



## Silver Cup Video Production

Hello Mayor Nickels,

February 8, 2018

Over the past 5 years the Silver Cup disc golf tournament has continued to grow, moving up to PDGA A-tier Super Tour status in 2013 and hosting stop number 2 in the 2016 inaugural year of the Disc Golf Pro Tour. In 2016, we hosted 207 professional players from 31 states plus Sweden and Australia for the week long event. The amateur weekend hosted 208 players for the two day PDGA B-tier tournament. In 2017, the A-tier Super Tour event still hosted over 300 total players from 19 states plus Australia without the Pro Tour. The economic impact of this annual event is well over \$150,000 per year.

Over the past 6 years, the city of Manitowoc and local disc golf community have invested over \$100,000 in several projects at Silver Creek and Indian Creek Parks that have made Manitowoc a destination for disc golfers for years to come. We now have 36 championship holes at Silver Creek as well as beautiful courses at Indian Creek Park, Lower Cato Falls, Rollin' Ridge in Reedsville, Lakeshore Tech in Cleveland and Winter Park in Kewaunee. This collage of great courses will be a great draw to upcoming PDGA majors, National Tour and Pro Tour events. If we were to bid and host any of these events, they would greatly increase the economic impact to our community.

Disc golfers drive to Manitowoc daily, playing our great courses and benefiting our entire community. A perfect example is a couple that walked with disc bags over their shoulders, seemingly in the wrong direction if heading to hole one from the main parking lot at Silver Creek Park. As I offered a course map and directions they stated, "Isn't tee 14 up on top of that hill? We just arrived from Iowa and want to start on the signature hole that throws across the field toward the creek." This reminded me that our efforts to show off our course had been successful. We estimate that Silver Creek alone supports over 30,000 rounds of disc golf each year.

At Silver Cup XVIII, Jomez Productions or Smashboxx TV could provide hole by hole coverage of the pro event plus drone and still photography by AV Images and Visual Eclipse Productions. These companies are frequently hired by the top disc golf tournaments across the country and know exactly how to capture the sport while showing off the beautiful surroundings of the courses they cover. The plan is to combine drone flyovers, photos, sponsor images and overlays of each fairway while following the top players competing on the course. Sponsor messages will cover half of the production cost and we would ask the room tax commission to support a matching \$4000 grant to enable video production at this years' Silver Cup XVIII. This YouTube, Instagram, Flickr and Facebook coverage will give us the collateral materials needed to bid our courses to upcoming major disc golf events as well as the potential for Silver Cup to host the Disc Golf Pro Tour again in 2019 – 2020. This online content will also encourage disc golfers from all over the country to visit and play disc golf in Manitowoc year round.

Thank you,

James Van Lanen Jr  
Secretary/Treasurer  
Discover Eastern Wisconsin Disc Golf



# Discover Eastern Wisconsin Disc Golf



Playlist of Silver Cup YouTube Videos:

<https://www.youtube.com/playlist?list=PLpFLH4WxuilYkUkLEkJ22nAWhI8XmiWB8>

Jomez Pro Best of 2017:

<https://youtu.be/Hrd8Pnm56K0> (Volume One)

<https://youtu.be/yYKI8cJIPU8> (Volume Two)

Online Links:

<http://silvercupdiscgolf.com>

<http://discoverwisc.com>

<https://www.facebook.com/groups/silvercupdiscgolf/>

<http://widiscsports.com>

<http://discgolfprotour.com>

<http://pdga.com>

Tournament Website

Discover Eastern Wisconsin

Tournament Facebook Page

Wisconsin Disc Golf Association

Disc Golf Pro Tour

Professional Disc Golf Association

