

Discover Manitowoc Grant Application

900 Quay St, Manitowoc, WI 54220 - (920) 686-3508



Please email completed applications to chansen@manitowoc.org by March 24, 2025.

Name of event: 2025 United States Women's Disc Golf Championship	
Date and time of event: June 19-22nd, 2025 (all day)	
Name of organization: Lakeshore Ladies Disc Golf Corporation	
Federal ID number: 86-3796157	Tax status: Nonprofit Corp, 501c3
\$ Amount request: 6,000	
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? No prior funding	

Event Coordinator Information

Name: Lakeshore Ladies Disc Golf Corporation, Lindsey Krause
Address: 1140 N 17th Street, Manitowoc, WI 54220
Phone: 920-242-9887
Email: lakeshoreladiesleague@gmail.com ; lindsey@bartowbuilders.com

Estimate the expected attendance of participants and visitors. Include attendance from Manitowoc County as well as outside of Manitowoc County. Provide specifics on total estimated daily attendance, historical attendance data, and how you came to these estimations.

See attached breakdown of event information

Priority will be given to events that generate overnight stays. How many room nights will your event generate and at which lodging establishments? Include how you measure room nights and came to this estimation.

See attached breakdown of event information

Project Summary

Attach a detailed description of the event including goals, target demographics, how this event will bring overnight visitors to Manitowoc, and the plans and timeline for marketing. List the roles of key team members and their experience. Include how you will measure the success of this event (surveys, room night tracking).

Budget Information

Attach the event's budget showing the use of anticipated funds and sources of those funds. The budget must show all resources required for the event and indicate who is responsible. The budget must also demonstrate the need for financial assistance. If total funding is not awarded, be prepared to prioritize financial needs.

Sign below certifying that all information in this application has been provided truthfully and in acknowledgement of Discover Manitowoc Grant policies.

Event Coordinator:	<i>Hindsey Krause</i> Lakeshore Ladies Disc Golf Corp
Date:	03-24-2025

Description of the Event

The United States Women's Disc Golf Championship is a PDGA Major event, and a keystone event for the touring professional women's season. This event is awarded annually to a Local Organizing Committee on a bid basis. Our Local Organizing Committee bid on this event four times before being granted a successful bid. The PDGA and Disc Golf Pro Tour will bring media and camera crews to capture the professional division competition, broadcasting live on Youtube and Disc Golf Network to audiences world-wide.

The USWDGC is different from other disc golf tournaments, even on the pro tour level, because it carries a long-standing tradition of community. It is expected that the players socialize and are integrated in events around the community throughout the time of the event.

Three members of our Local Organizing Committee attended the 2024 USWDGC in Austin, Texas. That event held the record for most attendees at a USWDGC event, and we utilized that experience to learn what to expect and how we wanted to approach our event. That being said, within one week of registration being open to the public, we have already exceeded those 2024 record-breaking numbers. We had initially set a goal of 350 competitors, but have already exceeded that figure (as of 3.22.25).

Based on prior year spectator pass sales, we've set a goal of 500 daily spectators Thursday/Friday, and 1000 daily spectators on Saturday/Sunday. We have 60+ volunteers signed up to help in different capacities leading up to and day-of event.

We recognize this event will not only bring in people to the park during the event itself, but will create a draw to bring disc golfers here after the event to see how their scores compare to that of the professionals. We are hopeful that by first working hard to improve and prepare our course to be shown on a large scale, and then by hosting the event here, we put Silver Creek Park back on the map and create a "destination" course. We were disappointed to learn recently that Silver Creek Park fell off the Top 100 Courses in the World list by Udisc in 2025, and we're determined to appear on that list again in 2026. We want to see the traffic of players on Udisc, along with the average course rating on Udisc, increase by year-end.

A preview of the event can be found here: [2025 USWDGC Welcome Letter | Professional Disc Golf Association](#)

Detail the marketing & promotion plan for the event

- \$25,000+ worth of radio advertising in NE WI across multiple stations (in-kind) starting 60-days prior to event
- Promotion via the established, international-reach facebook event page that transfers from LOC to LOC each year
- Interview on WPR (August 2024)
- Guest appearance at ribbon cutting for UW-GB Shorewood Course as honorary speaker
- On The Line podcast and Sports Talk guest appearances

With funds, we could...

- Purchase billboards in Milwaukee, Minneapolis, and Chicago through Hotel Association for week of Memorial Day (\$299/location)

- Targeted facebook ads over the Midwest starting 60-days prior to event
- Event photography and video coverage to use in promotion of the area as well as in promotion of hosting future high-caliber disc golf events here. We would be happy to share any media captured in conjunction with the event.

How will event success be measured?

- Attendees
- Viewership on the live streams
- Seeing an increase in total udisc rounds played at Silver Creek Park post-event
- Hotel rooms booked between Sunday June 15 - Monday June 23

Estimate the expected attendance of participants and visitors.

	<u>Pre-Event</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>	<u>Post-Event</u>
Total People	500	590	590	660	1165	1165	1665	1665	1000
Manitowoc County	50	76	76	100	204	204	294	294	220
Other WI	250	248	248	277	477	477	883	883	500
Outside WI	200	266	266	283	484	484	488	488	280

How did you come up with the figures above?

We figured the following attendance on competition days:

- 400 competitors
- 150 caddies
- 65 volunteers
- 50 media/pdga staff
- 500 spectators Thursday/Friday
- 1000 spectators Saturday/Sunday

We then used ratios to split those figures among the categories and to figure for days leading up to and after the event, keeping in mind the registered demographics below as well as our list of committed volunteers.

Demographics of registered competitors (does not include caddies/guests, or spectators) as of 03-22-2025)

Other Countries

Canada	8
Denmark	1
Estonia	5
Finland	5
New Zealand	2

USA

WI	41	
Neighbor States	75	MN, IO, IL, IN, MI
Other US	212	

Total Registrations	349	As of 3.22.25
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How many rooms will this event generate and at which lodging establishments? Include how you came to this estimation.

We have room blocks and are promoting:

- AmericInn
- Harbortown Inn
- Holiday Inn
- Inn on Maritime Bay

On the competitor registration, we've been asking for anticipated lodging arrangements. That being said, arrangements are likely made once registration is secured, so we anticipate these numbers changing.

Hotel Survey Results (from Registration)

AirBnb	145
AmericInn	6
Camping	48
Lighthouse Inn	15
Other Hotel	54
Other	62

That being said, if we're figuring for spectators and guests as well, we anticipate the actual breakdown to be in the ballpark of:

- Short Term Rentals 45
- AmericInn 50
- Holiday Inn 100
- Harbortown Inn 50
- Inn on the Bay 70
- Other Hotel/Motel 50

Work-In-Progress Marketing Budget

Marketing Plan	Debit	Credit
\$25,000+ in Radio Ads	\$ 25,000.00	
In-Kind Seehafer Sponsorship		\$ 25,000.00
Press Releases	\$ -	
Facebook Content	\$ -	
Chamber & Mailing List	\$ 280.00	

Mailing Expense	\$	204.55	
WPR Interview	\$	-	
GB Ribbon Cutting Guest Appearance	\$	-	
Podcasts/ Sports Talk	\$	-	
Innova Sponsorship			\$ 2,000.00
Billboard - Milwaukee	\$	299.00	
Billboard - Twin Citites	\$	299.00	
Billboard - Chicago	\$	299.00	
Event Photography	\$	2,000.00	
Video Coverage	\$	3,000.00	
Paid FB Advertising	\$	2,381.55	
Discover Manitowoc Grant			\$ 6,000.00

Key Organizers & Experience

Lindsey Krause, Assistant Tournament Director, Sponsorship & Media Director

- Founding President of the Lakeshore Ladies Disc Golf Corporation, a 501c3 nonprofit
- Has 10-years experience running large-scale events through past roles working for University of Wisconsin Milwaukee (University Housing & Undergraduate Admissions),

working for Progress Lakeshore, leading the Young Professionals of Manitowoc County steering committee, and leading the Lakeshore Area Human Resources Association

- Hosts an annual Spring Fling Women's Open disc golf tournament sanctioned by the PDGA
- Hosts an annual Halloween fundraiser disc golf event

Matthew Strathmann, Assistant Tournament Director, Finance Director, Co-Chair for Player Events in the Community

- Has been the Assistant Director for Silver Cup for multiple years, previously holding the role of Volunteer Coordinator
- Has ran fundraiser disc golf events and leagues for nine years
- Led the bid process all four years we submitted for this event
- Volunteered all days of the 2024 USWDGC event in various roles to gain key experience on the magnitude of this event

Jim Van Lanen, Tournament Director, Director of Competition

- Jim has been running Silver Cup, an A-Tier PDGA sanctioned event and 2x PDGA Tour Stop, for 25 years.
- Jim owns and operates a hotel, lending much experience in planning events such as weddings and banquets

Danae Strathmann, Director of Player Experience, Co-Chair for Player Events in the Community

- High school teacher
- Has been involved in Silver Cup for many years

Frederick Krause, Course Maintenance Director & Volunteer Coordinator

- Designs lawn care equipment as his day job
- Long-time volunteer in course improvement projects at Silver Creek Park
- Has been the volunteer coordinator for Spring Fling Women's Open and Silver Cup since 2021
- Attended the 2024 USWDGC event in Texas, attending various event courses to gather player feedback and observe course set up/prep.

Current

2025 USWDGC - Statement of Income and Expenses					
Income US\$			Expenses US\$		
Net Pro Entry Fees	\$37,210.00	208%	Pro Payout (Entry Fees)	\$37,210.00	
Net Amateur Entry Fees	\$19,740.00	355%	Pro Payout (Spectator Pass)	\$19,280.00	
Net Junior Entry Fees	\$2,625.00		Pro Payout (Cash Sponsorships)	\$6,000.00	
Total Net Entry Fees		\$59,575.00	Pro Payout (Admin Fees)	\$10,650.00	
Total Player Admin Fees (Per Guidelines)		\$10,650.00	Total Pro Payout (197% of Entry Fees)		\$73,140.00
Total PDGA Registration Fees (Per Guidelines)		\$3,550.00			
Total Ace Pool Entry (Per Guidelines)		\$1,775.00			
Am Player Pack Sponsor Value	213	\$76,254.00	Pro Player Packs - Actual Cost	142	\$1,278.00
Pro Player Pack Sponsor Value	142	\$4,402.00	Amateur Player Packs - Actual Cost	213	\$8,839.50
Volunteer Item Net Value		\$1,350.00	Donated/Sponsored Player Pack Value		\$70,538.50
Social Event Income			Social Event Expenses		
Monday - Axe Throwing	24	\$240.00	Monday - Axe Throwing		\$500.00
Tuesday - Player Panel	140	\$0.00	Tuesday - Player Panel		\$550.00
Wednesday - Bowling	16	\$320.00	Wednesday - Bowling		\$320.00
Thursday - Scavenger Hunt	110	\$0.00	Thursday - Scavenger Hunt		\$150.00
Friday - Dye Clinic	25	\$625.00	Friday - Dye Clinic		\$500.00
Wednesday - Guest Dinner	91	\$1,820.00	Wednesday - Guest Dinner	500	\$10,000.00
Guest Dinner - Comp Food		\$2,500.00	Guest Dinner - Comp Food		\$0.00
Friday - JR Ice Cream Social	50	\$0.00	Friday - JR Ice Cream Social	50	\$250.00
Other Disc Events		\$500.00			
Raffle - on-site		\$1,500.00	Amateur Prizes - Actual Cost		\$500.00
Late Withdrawal Fees		\$1,000.00	Sponsor Costs: Signs, Banners		\$2,500.00
Cash Sponsorships		\$6,000.00	Trophies		\$3,000.00
Port-a-John Sponsorship - Ma Wallace		\$2,500.00	Ace Pool		\$1,775.00
Volunteer Disc Sponsorship Value		\$12,000.00	PDGA Sanctioning/Insurance		\$0.00
Volunteer Shirt Income		\$0.00	Badge Expense		\$2,000.00
Merchandise Sales (Shirts, Discs, etc.)		\$5,000.00	Rollin Ridge Fees and Costs		\$900.00
			Equipment Rental		\$5,000.00
Hotel Income		\$1,100.00	Printing & Advertising		\$1,750.00
Spectator Pass Income - Host Split	\$9,640.00		Audio-Visual (Walkie Talkies and Speaker)		\$500.00
Spectator Pass Income - PDGA Split	\$9,640.00		Staff: Shirts, Player Packs		\$2,250.00
Actual Spectator Pass Income		\$1,280.00	Stakes, Rope, Whiskers		\$3,000.00
Estimated Spectator Pass Income		\$18,000.00			
			Sponsored Volunteer Items		\$13,250.00
Custom Discs (Full Color) Actual	71	\$1,925.00	Course Maintenance		\$3,000.00
Custom Discs (Full Color) Estimated	50	\$1,250.00	Food & Beverage Costs		\$2,500.00
Media Income		\$33,000.00	Media Expenses		\$33,000.00
Seehafer Radio Ad Sponsorship	\$25,000.00		Radio Advertising (in-kind)	\$25,000.00	
Innova Media Sponsorship	\$2,000.00		Chamber Mailing List	\$280.00	
Discover Manitowoc Grant	\$6,000.00		Mailout Letter to Chamber Members	\$205.00	
			Billboard (\$188 each x 3 locations)	\$897.00	
			Event Photography	\$2,000.00	
			Video Coverage	\$3,000.00	
			Paid Targeted FB Advertising	\$1,618.00	
			Mach X Baskets for Cato Falls		\$14,400.00
Basket Sponsorship		\$9,250.00	Additional DGA Baskets		\$1,798.00
Ready-Set-Go Grant		\$3,500.00	PDGA Registration Fees		\$3,550.00
			TD Fee (if not donated)		\$0.00
Total Income		\$260,866.00	Total Expenses		\$260,739.00
			NET PROFIT or (LOSS)		\$127.00

Originally Submitted

2025 USWDGC - Statement of Income and Expenses						
Income US\$			Expenses US\$			
Net Pro Entry Fees	\$43,620.00	243%	Pro Payout (Entry Fees)	\$43,620.00		
Net Amateur Entry Fees	\$16,485.00	295%	Pro Payout (Spectator Pass)	\$28,305.00		
Net Junior Entry Fees	\$2,625.00		Pro Payout (Cash Sponsorships)	\$17,695.00		
Total Net Entry Fees		\$62,730.00	Pro Payout (Admin Fees)	\$10,380.00		
Total Player Admin Fees (Per Guidelines)		\$10,380.00	Total Pro Payout (229% of Entry Fees)			\$100,000.00
Total PDGA Registration Fees (Per Guidelines)		\$3,460.00				
Total Ace Pool Entry (Per Guidelines)		\$1,730.00	Pro Player Packs - Actual Cost	20		\$3,280.00
			Amateur Prizes - Actual Cost			\$0.00
Am Player Pack Sponsor Net Value	80	\$14,560.00	Amateur Player Packs - Actual Cost	40		\$7,280.00
Pro Player Pack Sponsor Net Value	90	\$16,380.00	Donated/Sponsored Player Pack Value			\$49,140.00
Volunteer Player Pack Sponsor NVal	100	\$18,200.00	Sponsor Costs: Signs, Banners, Shirts			\$2,000.00
			Other Cash Prizes: Skins, etc.			\$0.00
Other Cash: Raffles, Contests, etc.		\$500.00	Other Prizes: CTPs, etc. - Actual Cost			\$0.00
Late Withdrawal Fees		\$1,000.00	Trophies			\$2,000.00
Cash Sponsorships		\$10,000.00	Ace Pool			\$1,730.00
Port-a-John Sponsorship - Ma Wallace		\$2,000.00	PDGA Sanctioning/Insurance			\$0.00
Volunteer Disc Sponsorship Value		\$12,000.00	Park Permits			\$0.00
Merchandise Sales		\$12,000.00	Equipment Rental			\$4,500.00
Food & Beverage Sales		\$4,000.00	Printing & Advertising			\$1,500.00
Other Income : please specify			Communications			\$500.00
Spectator Pass Income - Host Portion	\$14,152.50		Staff: Shirts, Player Packs			\$2,000.00
Spectator Pass Income - PDGA Portion	\$14,152.50		Volunteer Shoes - Actual Cost	41		\$1,230.00
Total Spectator Pass Income		\$28,305.00	Sponsored Volunteer Items			\$12,000.00
			Course Maintenance			\$3,000.00
			Cost of Merchandise			\$0.00
			Food & Beverage Costs			\$2,500.00
Media Income		\$32,882.00	Media Expenses			\$32,882.00
Seehafer Radio Ad Sponsorship	\$25,000.00		Radio Advertising (in-kind)	\$25,000.00		
Innova Media Sponsorship	\$2,000.00		Chamber Mailing List	\$280.00		
Discover Manitowoc Grant	\$5,000.00		Mailout Letter to Chamber Members	\$205.00		
Other Sponsorship Needed	\$882.00		Billboard (\$299 each x 3 locations)	\$897.00		
			Event Photography	\$2,000.00		
			Video Coverage	\$3,000.00		
			Paid Targeted FB Advertising	\$1,500.00		
Ready-Set-Go Grant		\$3,500.00	PDGA Registration Fees			\$3,460.00
Grant Match Contributions		\$1,650.00	TD Fee (if not donated)			\$0.00
			Course Improvements (Ready Set Go Grant)			\$5,150.00
Total Income		\$235,277.00	Total Expenses			\$234,152.00
			NET PROFIT or (LOSS)			\$1,125.00