



# 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: Manitowoc Sunrise Rotary Annual Lighthouse Tour

Location of Project / Event: Lakefront, Blue Rail, North Breakwater Lighthouse

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

Set Up Date: July 3, 2021	Begin Set Up Time: 9:00	<input checked="" type="checkbox"/> AM / <input type="checkbox"/> PM
Start Date 1: July 4, 2021	Start Time Date 1: 9:00	<input checked="" type="checkbox"/> AM / <input type="checkbox"/> PM
Start Date 2:	Start Time Date 2:	<input type="checkbox"/> AM / <input type="checkbox"/> PM
Start Date 3:	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: July 5, 2021	Begin Clean Up Time: 9:00	<input checked="" type="checkbox"/> AM / <input type="checkbox"/> PM

### Representative Organization:

Name of Organization: Manitowoc Sunrise Rotary Club

Federal ID Number: 39-1822674

Tax Status of Organization:

<input type="checkbox"/> Corporation	<input type="checkbox"/> Limited Partnership	<input checked="" 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 type="checkbox"/> Other:

### Project / Event Coordinator:

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

Name: Paul Roekle

Address: 2325 Victoria Drive, Manitowoc, WI 54220

Phone 1: 920-323-9811

Phone 2:

Email: proekle@comcast.net

### Accounting Coordinator:



Person responsible for accounting and use of the requested funds:

Name: Dani Schmidt

Address: 1320 North 8th Street, Manitowoc, WI 54220

Phone 1: 929-860-0230

Phone 2:

Email: mrsdani.schmidt@gmail.com	
Relationship to Primary Contact Person: Club Member, Treasurer	
<b>Reporting Coordinator:</b>	
Person responsible for accounting for use of the requested funds:	
Name: Mike Woznick	
Address: 2143 Hunter's Ridge Court, Manitowoc, WI 54220	
Phone 1: 920-645-5495	Phone 2:
Email: mwoznick@comcast.net	
Relationship to Primary Contact Person: Club Member, Committee Member	
<b>SECTION 2 – PROJECT / EVENT INFORMATION</b>	
 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.	
<ul style="list-style-type: none"> <li>• What are the goals of the project or event ?</li> <li>• What is the target market or demographic for the project or event?</li> </ul>	
B. How will the project or event attract visitors to Manitowoc?	
<ul style="list-style-type: none"> <li>• Describe plans and timeline for marketing, promotion, etc.</li> <li>• Specify the media to be utilized.</li> </ul>	
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"> <li>• Examples of key team members: President or chair; steering committee members, event coordinator, accountant or budget coordinator, marketing or promotion coordinator.</li> <li>• Describe each individual's team role and relevant experience. A summary statement is acceptable. Full resumes are not necessary unless requested.</li> </ul>	
F. How will you measure the success of your project or event ?	
<ul style="list-style-type: none"> <li>• Consider, as applicable, participant surveys, room night tracking, other suggestions or feedback.</li> </ul>	
<b>SECTION 3 – PROJECT / EVENT BUDGET INFORMATION</b>	
 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							800
Visitors from outside Manitowoc County							700
Visitors from outside NE Wisconsin							300
Total participants							1,800

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					30	60	10				100

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.

- 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): Paul Roekle

Project / Event Coordinator Signature:



Dated: 04/05/2021



## SECTION 7 – SUBMITTALS

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

- Submittal Deadline Dates (November 30<sup>th</sup> and May 31<sup>st</sup>).
- 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:

## SECTION 2 – PROJECT / EVENT INFORMATION

Manitowoc Sunrise Rotary is hosting it's second annual Manitowoc North Breakwater Lighthouse Tour on July 4, 2021.

Lighthouses in general are seen as an attraction as there many groups and individuals that visit, photograph and even lodge inside a limited number of lighthouses. Whether warning of danger or marking safe passage into a harbor, lighthouses stand as beacons of safety and security. The architectural detail found in many of them is amazing. Not only were they built to endure the ravages of the elements enhanced by their often exposed locations, but they were also built as monuments to engineering and design. With challenging breakwater access, rock solid concrete foundations, spiral steel staircases, round towers, porthole windows and lantern rooms filled with giant Fresnel lenses, lighthouses are simply beautiful structures. Another reason for the allure found in lighthouses is the multitude of heroic rescues associated with them. Though many lighthouse keepers viewed their position merely as an isolating, low-paying job, for others it was seen as a chance to be of true service. Their devotion to tending the light, polishing the lens, sounding the fog signal, and assisting in rescues is remarkable. The boathouse area of the Manitowoc Lighthouse has launched and recorded a number of such brave rescues. Because of it's appeal, Manitowoc Sunrise Rotary has chosen to use the Manitowoc North Breakwater Lighthouse for a fund raising project.

Mr. Phil Carlucci, the new owner spent roughly \$300,000 to renovate and paint the lighthouse in time for the 100th birthday of the lighthouse in 2018. The gleaming white lighthouse was the talk of the town after its restoration.

In an interview, Mr. Carlucci stated "One of my childhood dreams was to own a lighthouse. I've always enjoyed going to visit them, I was so glad I got to buy one. I'm very fortunate to be able to do this project for the community. I want it to be of use to the public. I'm very excited to see so much interest in what's being done."

Mr. Carlucci expressed an interest to work with a local entity to coordinate tours and events at the Lighthouse. His intent was to get as many people inside the Lighthouse as possible. In the summer of 2018, on the 100<sup>th</sup> anniversary of the Lighthouse, the Lighthouse was opened for the first time to the public. Over 750 people visited. The free tour was hosted under the umbrella of the City of Manitowoc and Mr. Carlucci did attend.

In 2019 Manitowoc Sunrise Rotary looked into the possibility of using a Lighthouse open house as a fund raiser. We felt our club fit Mr. Carlucci's profile for showcasing the Lighthouse. With permission from the owner, who desired to open the lighthouse to the public for tours and actually get people inside of the Lighthouse, we offered our first tour in July. It was held in conjunction with Subfest. With cooperation from Wisconsin Maritime Museum, we were able to display enlarged historical photos that related to early years of the lighthouses, piers and breakwaters that served Manitowoc's harbor in the past. A brief historical presentation was offered as well as questions being answered. Attendance was tracked that year as well as an evaluation form being available.

At our first attempt for tours in 2019, due to our late invitation and related time constraints, we were unable to develop marketing as much as we would have liked. We charged admission of \$15 per person. We had about 200 people attend with all positive comments.

The year 2020 was missed due to the Covid 19 pandemic, however discussion continued.

This year with the assistance of sponsors we would like to offer free admission. We feel we can dramatically increase the number of visitors using a goal of 1,800 attendees. We have intentions to promote the event as an annual event. Our advertising budget is set at \$15,500.

Our vision is to develop the history of the Manitowoc lakefront through tours and historical presentations. Estimates show that attracting between one and two thousand visitors could be realistically attained.

The event is designed to offer an opportunity for the community and interested people to visit the inside of our Manitowoc North Breakwater Lighthouse, one of our communities most iconic and impressive structures. While it has been long appreciated for its welcoming travelers into our harbor, it is only on rare occasions that our community can visit and see firsthand the results of a \$300,000 refurbishment that the owner has made. Along with a tour of the interior, visitors will be provided a detailed lighthouse history of this structure as well as additional information regarding the City of Manitowoc's maritime heritage.

Our plan, this year, calls for steeply increasing pre-event advertising. We will be using television, radio, digital, signs, posters, banners and newspaper. We are interested in fulfilling the wishes of the owner as to targeting Manitowoc area people. We would also target groups with interest in lighthouses around the Great Lakes. This would include other lighthouses, associations and groups dealing with lighthouses. An example is Lake Michigan Circle Tour. We also would like to develop a brochure and a video that will promote both the Lighthouse event and the City of Manitowoc. We feel this will increase the possible number of persons touring.

As well as local advertising, the brochure would be made available to key areas around the Great Lakes. Using social media and a website, information would be sent to target groups and areas. Advertising will begin with a partnership between Subfest and Fourth on the Shore. The Lighthouse Tour will be included in advertising and promotion for the events. It will be supplemented with Lighthouse specific information. Projecting into the future we would continue to promote the Lighthouse the entire year to specific groups.

Our first goal for the event, in accordance with the owner's wishes, is to promote interest regarding the history of the Lighthouse as well as allowing people to see the interior of a Lake Michigan Lighthouse.

The second goal is to raise funds through sponsors to fund our club's efforts for supporting local area youth activities.

Manitowoc Sunrise Rotary Foundation has a 501(c)(3) status. We have been in existence since 1991. We average about 25 very active members and meet every Tuesday morning, 7:00AM at The Bistro in Felecan Village.

Sunrise Rotary organizes this event through a seven member committee. Jason Prigge, Vagabond Studios, Chairperson; Paul Roekle, Retired Plumbing Contractor, Luisier Plumbing Inc; Dr. Barry Bast, MD, Bast Orthopaedic Consulting; Paula Feest, Customer Service Manager, Lakeside Foods, Inc; Dennis Huckins, Soundown Corporation; August Richter, LUTCF, Northwestern Mutual and Mike Woznick, Accountant, Vinton Construction Company. Past President Kathleen Bernhart, RN, Healthcare is active as an advisor. Our current president is Dennis Huckins.

Our Tagline for the project is:

MANITOWOC SUNRISE ROTARY  
SPONSOR OF THE BREAKWATER LIGHTHOUSE TOURS  
PROUDLY SUPPORTING OUR YOUTH  
WHILE PROMOTING OUR MARITIME HERITAGE

We view the Annual Lighthouse Tour Project to be a unique event that would supplement other activities such as Subfest and Fourth on the Shore in the Manitowoc area.

In addition, with the permission of the owner, we could offer tours/events at other times during the year, at special request, and for school and group educational tours.

Due to the fact that Manitowoc Sunrise Rotary is a non profit and we choose to support local youth projects, we provide the necessary funds through fund raisers. Some of our fund raisers included are our Annual 5k Run at Lincoln Park, Lobsterfest at Washington Park, an Annual Pasta Dinner and the Sputnik Fest Food Tent.

Projects we support include scholarships for Lakeshore Technical College and UW–Green Bay, Manitowoc Campus, Wisconsin Maritime Museum, Rahr West Art Museum, KAN Cool for Schools, World Affairs Seminar, Manitowoc Treehouse Theater, Read to Succeed and numerous other youth related projects.

It is our intent to continue our current projects and to enlist sponsors to cover expenses to fund our youth projects.

Normally we have a minimal advertising budget in order to direct the majority of the funds to our recipients.

Funding assistance of \$15,500.00 is being requested. It will be used for advertising and promotion and would allow us to grow the tours and attract more people which would be a benefit to the City of Manitowoc, Manitowoc County and Manitowoc Sunrise Rotary. We have established a very important working relationship with the organizers of Subfest and Fourth on the Shore. At this point, we have received no funding from the City of Manitowoc.

Thank you for considering our request.

Paul Roekle, Manitowoc Sunrise Rotary Lighthouse Committee



### SECTION 3 – PROJECT / EVENT BUDGET INFORMATION

#### Manitowoc Sunrise Rotary Proposed Budget for 2021 Lighthouse Tour

##### Lighthouse Event Media Marketing Expenses

Radio advertising on Seehafer Broadcasting	\$3500
Social Media advertising and consulting.	\$3000
Print ads.	\$500
Billboards.	\$2500
Television ads	\$2000
Design and printing of advertising and video	<u>\$4000</u>
Total Funds requested	\$15,500