media advertisements/boosts - February 1 - July 19	\$ 2,000.00	\$ 2,000.00	Begin February 1	\$ 1,500.00	\$ 500.00	In state expansion to Wausau area and out of state expansion to Chicago and Rockford, Minneapolis and Rochester and Cedar Rapids and Davenport following Travel Wisconsin's target audience of 35-44 w/ kids and Adults 25-34	All new geographic markets	Rotary will reimburse VM
Social Media advertisements/boosts - February 1 - July 19	\$ 500.00	\$ 500.00	Begin February 1	\$ 375.00	\$ 125.00	Same markets targeted as 2023 -Manitowoc, Sheboygan, Brown, Milwaukee, Appleton, Dane, Winnebago and Door Counties - but following Travel Wisconsin's target audience of 35-44 w/ kids and adults 25-34. Demographics were targeted specifically in 2023. Rotary would also like Ludington/Michigan City included	All new demographics targeted	Rotary will reimburse VM

\$ 3,898.50 \$ 1,299.50

Marketing Tactic - For Discover Manitowoc Grant	Cost		Date Reserved			Audience	Reason for Funding	Notes
Local Radio	\$ 1,000.00	\$ 1,300.00	Reserved	X	X	Local market		Receive \$10,000 match and onsite, Runs starting 7/5
Posters, rack cards and schedule printing	\$ 250.00	\$ -	Won't do until '24			Local market		
Discretionary local advertisements	\$ 250.00	\$ 250.00				Local market		Ex. Chamber local paid ads
Banners	TBD							
Left to pay from non-reimbursable Travel WI expenses	\$ 1,299.50	\$ 1,299.00						

TOTAL \$ 2,799.50 \$ 2,849.00
TOTAL WITH TRAVEL WI \$ 3,898.50 \$ 6,747.50

	Budget	Actual
Social Media advertisements/boosts - February 1 - July 19	\$ 2,000.00	
		\$ 250.00
		\$ 500.00
		\$ 500.00
		\$ 500.00
		\$ 250.00
		\$ 2,000.00
Social Media advertisements/boosts - February 1 - July 19	\$ 500.00	
		\$ 250.00
		\$ 100.00
		\$ 50.00
		\$ 25.00
		\$ 75.00
		\$ 500.00

In state expansion to Wausau area and out of state expansion to Chicago and Rockford, Minneapolis and Rochester and Cedar Rapids and Davenport following Travel Wisconsin's target audience of 35-44 w/ kids and Adults 25-34
Event boost - broken up with below demo
Blog post boost
Press release boost
Full schedule of events leading to website
Blog post reboost
Same markets targeted as 2023 -Manitowoc, Sheboygan, Brown, Milwaukee, Appleton, Dane, Winnebago and Door Counties - but following Travel Wisconsin's target audience of 35-44 w/ kids and adults 25-34. Demographics were targeted specifically in 2023.
Rotary would also like Ludington/Michigan City included
Event boost - broken up with above demo
Bootcamp and amateur promo
Boost of entertainment tent post
Counting down the days post
June blog post boost

Notes

[illegible]

Wisconsin Sand Sculpting Festival Social Media Schedule

Date	Content	Copy/Notes/Links
JANUARY		
4-Jan	Call for semi-pro sculptors	
5-Jan	Rotary/HTR people of the year	
MARCH		
7-Mar	Call for Amateur competitors	
26-Mar	Promo Places to Stay VM webpage	
27-Mar	Change cover photo + add date copy message	
APRIL		
5-Apr	Keep eye on webpage share	
15-Apr	Vendors sign up reminder	Posted in event, too.
16-Apr	Volunteer launch	Posted in event, too, next day
24-Apr	Boot camp launch	Posted in event, too.
JUNE		
6-Jun	Share Morning Blend segment from VM page	
7-Jun	Visit Manitowoc blog post	Posted in event, too.
19-Jun	One month till WSSF	
20-Jun	Bill other Amateur Boot Camp graphic	Posted in event, too.
25-Jun	Travel WI JEM grant announcement	
28-Jun	Full schedule announce. w/ link to site	Posted in event, too.
JULY		
3-Jul	Shoreline cruise promo weekend of event	
5-Jul	Hands on lesson promo	Posted in event, too.
8-Jul	Welcome sculpture pic w/ countdown copy	
9-Jul	Entertainment tent promo w/ website link	
10-Jul	Parking and shuttle map post	Posted in event, too.
11-Jul	Press release post	Posted in event, too
12-Jul	Amateur contest promo w/ 2023 pics	Posted in event, too
15-Jul	Beach prep/pile preview	Posted in event, too
16-Jul	Welcome sculpture preview	Posted in event, too
17-Jul	HTR events article	Posted in event, too
17-Jul	Organizing partner thank you	
18-Jul	Media sponsor thank you	
18-Jul	Premier level sponsor thank yous	
18-Jul	Plan your weekend before/after event - visitmanitowoc.com	Posted in event, too
18-Jul	Entertainment sponsor thank you	
19-Jul	T-Shirt sponsor thank you	
19-Jul	Hands-on lessons sponsor thank you	
19-Jul	Fox 11 WLUK coverage	
19-Jul	Sculptor sponsor thank you	
19-Jul	Sign sponsor thank you	
19-Jul	Partner thank you	
19-Jul	Event reminders ahead of opening	
20-Jul	Event reminders ahead of opening, photos from Fri	
20-Jul	Amateur winners	
21-Jul	Event reminders ahead of opening, photos from Sat	
21-Jul	Winners	
	Sculptor highlights	
	Entertainer highlights	

2024 Wisconsin Sand Sculpting Festival Income Statement

2024

Event Revenue

Grants	\$ 23,399
Sponsorships	21,200
Vendors	600
Food trucks	1,350
Downtown Merchant group	-
T-shirt sales	1,170
Admissions revenue	28,938
Knights of Columbus Food %	772

Total Event Revenue

77,429

Event Costs

Planner Fee	14,520
Prize Money	3,000
Scheduled Hands on Lessons	450
Stage Manager	2,000
Great Lake Championship Prize Money	667
Planner Site Visit Cost	-
Marketing - Paid target marketing	4,846
Billboards	1,748
Social Media	
Other marketing	
Office Supplies	-
Night Time Security	3,395
Water Connection (meter/fire hydrant)	90
Sanitary Stations (portable bathrooms)	1,805
Signage/Printing/Flyers/Banners/Marketing	
T-Shirts	3,387
Banners	180
Yard signs	280
Rack cards	162
Flyers	88
Entertainment Stage	310
Tents	3,873
Fence	3,939
Food (sculptors) 10x6x\$50	2,957
Lodging (sculptors (10) 6 - nights	8,118
Wrist Bands (weekend pass)/Hand Stamp (day)	307
Medals and Awards	71
Entertainment	1,300
Haven partnership fee	2,990

Total Event Costs

60,483

Total Event Profit

\$ 16,944