

SPECIAL EVENT COMMITTEE APPROVAL FORM

MEETING DATE: 3/11/2026

EVENT NAME: Malt City Brewfest

ORGANIZER: Briess - Ron Schroder

E-MAIL ADDRESS: ron.schroder@briess.com

EVENT DATE: 8/1/2026

NEW OR RECURRING: Recurring

LOCATION/DESCRIPTION: Use of Briess Lot to host a craft beer festival. There is also live music, food trucks, and yard games.

COMMITTEE CONCERNS:

WAIVER OF FEES: Not requested

COMMITTEE DECISION:

APPROVE	DENY
Courtney Hansen /ec	
Eric Nycz /ec	
Todd Blaser /ec	
John Musial /ec	
Dan Koski /ec	

COUNCIL ACTION REQUIRED:

ITEMS TO INCLUDE IN LETTER:



Special Event Application

Monday, February 23, 2026

General Event Information

Event name Malt City Brewfest
Location 700 Quay St.
Date Saturday, August 1, 2026
Event time 1:00 PM - 6:30 PM
Setup start time Friday, July 31, 2026 07:00
Takedown end time Monday, August 3, 2026 17:00

Applicant Information

Name of Applicant Ron Schroder
Organization Name Briess Malt & Ingredients Co.
Address 625 S. Irish Road
Chilton, Wisconsin, 53014
Email ron.schroder@briess.com
Phone number (920) 522-3034
On-site contact & phone number 9205223034
Security name & phone number Ron Schroder, 920.522.3034

Event description

Craft beer festival with 30 craft brewers pouring their beers. Event also includes live music, food trucks, yard games, and charitable organizations.

Estimated total attendance 800
Est. attendance from outside Manitowoc 80

Event Features

Select all that apply to the event

Alcohol sales Food or drink sales Vendor(s)
Food Trucks Charging admission or registration

Accepting credit card sales/transactions

Expected revenue 25000

Revenue will be used for Event expenses

Route & Road Usage

Road Closure

N/A

Where are cars parking? Street parking downtown Manitowoc

Time of amplified sound 2:00 PM - 5:30 PM

Amplified sound type Live music

Event Structures

Select all that apply

Animals Drone Fencing Portable restrooms

Ground stakes greater than 6 inches Tent(s)

Waste removal service

Safety & Security

Describe any assistance needed from the Police Dept. and/or Fire Dept.

Same as past Brewfests, it is appreciated if uniformed officers walk through the event at least one time during the afternoon.

Equipment & Facility Requests

Park or facility request not listed above: Briess parking lot on riverfront

Do you need power or lighting? Yes power is needed for ice, band, and food trucks.

Staging & risers

4'x8' Risers (6" tall)

4'x8' Risers (12" tall)

4'x8' Risers (18" tall)

Staging 8'x12'

Portable Bandwagon 35'x8' (set up included) 1
\$680 max. 1

Tables & seating

Banquet tables 8'x40'

Benches 4'

Metal folding chairs

Picnic tables 6' $\frac{30}{\$6 \text{ max } 20}$

Parks items

Post pounder $\frac{3}{\$10 \text{ max. } 3}$

Power pedestal

Safety vests

Security stanchions $\frac{10}{\$7 \text{ max. } 18}$

Wooded snow fence 50' roll

Plastic snow fence 50' roll $\frac{17}{\$7 \text{ max. } 17}$

Snow fence posts $\frac{75}{\$2.50 \text{ max. } 100}$

Tent 10'x20'

Ticket booth

Trash barrels

Traffic control

Barricades 2'

Barricades 3'

Barricades 8'

Barricades 12' rail type $\frac{12}{\$6}$

Channelizer drums 3'

Cones 18"

Cones 28" $\frac{10}{\$5.50}$

Delineators 42"

"Road Closed" signs

"Road Closed Ahead" signs

Estimated cost per day 1393.50

Equipment will be dropped off at the discretion of DPI. Equipment request notes:
If possible, we would like to have 30 picnic tables.

Waiver of Fees

Are you requesting a Waiver of Fees?

No

Map

Upload map and supporting documents



Brewfest Site Map - Detailed.pdf

Questions and comments

Although Briess is not a 501c3 organization, we request a waiver of event fees due to history of the event, tourism impact, and positive impact on downtown Manitowoc.

Legal Notice and Submission

Would you like to meet with the Special Event Committee to discuss your event?

Yes

Applicant date of birth

Sunday, September 22, 1963

Sign

Ronald Schroder

