

2025 Discover Manitowoc Grant - Post-Event Report

Recipients of 2025 Discover Manitowoc Grants must complete this report by Monday, December 8, 2025.

Organization Name *

Lakeshore Ladies Disc Golf Corporation

Event Name *

2025 PDGA United States Women's Disc Golf Championship

Event Date(s) *

June 19-22, 2025

Event Attendance *

2403

How much money were you awarded through the Discover Manitowoc Grant program? *

6000

How did the Discover Manitowoc Grant help your event? Describe the marketing efforts this grant funding supported. *

With the support of the grant, we were able to invest in the following marketing efforts:

- We hired three photographer/videographers to create promotional videos that were then boosted on Facebook across the Midwest prior to the event, while creating engaging, professional content that we shared throughout the event. (We saw capturing the event by photo and video as a future marketing asset as well)
- We ran billboards in Milwaukee, Chicago, and Twin Cities over the Memorial Day holiday weekend, trying to capitalize upon those traveling
- We printed banners and flyers to post in the local area

How many hotel room nights did your event generate in the City of Manitowoc and at which lodging establishments? *

We are estimating the event generated 1350 room nights within the City of Manitowoc, while generating 3,150 overnights overall. We had room blocks at Holiday Inn, AmericInn, Harbortown Inn, and Inn on Maritime Bay.

Please explain how you measured room nights. *

The attached document outlines how we arrived at our overall room night estimate. That being said, we know from our competitor survey during registration that a very large majority of our competitors were seeking out AirBNB/Short Term Rental options. We also did hear from some of our competitors that they were staying in Green Bay because they had a hard time securing lodging in Manitowoc. That being said, we looked at the total number of rooms available in the City of Manitowoc, and estimated we would have had folks in 15% of rooms Sunday prior to the event, 40% Monday through Wednesday while competitors were practicing for the event, 70% capacity Thursday & Friday with competition in progress, and 80% Saturday evening before our peak day of competition on Sunday, and 40% Sunday evening following the final day of the event. Knowing that the local hotels were at at 96% capacity on Friday and 99% on Saturday, we feel these figures are fair in assuming some of that demand was generated from other events in the region and normal summer travel, while still recognizing the number of out-of-state attendees our event generated.

What marketing and advertising efforts were completed to attract visitors to the City of Manitowoc for your event? Please explain marketing mediums and targeted demographics. *

We placed a large emphasis on radio advertisement through our partnership with Seehafer Broadcasting. Through that partnership, we ran \$40,000 worth of radio ads as well as did numerous interviews.

We coordinated with all major regional news providers, resulting in on-air interviews and features on 4 stations during the event.

We boosted facebook ads, targeting users with a noted interest in Disc Golf, over the entire Midwest Region. We also ran billboards in Milwaukee, Chicago, and Twin Cities to try and get in front of those who could reasonably travel by car for the event.

We also made some local efforts to engage the community in the event. We offered vouchers to girl scouts for free admission for each girl and one adult to engage in our mission of growing the sport for women. We also hosted a free clinic with Professional Disc Golfer Ella Hansen (she's also a gold medalist on the US Ultimate Frisbee Team) to teach any interested females the techniques and mechanics of disc golf.

Were your marketing and advertising efforts successful? Please explain your measurements for success.

Thursday June 19th - We weren't anticipating a lot of spectators with it being the first day of the event and with it being a weekday. We were told by the PDGA that we broke the record for day 1 spectators ever seen at the USWDGC and even ran out of parking. We found ourselves scrambling throughout the event to constantly secure additional parking for spectators. We sold out of spectator badges and needed to utilize our excess volunteer and vendor badges, noted with a sharpie to indicate they were converted to spectator badges. We had budgeted for \$12,000 in spectator income and ended the event with \$25,000 in spectator passes sold.

Please provide an income/expense statement for your event. *

 Profit & Loss Rep...

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Please provide any additional supplemental materials, advertising examples, reporting, etc.

 2025 USWDGC T...

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Google Forms

Statement of Activity

Lakeshore Ladies Disc Golf Corp

January 1, 2024-November 15, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
41000 Merchandise Sales	12,629.15
42005 Event Registration Income	36,120.00
42010 Doubles Event Income	2,848.50
44000 Vendor Payments	2,636.08
45000 In-Kind Exchanges	230,359.50
46000 Spectator Pass Sales	25,000.00
x98 Sponsorships	26,766.63
X99 Grants	13,150.00
Total for Income	\$349,509.86
Cost of Sales	
51000 Shipping	4.97
Total for Cost of Sales	\$4.97
Gross Profit	\$349,504.89
Expenses	
60000 Advertising & marketing	\$234.89
60001 Artwork	500.00
60002 Social media	648.81
60003 Billboards / Print Ads	3,854.26
60004 Radio Advertisement	40,000.00
Total for 60000 Advertising & marketing	\$45,237.96
60010 Contract & professional fees	
60011 Credit Card Processing Fees	29.90
60013 Photography / Videography	5,250.00
Total for 60010 Contract & professional fees	\$5,279.90
60015 Added Cash	38,500.00
60020 Facilities Expense	
60021 Golf Cart/Equipment Rentals	9,000.00
60022 Building Rental	12,125.00
60023 Porta-Potties	2,005.00
60024 Security	840.00
Total for 60020 Facilities Expense	\$23,970.00
60030 Other expenses	
60032 Memberships & subscriptions	80.00
60035 Shipping & postage	82.83
Total for 60030 Other expenses	\$162.83
60060.2 Doubles Event Expenses	2,695.65

Statement of Activity

Lakeshore Ladies Disc Golf Corp

January 1, 2024-November 15, 2025

DISTRIBUTION ACCOUNT	TOTAL
60060 Supplies	\$20.03
60061 Volunteer Expenses	6,092.94
60062 Trophies	2,416.00
60063 Player Packs	62,744.64
60064 Course Prep Materials	34,184.13
60065 Merchandise	77,314.01
60066 Player Meeting/Dinner Expense	20,626.05
Total for 60060 Supplies	\$203,397.80
60061.a Lodging / Hotel	3,741.00
60067 Player Activities/Events	1,223.65
60080 Research & Development	5,000.00
Total for Expenses	\$329,208.79
Net Operating Income	\$20,296.10
Other Income	
40006 Dividends & Interest	8.84
41001 Raffle Sales	1,760.00
Total for Other Income	\$1,768.84
Net Other Income	\$1,768.84
Net Income	\$22,064.94

Tourism Impact Report

2025 United States Women's Disc Golf Championship

Manitowoc, Wisconsin • June 19–22, 2025



The 2025 United States Women's Disc Golf Championship (USWDGC) brought significant visibility, economic impact, and tourism growth to the Manitowoc area. Of the event attendees (competitors, caddies, guests, spectators, volunteers, and staff), a considerable portion of visitors traveled significant distances. With over 330 competitors representing 36 states and six countries, the championship positioned Northeastern Wisconsin as a premier destination for outdoor recreation and major sporting events. The tournament not only showcased world-class disc golf courses, but also motivated thousands of enthusiasts to discover the region's natural beauty, recreational amenities, and hospitality. These experiences along with planned community activities encouraged longer stays, supported small businesses, and highlighted the area's vibrant hospitality scene.

[\(Spectator Guide\)](#) [\(Competitor Activities\)](#)

Promo videos highlighting the event and the region were shared widely, expanding exposure far beyond in-person attendees (hyperlinked below).

- **Event Promo Video 1:** [Simpl. Creative Group](#) (over 45,000 views)
- **Event Promo Video 2:** [Visual Eclipse Productions](#) (over 12,000 views)
- **Event Recap Video:** [Visual Eclipse Productions](#)

A billboard was also displayed on major highways (I-91/94) in Chicago, Minneapolis, and Milwaukee over Memorial Day Weekend to encourage those traveling over the busy weekend to consider attending the event.



More than 800,000 monthly viewers follow PDGA Major events online, generating ongoing promotional value for host courses such as Silver Creek Park, Rollin' Ridge, and Lower Cato Falls. Highlighted national coverage includes:

- **Disc Golf Network Highlights:** [Playlist](#)
- **JomezPro Postproduction Coverage:** [Playlist](#)
- **Gatekeeper Media:** [Playlist](#)

Tourism Impact Report

2025 United States Women's Disc Golf Championship

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Tourism & Economic Impact: Visitor Travel Trends

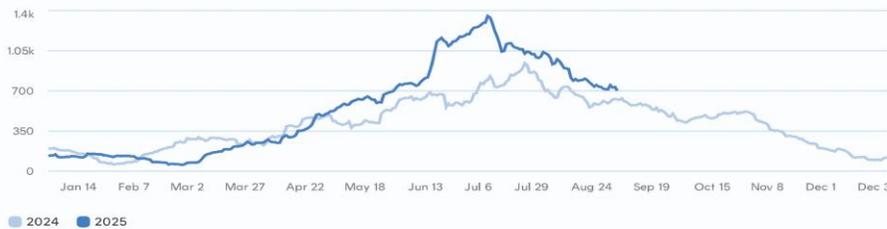
UDisc data shows a **23% increase in rounds played** at Silver Creek Park over the previous year of those who utilize the app, with an extraordinary **99% increase in tracked unique players**. This surge aligns closely with the exposure generated by hosting USWDGC.

Silver Creek Park	Rounds Played	Distance +100 Miles	Distance +100 % of Total	States Travelled From
Last 12 months	6445	1689	26.2%	46
Prev. 12 months	5218	847	16.2%	37
Increase	23.5%	99.4%		

Silver Creek Park

Play counts from last year and this year *

January 1, 2024 to September 3, 2025



Stats from the past year

September 3, 2024 to September 3, 2025

Play count
6,445

Unique players
2,016

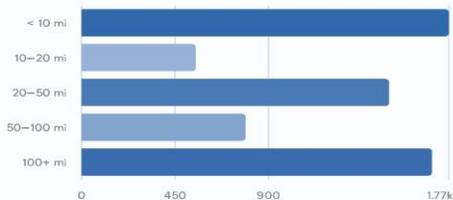
Recreation hours
13,712

Miles walked
14,002

Steps taken
31,548,221

Calories burned **
3,722,468

Where players are coming from



US states (46)
AL, AR, AZ, CA, CO, CT, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NH, NJ, NV, NY, OH, OK, OR, PA, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV, WY

Canadian provinces (4)
Alberta, British Columbia, Manitoba, Ontario

Countries (3)
Canada, Thailand, United States

Stats and information powered by



What is disc golf?

Disc golf is similar to traditional golf, with players throwing discs at metal baskets instead of hitting balls into holes. This lifetime activity offers a low-cost, environmentally friendly form of recreation that is accessible to all ages and skill levels.

What is UDisc?

UDisc is the leading disc golf app on both Apple and Android devices. Players can find courses, get a map of the course, keep score, track their rounds, find events and much more.

Where does this data come from?

Everything on this sheet is collected from players that choose to track their disc golf rounds with UDisc. While there are many disc golfers worldwide, the number of players who use UDisc varies by region, so comparing these statistics against local survey data is the best way to extrapolate their findings.

* Casual rounds, league rounds, and tournament rounds are all included as long as they were tracked with UDisc. Each point on the chart represents the total plays over the previous 28 days.

** Calorie calculation is based off an average adult weight of 150lbs.
Calories burned = MET (3.8) x 3.5 x Weight (68.0389kg) / 200 x hours spent x 60

Herrmann, S.D., et al. (2024). *Journal of Sport and Health Science*, 13(1), 6-12.

Kaminski, J. (n.d.). N.A.S.M. blog.nasm.org/metabolic-equivalents-for-weight-loss

More about disc golf

There are 16,267 public courses available on UDisc as of February 20, 2025.

There are disc golf courses in 91 countries.

Tourism Impact Report

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Economic Contribution

With **87% of competitors arriving from out of state**, the community saw substantial benefits from lodging, dining, entertainment, and local retail. Below are estimates based upon competitor registrations, event staff/volunteer assignments, and spectator pass sales.

<u>Attendance Tracking</u> (Estimated)	2025	Avg Days in Area Per Person	Total Days	Estimated Overnights	Estimated Day Trips
Pro Division Competitors	136	5	680	540	140
Am Division Competitors	194	5	970	770	200
Caddies Pro	105	5	525	415	110
Caddies AM	100	5	500	400	100
Paid Spectators (over 4 days)	1700	N/A	1700	800	800
~ Top Day Spectators~	650				
~ Ave Day Spectators	425				
Volunteers	150	N/A	150	105	45
Officials PDGA	18	7	126	126	0
TOTAL	2403			3156	1395

	2025	2024	2023	2022
	Manitowoc, WI	Round Rock, TX Zachery Jansen	Burlington, NC Mike Connelly	Madison, WI Mike Batka
Total Competitors	330	346	337	318
Out-Of-State Competitors	288	245	273	255
	87.27%	70.81%	81.01%	80.19%

<u>Economic Impact</u>	
Overnight (\$219)	\$691,164
Day Trip (\$75)	\$104,625
Total	\$795,789

Conclusion

The 2025 USWDGC significantly boosted tourism to the Manitowoc area, delivering measurable economic benefit, national exposure, and long-term destination value. The event demonstrated the powerful synergy between disc golf and tourism—drawing thousands of visitors, filling hotels, elevating local businesses, and showcasing the region's natural assets to a national and international audience.

By continuing to invest in course development, community programming, and future national events, Northeastern Wisconsin is well positioned to remain a premier disc golf tourism destination.