



Discover Manitowoc GRANT APPLICATION

Community Development Department
900 Quay Street, Manitowoc, WI 54220
Phone: 920-686-6930 | Fax: 920-686-6939

SECTION 1 – PROJECT / EVENT ADMINISTRATION

Logistics:

Name / Description of Project / Event: Silver Cup XVIII - Media Coverage Grant

Location of Project / Event: Silver Cup Disc Golf Tournament

Below please include dates and times for Project / Event including setup and clean up.

Set Up Date: July 7-8, 2018 Amateur Event	Begin Set Up Time: 8:00	<input checked="" type="checkbox"/> AM <input type="checkbox"/> PM
Start Date 1: July 12, 2018 Family Clinic/Scramble	Start Time Date 1: 1:00	<input type="checkbox"/> AM <input checked="" type="checkbox"/> PM
Start Date 2: July 13 - 15, 2018 Professional Event	Start Time Date 2: 8:00	<input checked="" type="checkbox"/> AM <input type="checkbox"/> PM
Start Date 3: (Filming July 13-15 Competition Rounds)	Start Time Date 3:	<input type="checkbox"/> AM <input type="checkbox"/> PM
End Date:	End Time:	<input type="checkbox"/> AM <input type="checkbox"/> PM
Clean Up Date:	Begin Clean Up Time:	<input type="checkbox"/> AM <input type="checkbox"/> PM

Representative Organization:

Name of Organization: Discover Eastern Wisconsin Disc Golf Federal ID Number: 396-76-2603

Tax Status of Organization:

<input type="checkbox"/> Corporation	<input type="checkbox"/> Limited Partnership	<input type="checkbox"/> Non-Profit
<input type="checkbox"/> General Partnership	<input type="checkbox"/> LLC	<input type="checkbox"/> Sole Proprietorship
<input type="checkbox"/> Governmental Body	<input type="checkbox"/> LLP	<input checked="" type="checkbox"/> Other: Volunteer

Project / Event Coordinator:

Primary contact and person responsible for overall project / event oversight and execution.

Name: James Van Lanen Jr

Address: 4121 Martin Lane Two Rivers, WI 54241

Phone 1: 920.629.9997

Phone 2: 920.793.4524

Email: discgolf@discoverwisc.com

Accounting Coordinator:



Person responsible for accounting and use of the requested funds:

Name: Same

Address:

Phone 1:

Phone 2:

Email:	
Relationship to Primary Contact Person:	
Reporting Coordinator:	
Person responsible for accounting for use of the requested funds:	
Name: Same	
Address:	
Phone 1:	Phone 2:
Email:	
Relationship to Primary Contact Person:	
SECTION 2 – PROJECT / EVENT INFORMATION	
 <div style="border: 2px solid black; padding: 2px; display: inline-block;"> Attach a detailed description of the project / event based on the following instructions: </div>	
A. Describe in detail the proposed project or event including at least the following.	
<ul style="list-style-type: none"> • What are the goals of the project or event ? • What is the target market or demographic for the project or event? 	
B. How will the project or event attract visitors to Manitowoc?	
<ul style="list-style-type: none"> • Describe plans and timeline for marketing, promotion, etc. • Specify the media to be utilized. 	
C. Have you previously received funding from the City of Manitowoc for this event?	
D. Is there opportunity or willingness for this to become a multi-year project or event? (Attach the supplemental application materials if you are applying for a “Major Institution” status).	
E. Who are the key project team members who will be responsible for coordinating the project or event?	
<ul style="list-style-type: none"> • Examples of key team members: President or chair; steering committee members, event coordinator, accountant or budget coordinator, marketing or promotion coordinator. • Describe each individual’s team role and relevant experience. A summary statement is acceptable. Full resumes are not necessary unless requested. 	
F. How will you measure the success of your project or event ?	
<ul style="list-style-type: none"> • Consider, as applicable, participant surveys, room night tracking, other suggestions or feedback. 	
SECTION 3 – PROJECT / EVENT BUDGET INFORMATION	
 <div style="border: 2px solid black; padding: 2px; display: inline-block;"> Attach a copy of the project / event budget based on the following instructions. </div>	
G. Show all anticipated uses of funds and all anticipated sources of funds (in addition to the requested Grant). The budget must include all resources required for the project or event and indicate who will be responsible. The budget must demonstrate the need for grant funding assistance. If total funding is not awarded, be prepared to prioritize financial needs.	

H. What is the dollar amount being requested from the Discover Manitowoc Grant ?

Describe exactly for which budget items the requested grant funds will be used including itemized breakdown of amounts.

SECTION 4 – ESTIMATED ECONOMIC IMPACT INFORMATION

Provide the following inputs for estimating the economic impact to the City of Manitowoc of the project / event.

Estimate the expected attendance (including participants and observers) using the following table:

	Su	M	T	W	Th	F	Sa
Local (Manitowoc County) participants	See attached						
Visitors from outside Manitowoc County	See attached						
Visitors from outside NE Wisconsin	See Attached						
Total participants							

Attendance estimate is based on how many years of historical attendance ?

Estimate the expected room night usage (hotel, motel, B & B) resulting from the project or event using the following table:

	M	T	W	Th	F	Sa	Su	M	T	W	Total room nights
Rooms Per day	See attached										

The estimated room night usage is based on (indicate all that apply):

☐ Contracted (blocked / reserved) rooms.

Name of Hotel Sponsor 1:

Name of Hotel Sponsor 2:

☒ Past event room night usage in Manitowoc.

☐ Past event room night usage for a similar project or event elsewhere.

SECTION 5 – POST EVENT REPORTING

Consider your plan for measuring project / event success under Section 2.F. and Section 4. Provide the following information for post event reporting. August 31, 2018

- Date that the project team will be communicating the project or event results to the City of Manitowoc.
- Date shall be no more than 90 days after completion of the project or event.
- The report shall contain an overview and general accounting of how the allocated funds were used, providing direct examples.
- The report shall be signed by the Project/Event Coordinator, the Accounting Coordinator, and the Reporting Coordinator.

SECTION 6 – CERTIFICATION AND ACKNOWLEDGEMENT

Sign below certifying that all information in this application has been provided truthfully and in acknowledgement of the following Discover Manitowoc Grant Policies.

- Credit must be given to the City of Manitowoc (use City logo) in marketing and advertising.
- Grant amounts are contingent upon fund availability.
- The grant application process is competitive. All other aspects being equal, the following criteria will be considered in making award determination between competing applications:
 - Uniqueness of the project/event as compared to the existing offerings already available in the community.
 - Start-up projects/events versus events already established.
 - Ability of the project/event to bring people in from outside of Manitowoc County and from outside of NE Wisconsin.
 - Ability of the project/event to result in overnight stays at lodging establishments.
 - Ability of the project/event to result in overnight stays at lodging establishments.
 - The experience level of the project team.
 - The quality of the marketing and promotion plan.
 - The quality of the effectiveness measures and reporting plan.
 - Leveraging of other funds in addition to the requested grant.
 - Preference will be given to non-profits, but the application process is also open to for-profits.
 - Preference will be given to applications with a demonstrated financial need.
- The final 10% of an awarded grant amount will be withheld until final reporting is completed.
- The City may request additional details on any aspect of the proposed project or event in order to evaluate the soundness of a potential grant award. In such cases, the application will not be deemed completed until the additional information is provided.
- The City has the responsibility to discontinue funding to any organization that is not meeting the reporting requirements.
- I understand the filing of this application does not guarantee the award of a grant. I also understand that all project or event organizers and participants must comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations and fees.
- I understand that a Special Events Application form and approval is also required if it applies.
- I further understand that the quality of completeness of this application will be evaluated, and an incomplete application may be cause for the denial of the requested funds.

Project / Event Coordinator Name (print):

James Van Lanen Jr

Project / Event Coordinator Signature:

James Van Lanen Jr

Dated:

February 9, 2018

SECTION 7 – SUBMITTALS

Submit completed and signed application to the City Hall Customer Service Desk (City Clerk's Office).

Contact the Community Development Department (920-686-6930) for assistance and to confirm the current availability of funds.

City Use Only

Estimated economic impact to the City of Manitowoc (calculated):	
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RTAB Meeting Date:	
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RTAB Decision Date:	
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Post Event Reporting Date:	
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Silver Cup Video Production

(Cover Letter)

Hello Room Tax Commission,

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/B-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 estimated at \$90,000 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 for upcoming PDGA majors, National Tour and Pro Tour events. These events would greatly increase the economic impact to our community if we were to bid and host any of them.

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, 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. Our plan is to combine drone flyovers, photos, sponsor images and overlays of each fairway with video 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 for 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



(Cover Letter - page 2)

Playlist of Silver Cup YouTube Videos:

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

SmashboxxTV YouTube Videos:

https://youtu.be/fQo_V-zNIWg

<https://youtu.be/4fCHwu72oxk>

Online Links:

<http://silvercupdiscgolf.com>

<http://discoverwisc.com>

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

<http://widiscsports.com>

<http://discgolfprotour.com>

<http://pdga.com>

Idlewild Pro Tour - Highlight Video

Ledgestone Open Pro Tour - Final Round

Tournament Website

Discover Eastern Wisconsin

Tournament Facebook Page

Wisconsin Disc Golf Association

Disc Golf Pro Tour

Professional Disc Golf Association





Silver Cup XVIII – Media Coverage Grant

SECTION 2 – PROJECT/EVENT INFORMATION

2 A. This video project will achieve several goals. 1st - The Silver Cup tournament video will be covered and presented on YouTube either live or within 48 hours of the actual event. Views on these videos can achieve up to 250,000 views by disc golfers that are likely to visit the Manitowoc area playing our disc golf courses. Many players use this type of coverage to determine prospective travel locations. 2nd – The coverage will provide action video, photography and drone footage for future marketing use by the City of Manitowoc, MAVCB and local Disc Golf Clubs and organizations. 3rd – Interest of National disc golf event organizers will be enhanced by compelling quality media coverage if bids are submitted for future disc golf Majors, National Tour events and Pro Tour events such as the Tim Selinske US Masters Championships, US Women's Disc Golf Championships, Pro Masters World Championships, Junior World Championships and even the Amateur Disc Golf World Championships.

The target market – demographic for the project is predominantly males ages 18-54, nationwide, looking to travel to a scenic disc golf area with plenty of courses and options for multiple rounds of disc golf. Most disc golfers will play several rounds per day and stay overnight when an area presents enough challenging courses. Silver Creek Park is a destination disc golf course with memorable lookouts along Silver Creek and the coast of Lake Michigan.

2 B. The annual Silver Cup disc golf tournament will host 300-400 players over a 2 to 7 day window from July 6 through July 16, 2018. The video coverage in 2018 will attract competitors to the 2018 and future Silver Cup tournaments as well as casual rounds while exploring potential courses to play.

Marketing and promotion of the tournament/video will be primarily online via YouTube, Facebook, Instagram, Flickr and website promotions on <http://silvercupdiscgolf.com>, <http://widiscsports.com>, and <http://pdga.com>. Promotion of the video segments will also be aided by the video production company <http://smashboxx.tv>. We will send email blasts to previous Silver Cup competitors and touring disc golfers promoting the upcoming video production.

2 C. The Silver Cup received \$1000 for marketing the Silver Cup Pro Tour event. Funds were utilized for billboards to promoting spectator attendance of the Pro Disc Golf Tour event in 2016.

2 D. There is definitely potential for future disc golf events in Manitowoc including the annual Silver Cup tournaments and many other tournaments both large and small.

2 E. Key event coordinators are: Jim Van Lanen Jr – Tournament Director, Crystal Whatley – Assistant to the Director, Josh Hamm – Promotions Coordinator, John Dorn – Creative/Artistic Director, Jeff Showers – Drone Productions, SmashboxxTV staff – Video Productions, AV Images staff – Photo Productions. The video project will be completed by the sub-contractors listed here with oversight by tournament staff listed above.

2 F. The success of the project will be measured by the number of views of the videos on YouTube, a project survey conducted in person and online and overnight stays for the Silver Cup tournament and future events booked as a result of bids utilizing the video/photo footage provided.



Silver Cup XVIII – Media Coverage Grant continued...

SECTION 3 – PROJECT/EVENT BUDGET INFORMATION

3 G. Project Budget:

Expenses

Onsite video capture – staff of 3 for 3 days	72 x 50	= 3600
Off-site video production – staff of 2	24 x 50	= 1200
Drone footage and production	32 x 50	= 1600
Photography and production	16 x 50	= 800
Promotion and social media	16 x 50	= 800

Total Cost = 8000

Revenues

Video Sponsorships (Ace Package)	3 x 500	= 1500
Video Sponsorships (Birdie Package)	10 x 200	= 2000
Video Sponsorships (Par Package)	10 x 50	= 500
Grant		= 4000

Total Revenue = 8000

(Ace Package)	= :30 second produced video aired during each segment
(Birdie Package)	= Prominent logo displayed 6x on hole descriptions during video
(Par Package)	= Sponsorship credit displayed on video credit tag

In addition to the sponsor packages listed above, the Silver Cup will enhance player purse and event value through considerable local sponsorship which goes directly to benefit the players attending the event. The entire event will net \$0 profit and any potential residual monies are added back to seed to the following years' tournament. The current sponsorship added to the event is a huge undertaking and this grant is necessary to add this valuable marketing tool promoting the event and our beautiful courses.

3 H. The grant amount required is \$4000 representing a match of the \$4000 that will be raised through sponsorship.

SECTION 4 – ESTIMATED ECONOMIC IMPACT INFORMATION

4. Silver Cup Economic Impact Total = 560 rooms x \$142.58 + 700 spectators x .35 x \$42.67 = \$90,298
(Impact based on past event room night usage and spectators in Manitowoc)

SEE TABLE ATTACHED

SECTION 4 – ESTIMATED ECONOMIC IMPACT INFORMATION continued...

Silver Cup XVIII Attendance Estimate			%	TTL	M	Tu	W	Th	F	Sa	Su	M
Clinics 100 participants	Local		0.7	70				70				
	NE Wisc		0.2	20				20				
	OutsideNEW		0.1	10				10				
				100				100				
AM Weekend 250 players	Local		0.2	145					40	50	50	5
	NE Wisc		0.6	435					120	150	150	15
	OutsideNEW		0.2	145					40	50	50	5
				725					200	250	250	25
PRO Weekend 200 players	Local		0.1	145				15	35	35	50	10
	NE Wisc		0.4	595			15	60	140	140	200	40
	OutsideNEW		0.5	860	25	50	60	75	175	175	250	50
				1600	25	50	75	150	350	350	500	100
TOTAL ATTENDANCE				2425								
Attendance Summary	Local			360	0	0	0	85	75	85	100	15
	NE Wisc			1050	0	0	15	80	260	290	350	55
	OutsideNEW			1015	25	50	60	85	215	225	300	55
	TOTAL ATTENDANCE			2425	25	50	75	250	550	600	750	125
Silver Cup XVIII Rooms Estimate			%	TTL	M	Tu	W	Th	F	Sa	Su	M
Clinics 100 participants	Local		0.7	0				0				
	NE Wisc		0.2	10				10				
	OutsideNEW		0.1	5				5				
			50.00%	15				15				
AM Weekend 250 players	Local		0.2	0					0	0	0	0
	NE Wisc		0.6	109					30	38	38	4
	OutsideNEW		0.2	36					10	13	13	1
			25.00%	145					40	50	50	5
PRO Weekend 200 players	Local		0.1	0				0	0	0	0	0
	NE Wisc		0.4	164			4	17	39	39	55	11
	OutsideNEW		0.5	237	7	14	17	21	48	48	69	14
			27.50%	400	7	14	21	37	87	87	124	25
TOTAL ROOMS				560								
Rooms Summary	Local			0	0	0	0	0	0	0	0	0
	NE Wisc			282	0	0	4	27	69	76	93	15
	OutsideNEW			278	7	14	17	26	58	61	81	15
	TOTAL ROOMS			560	7	14	21	52	127	137	174	30

** Red text = Input variable ***Black text = Calculated value based on input variable