

Discover Manitowoc GRANT APPLICATION

KIDS FROM WISCONSIN PERFORMANCE AND ARTS SPOTLIGHT

SECTION 2 PROJECT / EVENT INFORMATION

The 2021 Kids From Wisconsin are composed of the most talented performers aged 15-21 that were selected from over 300 applicants across the state, intend to perform the iconic show enjoyed by a multi-generational audience. The performance is a professional, fully staged Vegas-style show. The group tours the Midwest and a mainstay at the Wisconsin State Fair which gave them their start in 1969 and still going strong today. The group performs to over 120,000 annually.

The talented performers bios can be found at: <https://www.kidsfromwisconsin.org/newcast>

- A. The proposed project includes a community-arts showcase of arts organizations and businesses (participating partners) for a Realize Your Dream - "Arts Spotlight". Participating community partners will have the opportunity to showcase products or services to families before the performance and during the intermission. People of all ages will be able to browse offerings within their own collaborative arts community. The "Arts Spotlight" will be free for arts organizations/performing arts vendors around the area, i.e.: dance schools, arts groups, theatres, etc. and a great way to support their community and local arts by promoting the event to their clients. The "Spotlight" was developed to enhance and capitalize on promoting workshops, classes, and performances to the entire arts community and beyond.

After a quiet year of no performances the Kids From Wisconsin's 53rd year will be "Live! In Living Color". The show will take a trip to some of the greatest live music venues throughout the history of this country and the musical artists that helped define their legacy's. The Ed Sullivan Theater, Ceasars Palace, The Grand Ole Opry, House of Blues, and Broadway just to name a few. The brilliant costumes and the magnificent talent of the high energy dancers and musicians will be something many of our community are not afforded the opportunity to experience.

o Spotlight at 4:30 PM

o Performance at 6:30 PM

o Talk Back – 8:30 PM

- B. In collaboration with the Manitowoc Marine Band, Spotlight activities will be promoted through mailings to the local music/dance organizations and shops. If they are participating, we are asking they share on social media and invite their customers or members to join the afternoon and evening with the arts community and great entertainment.

The Kids From Wisconsin bus will act as a billboard on the day of the event. It is wrapped with the "LIVE! In Living Color logo across the length. An ad will be posted in our most prominent arts guides. Posters will be distributed to arts businesses and organizations for the Spotlight and performance. City Newsletter announcement and all social media sites in and around the area. Kids From Wisconsin will offer live feeds to also promote the performance and Spotlight.

Kids From Wisconsin have performed in Manitowoc every summer for over 4 decades as a benefit for the Manitowoc Rotary. This year the Rotary will not be bringing us in due to COVID as they typically host the show at the Capital Civic. Understandable. We feel with enough media and postings we all can encourage audiences to come out and enjoy, masks required and encourage the social distance in a safe, outdoor setting.

- C. The Kids From Wisconsin have not previously received funding from the City of Manitowoc, although unsure if the Rotary has in the past for their annual event at the Capital Civic.
- D. Our allegiance as of now is intended for the Rotary to continue hosting in the future in Manitowoc at the Capital. Due to COVID, an indoor performance is not an option in 2021.
- E. The key project team members responsible for the project are:
 - a. Tina Weiss, Managing Director of the Kids From Wisconsin
 - b. Michael Sander, Executive Director of the Kids From Wisconsin
 - c. Corey Van Sickle, Director of the Manitowoc Marine Band and Alumn of Kids From Wisconsin
 - d. The Kids From Wisconsin Tour staff that travel with the group.
- F. The success will be measured by
 - a. The number of arts organizations that take part in the spotlight and how wide their reach to build a nice audience for all.
 - b. Through an audience survey announced at the show on the KFW website and Manitowoc Marine Band website we will measure the audience reaction to the performance.
 - c. Through a survey sent to participating arts organizations we will measure the number of new clients or fall sign ups to classes.
- G. Budget – [Link to Project/Event Budget](#)
- H. \$3200 Requested