



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: Magical Trolley Ride to the North Pole

Location of Project / Event: Manitowoc Coffee and Holiday Inn Manitowoc

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

Set Up Date: December 5, 2019	Begin Set Up Time: 5:00	☐ AM / ☒ PM
Start Date 1: December 6, 2019	Start Time Date 1: 3:00	☐ AM / ☒ PM
Start Date 2: December 7, 2019	Start Time Date 2: 2:00	☐ AM / ☒ PM
Start Date 3:	Start Time Date 3:	☐ AM / ☐ PM
End Date: December 7, 2019	End Time: 9:00	☐ AM / ☒ PM
Clean Up Date: December 7, 2019	Begin Clean Up Time: 9:00	☐ AM / ☒ PM

Representative Organization:

Name of Organization: CASA of East Central Wisconsin

Federal ID Number: 83-2387527

Tax Status of Organization: 501 (c) (3)

☐ Corporation	☐ Limited Partnership	☒ Non-Profit
☐ General Partnership	☐ LLC	☐ Sole Proprietorship
☐ Governmental Body	☐ LLP	☐ Other:

Project / Event Coordinator:

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

Name: Julie Ribley

Address: PO Box 721 Manitowoc WI. 54221-0721

Phone 1: 920-242-6727

Phone 2:

Email: julier@casaeastcentralwi.org

Accounting Coordinator:

Person responsible for accounting and use of the requested funds:

Name: Marjorie Senfleben

Address: 812 Washington Street Manitowoc WI

Phone 1: 920-629-8236

Phone 2:

Email: m.senfleben@gmail.com

Relationship to Primary Contact Person: employed bookkeeper for organization

Reporting Coordinator:

Person responsible for accounting for use of the requested funds:

Name: Julie Ribley

Address: above

Phone 1:

Phone 2:

Email:

Relationship to Primary Contact Person:

SECTION 2 – PROJECT / EVENT INFORMATION



Attach a detailed description of the project / event based on the following instructions:

A. Describe in detail the proposed project or event including at least the following.

- 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?

- 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?

- 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 ?

- Consider, as applicable, participant surveys, room night tracking, other suggestions or feedback.

SECTION 3 – PROJECT / EVENT BUDGET INFORMATION



Attach a copy of the project / event budget based on the following instructions.

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						150	200
Visitors from outside Manitowoc County						250	300
Visitors from outside NE Wisconsin						50	50
Total participants						450	550

Attendance estimate is based on how many years of historical attendance ? 5

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					50	50					

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

☐ Contracted (blocked / reserved) rooms.

Name of Hotel Sponsor 1: Holiday Inn

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.

- 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.
 - 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):

Julie Ribick

Accounting Coordinator

Marjorie Senteleben

Project / Event Coordinator Signature:

Julie Ribick

Marjorie Senteleben

Dated:

8-9-19

8/9/19

SECTION 7 – SUBMITTALS

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

- Submittal Deadline Dates (November 30th and May 31st).
- 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):

RTAB Meeting Date:

RTAB Decision Date:

Post Event Reporting Date: