



**CITY OF MANITOWOC**  
WISCONSIN, USA  
[www.manitowoc.org](http://www.manitowoc.org)



**Discover Manitowoc Grant Program**  
**Applicant Introduction and Program Guidelines**  
**Updated March 2021**

Welcome to the Discover Manitowoc Grant Program! The City of Manitowoc is pleased to offer this funding assistance opportunity for the purpose of bringing more people to locally held events through targeted and effective marketing strategies (i.e., promotion and advertising). If you have a great event or project that is well-organized, attracts visitors to the community, but could benefit from additional funding for marketing efforts, then you could be a good candidate for a grant.

Process

**FOR 2021 ONLY: Grant applications will be accepted on an ongoing basis and must be submitted no later than 6-8 weeks prior to your event.**

Going forward, grant applications will be accepted once per year from January 1 – February 28/29. Grants will be reviewed and awarded by March 31. Grant application materials can be found online ([www.manitowoc.org/DiscoverManitowocGrant](http://www.manitowoc.org/DiscoverManitowocGrant)) or at the Clerk's Office located in City Hall and can be turned in to the Clerk's Office as well. Contact the Community Development Department (920-686-6930) for assistance and to confirm the current availability of funds.

Grant applications are competitively reviewed, so applying for a grant does not guarantee an award. Grant applications are reviewed by the Room Tax Commission which includes representation of the local tourism industry, City of Manitowoc Community Development staff, and the City of Manitowoc Common Council. All awards are contingent upon available funding.

Please note that the Discover Manitowoc Grant program application contains some of the same information as a Special Events Application form, but does not serve as a replacement for an approved application. If your event requires a Special Events Application, that is a separate review and approval process. The Special Events Application can be found online ([www.manitowoc.org/SpecialEvents](http://www.manitowoc.org/SpecialEvents)), or at the Clerk's Office located in City Hall and can be turned in to the Clerk's Office as well. Contact the Parks Division (920-686-3580) for assistance with the form.

Review Criteria

The Room Tax Commission will consider the following criteria in the review and award of Discover Manitowoc Grants.

- Uniqueness of the project/event as compared to the existing offerings already available in the community.
- Start-up projects/events versus events already established.

- Ability of the project/event to bring people in from outside of Manitowoc County and from outside of northeast Wisconsin.
- Ability of the project/event to result in overnight stays at lodging establishments.
- The experience level of the project team.
- The quality of the marketing and promotion plan.
- The quality of the effectiveness measures and reporting plan.
- Leveraging of other funds in addition to the requested grant.

#### Program Guidelines

The Discover Manitowoc Grant program is intended to be scalable based on the level of funding requested. However, all applicants should plan on being prepared to submit information about the organization sponsoring the event, a detailed description of the event, an event budget showing the sources and uses of funds, and a plan for measuring the success of the event. As a general rule, the larger the request, the more detailed information will be expected to be provided.

Please also note the following guidelines and policies provide a framework for the distribution and accountability of the Discover Manitowoc Grant dollars.

- Grant funds are to be used for promotion and marketing advertising.
- The filing of an application does not guarantee the award of a grant.
- The quality of completeness of an application will be evaluated, and an incomplete application may be cause for the denial of the requested funds.
- The City may request additional details on any aspect of the proposed project or event in order to evaluate the soundness of a potential grant award. In such cases, the application will not be deemed completed until the additional information is provided.
- A Special Events Application form and approval is also required if it applies.
- All project or event organizers and participants must comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations and fees.
- The City has the responsibility to discontinue funding to any organization that is not meeting the reporting requirements.

Thank you for your interest in the Discover Manitowoc Grant program! If you have any questions about the process or application form, please contact the Community Development Department (920-686-6930).