

2025 Discover Manitowoc Grant - Post-Event Report

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

Organization Name *

Manitowoc Sunrise Rotary Foundation, Inc.

Event Name *

Wisconsin Sand Sculpting Festival

Event Date(s) *

July 19-20, 2025

Event Attendance *

10,000

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

9,000

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

Funds assisted in bringing this event to fruition and our marketing efforts a success. Marketing strategy included:

- o Social media to key markets across Wisconsin and surrounding states (Chicago and Rockford, IL; Cedar Rapids; Davenport, Iowa; Ludington; Minneapolis; Rochester; Appleton; Manitowoc; Sheboygan Falls; Wausau; Winnebago Co; Door County; Brown County; Dane County; Milwaukee County) - \$1,428.83
- o Local radio with Seehafer News - \$1,300 (received \$10,000 in kind and onsite remote)
- o Cost shared an influencer with Visit Manitowoc - \$1,773.80
- o Paid for additional on the ground expenses for an another influencer Visit Manitowoc funded as part of a Travel Wisconsin content creator coop - \$350
- o Tuesday Tidbits Chamber email graphic - \$55
- o Wisconsin Hotel & Lodging Association billboards, 2 campaigns each in Chicago and Milwaukee markets - \$1,075.4
- o Printing for sandwich boards and yard signs: \$118.36, \$255

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

Occupancy was approximately 81% Friday, July 18 and 88% Saturday, July 19

Please explain how you measured room nights. *

Visit Manitowoc staff received this data by calling all hotels.

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. *

Use of Facebook ads and organic posts across multiple accounts is what seemed to work the best. There were also billboards, posters, and co-ops targeting people outside the community in markets that would generate overnight stays.

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

Yes. 28% visitors from Manitowoc and Two Rivers, 72% out of town visitors was calculated by compiling random survey data from volunteers of event attendees. We deem this an overall success in our marketing efforts as we successfully attracted a majority of visitors from outside the area to this event. Occupancy was also high for the weekend.

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

 2025 Profit and L...

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

 Add file

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Google Forms

2025 Wisconsin Sand Sculpting Festival Income Statement

2025

Event Revenue

Grants	\$	9,000
Sponsorships		17,000
Vendors		1,250
Food trucks		1,200
Downtown Merchant group		-
T-shirt sales		550
Admissions revenue		10,174
Knights of Columbus Food %		-

Total Event Revenue

39,174

Event Costs

Planner Fee		5,300
Prize Money		1,500
Scheduled Hands on Lessons		-
Stage Manager / DJ		2,000
Great Lake Championship Prize Money		-
Planner Site Visit Cost		-
Marketing - Paid target marketing		5,086
Billboards		1,076
Social Media		-
Other marketing		55
Office Supplies		-
Night Time Security		1,925
Water Connection (meter/fire hydrant)		140
Sanitary Stations (portable bathrooms)		535
Signage/Printing/Flyers/Banners/Marketing		
T-Shirts		595
Banners		77
Yard signs / Directional signs		255
Rack cards		-
Flyers / Posters		99
Entertainment Stage		-
Tents		2,279
Fence		-
Food (sculptors)		1,022
Lodging (sculptors)		1,980
Wrist Bands (weekend pass)/Hand Stamp (day)		-
Medals and Awards		61
Entertainment		550
Haven partnership fee		-

Total Event Costs

24,534

Total Event Profit

\$ 14,639



WISCONSIN SAND SCULPTING FESTIVAL

presented by



RED ARROW BEACH

SATURDAY, JULY 19

10 AM - 6 PM

SUNDAY, JULY 20

10 AM - 5 PM

FREE (\$5 suggested donation)

Visit Manitowoc.com/WSSF

Come see semi-pro sand sculptors for a weekend of fun at Wisconsin's one-of-a-kind sand sculpting competition!

Watch and chat with the friendly competing sculptors in action, or show off your skills in hands-on amateur competitions. There will also be live entertainment, food trucks, drinks and vendors. Proceeds go to Manitowoc Sunrise Rotary to support community projects.



SEMI-PRO SAND SCULPTORS AMATEUR COMPETITIONS - ENTERTAINMENT VENDORS - FOOD TRUCKS & DRINKS

Manitowoc Sunrise

Rotary



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WISCONSIN



Tietz's
piggy wiggly



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festival



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WISCONSIN SAND SCULPTING FESTIVAL

Manitowoc, WI

JULY 19-20

VISITMANITOWOC.COM

