

Discover Manitowoc Grant

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



The City of Manitowoc's Department of Tourism, Visit Manitowoc, and the Room Tax Commission offers the Discover Manitowoc Grant Program annually to provide funding assistance for the purpose of bringing events to fruition and more overnight visitors to Manitowoc through effective, targeted marketing strategies. If you manage a great event or project within the City of Manitowoc that attracts overnight visitors to the community and could benefit from additional funding for marketing efforts, then you could be a good candidate for a grant.

Process

2026 grant applications are due February 15, 2026. Applicants will be invited to the Room Tax Commission's meeting when applications will be competitively reviewed. Applying for a grant does not guarantee an award, and awards are contingent upon available funding. There is a three-year funding limit maximum for projects/events. Applications and recommendations will be reviewed by the Visit Manitowoc Board and Room Tax Commission. Applicants will be invited to applicable meetings to speak on applications and answer any questions from the reviewing bodies. Completed applications should be emailed to Visit Manitowoc's Director of Tourism, Courtney Hansen, chansen@manitowoc.org.

Review Criteria

The following criteria will be considered in the review and award of Discover Manitowoc Grants. The City may request additional details on any aspect of the submitted application, which will not be deemed completed until the additional information is provided.

- Uniqueness of the event
- New versus already established events
- Ability to generate overnight stays at Manitowoc lodging establishments
- Ability to bring people to the City of Manitowoc from outside of northeast Wisconsin
- Location and venue of the event within the City of Manitowoc
- 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
- The detail and completeness of the application

Policy, Distribution and Reporting

- A Special Events Application and approval is also required if it applies.
- The City will discontinue funding to any organization that is not meeting the reporting requirements.
- Visit Manitowoc should be listed as an event sponsor with logo on event marketing.
- Within 60 days of the event, the applicant must complete a post-event report. An online form with questions on the overview of the general accounting, event results, generated room nights and attendance will be emailed.

If you have any questions about the grant process or application, please contact Visit Manitowoc's Director of Tourism, Courtney Hansen, at (920) 973-9508 or chansen@manitowoc.org.

Discover Manitowoc Grant Application

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Please email completed applications to chansen@manitowoc.org by February 15, 2026.

Name of event:	
Date and time of event:	
Name of organization:	
Federal ID number:	Tax status:
\$ Amount request:	
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year?	

Event Coordinator Information

Name:
Address:
Phone:
Email:

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.

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.

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:
Date: