

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: Metro Jam	
Date and time of event: June 20-21 2025	
Name of organization: Metro Jam/Manitowoc Sunrise & Two Rivers Noon Rotaries	
Federal ID number: 39-1822674	Tax status: 501 C3
\$ Amount request: 10,000	
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: Amy Townsend
Address: 907 S. 8th St. Manitowoc
Phone: 920.323.3450
Email: atownsend@starckre.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.

Please see attachment.

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.

We house part of our town staff and band members at the Inn on Maritime Bay. We have 6 booked for Thursday night, approx 15 for Friday night and 15 for Saturday night. As far as out-of-town event participants, we approximate 20 rooms total at various locations.

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: Bob Mittnacht/Amy Townsend/Tom Chermak
Date:



907 South 8th Street
Manitowoc, WI 54220
920-323-3450
www.metrojam.org

March 5, 2025

Dear Visit Manitowoc:

The 46th Annual Metro Jam will be held this summer on Friday and Saturday, **June 20 and 21, 2025** at Washington Park in Manitowoc. We look forward to a great weekend including a wide variety of **FREE** live music, delicious food and a gathering of friends, families, and community guests in downtown Manitowoc!

This year, we have had an amazing lineup of FREE admission entertainment with musically diverse big name national acts. Last year's headliner Atlanta's **Drivin N Cryin** measured up to the many great past headliners which to name some included **Atlanta Rhythm Section, Son Volt, Booker T. Jones, John Waite, Garland Jeffreys, Pat Travers, Rich Robinson (from The Black Crowes), Ruthie Foster, Alejandro Escovedo, Cracker, English Beat, The Knack, The Romantics, The Smithereens, Joe Bonamassa, Shooting Star, Head East, Rick Derringer, Poco, Ozark Mountain Daredevils, Familiar Looking Strangers** and **Edgar Winter**. We have also featured many other remarkably interesting local, regional, and lesser-known national acts.

This is incredibly unique to the region as it has been occurring for **46 years**. Other music events include Summerfest, which started in 1968 and Mile of Music, which started in 2013. As smaller venues bring in one to two bands at time, we feel our event has stood the test of time with its scale and we would love to receive a grant to help us with the 46th Metro Jam in 2025!

As far as our marketing goes, we strive to bring people in from all over Wisconsin by using our contacts in **Milwaukee, Sheboygan, Appleton, Green Bay** and other cities to promote Manitowoc and our event as being, "**a musical oasis**" by using billboards and various radio stations. Seehafer Radio is an integral part of our marketing as they are usually an in-kind \$10,000.00 sponsor. Without them, our reach wouldn't be as great and our budget would suffer. With all of this, we are able to bring in bands from all around the world including England, Mexico and Canada which we have to then put into our hotels.

Our location is centrally located at the **Metro Stage** in Washington Park, giving us a walkable or drivable venue. Our fearless leader, **Bob Mittnacht**, has been successfully putting this event on with others in Wisconsin since the beginning. **Tom Chermak** was added years later and finally **Amy Townsend** joined around 2015. We have established our marketing plan which includes all the budget line items and we hire a graphic designer every year for maximum exposure. While there is no way to measure attendance (no tickets as it is a FREE concert), we estimate having 2000-3000 people in attendance every year which is comprised of families, out of town businesses and locals.

We would not have been able to achieve all of this without the great support of the City of Manitowoc and its departments. This year we are proud to announce our new community partner, the **Manitowoc Sunrise Rotary Club/Two Rivers Rotary Club**. The combined Rotary Clubs will be offering all the food and beverages that will be available at the festival. Monies raised from their sales will finance its various local charitable and educational projects. Their funds will go to various community needs in the form of scholarships, donations and volunteerism. They include: [list them here](#)

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Most importantly we want to thank and recognize our Sponsors! Our budget typically ranges from \$30,000-\$35,000 and we are graciously supported by our sponsors. These include corporations, small to medium businesses and businesses from out of town. As we plan for Metro Jam 2025, we ask that Visit Manitowoc continue your support of this community treasure. If you have not been involved in supporting Metro Jam in the past, 2025 is a terrific opportunity to join in!

As co-chairs of Metro Jam, we thank you for your support of this signature event in Manitowoc! Please give us a call with any questions. We look forward to a great weekend as **Metro Jam** celebrates **46 years of FREE** live music on **June 20 and 21, 2025!**



Amy Townsend
920-323-3450

Bob Mittnacht
414-852-5718

Tom Chermak
920-901-6275



ROTARY CLUB
OF MANITOWOC, WI
SUNRISE



Local Connections . . . Global Impact
Manitowoc Sunrise Rotary
P.O. Box 1281
Manitowoc, WI 54221-1281

Great things We have accomplished:

Sunrise Rotary Gifts thru 1/1/2024

- ✓ Gave **scholarships** for high school student: 14 students to Business World
65 students to Rotary's World Affair Seminar
- ✓ Gave **scholarships** for 79 college students: LTC, Silver Lake (in the past) and UW Manitowoc
- ✓ Work on and support **KAN Cool for School** (school supplies for low-income children) every year.
- ✓ Provide books for young readers through **Read to Succeed** every year to school system & occasionally to the library.
- ✓ Other: educational programming at **local museums**. (RWAM & WMM)
- ✓ Contribute to **youth theater, sports & ecology camp**.
- ✓ Support **Shoes for needy children**.
- ✓ Donated gifts to youth **recreational facilities** (Aquatic Center, Miracle League, Citizen Park and Quad Baseball.)
- ✓ Planted **23 Trees** at Farm Wisconsin Discovery Center.
- ✓ Highway **Clean up** along Maritime Dr. twice a year.
- ✓ Decorating Christmas trees at a local home for elderly.
- ✓ Major gift for renovation of **Red Arrow Park**.
- ✓ **Partnering with other local Rotary clubs** in projects like: Veterans Day Breakfast, TR Volleyball, Sputnikfest Road Rally etc.
- ✓ Obtained numerous **District Grants** to help local organizations, such as CASA, Manitowoc Boys and Girls Club and The Crossing.
- ✓ Worked to clean, preserve and share the **Manitowoc Lighthouse** with the public.
- ✓ We purchased and assembled Hygiene Kits for victims of Human Trafficking and for Christmas gifts for families through the Boys and Girls Club.
- ✓ Co-chaired the first (extremely successful) Wisconsin Sand Sculpting Festival in July of 2023.

For a total of over \$316,000 in contributions locally over the past 34 years

We also support charitable efforts on an international level:

- ✓ Provide annual support to the **Rotary Foundation**, rated one of the top 10 charities over many of the last few years.
- ✓ Annual donations to Polio Plus, Rotary International's worldwide efforts to eliminate polio and Lake City Rotary Fund Water Filter Project in Haiti.

METRO JAM 2025 PROPOSED BUDGET

	2024	2025
ADVERTISING / PROMOTION		
Newspaper - Gannett	500	500
Newspaper - Shepherd Express	1,015	675
Radio - WAPL	700	700
Backstage Pass Printing	45	45
Poster and Ad Design	400	400
Web Site	856	0
Electronic Billboards	400	400
Banner & Sign Printing	300	300
T Shirts	320	320
BACKLINE EQUIPMENT RENTAL	600	1,500
ENTERTAINERS		
Friday Support Act 1	100	100
Friday Support Act 2	400	450
Friday Headliner	800	800
Saturday Local Support Act 1	75	100
Saturday Local Support Act 2	150	200
Saturday Regional Support Act 1	300	400
Saturday Regional Support Act 2	500	400
Saturday National Support Act 1	1,000	1,000
Saturday National Support Act 2	1,000	2,000
Saturday National Headliner	10,000	15,000
EQUIPMENT LOAD IN AND LOAD OUT	300	300
HOSPITALITY	316	311
LODGING	2,709	2,709
PARK CLEANUP	0	0
PARK STAKE FEE	50	50
PORTABLE TOILETS	0	1,000
POSTAGE / MAILING	302	302
SECURITY / STAFF	288	288
SHERIFF DEPUTIES	0	1,400
SOUND AND LIGHTING	6,900	7,100
TRANSPORTATION	424	0
TOTAL	\$30,750	\$38,750