

# Discover Manitowoc Grant Application

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



Please email completed applications to [chansen@manitowoc.org](mailto:chansen@manitowoc.org) by February 15, 2026.

Name of event: America's Soundtrack: The Pulse of a Nature	
Date and time of event: July 1, 2026	
Name of organization: Kids From Wisconsin	
Federal ID number: 39.1425288	Tax status: 501(c)(3)
\$ Amount request: \$ 2,700.00	
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? N/A	

## Event Coordinator Information

Name: Peggy Strimple
Address: 640 S 84th Street Milwaukee, WI 53214
Phone: 414-266-7067
Email: <a href="mailto:peggy.strimple@kidsfromwisconsin.org">peggy.strimple@kidsfromwisconsin.org</a>

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.

With a \$10 ticket per person goal, we anticipate and hope to attain a sold-out attendance.

Compared, tickets are not going for that affordable of a price point during any performance show or season at CCC OR the shows we will present in neighboring cities and counties (Green Bay, Brillion, Plymouth). On average, tickets in those areas range from \$15-25. We also anticipate surrounding families in surrounding towns to add this show to their calendars, and also making a weekend out of it with the Fourth on the Shore Festival. <https://www.visitmanitowoc.com/event/fourth-on-the-shore/9/>

Past attendance for our shows in the past 57 years has ranged but has been consistent with a local

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.

We have 14 Rooms booked at the Maritime Inn on July 1 for troupe/staff, with more anticipated family and friends of the troupe booking on their own as the CCC is a venue favorite. We expect members from or loyal fan base to attend and enjoy the festivities of the festival with a long weekend.

**Estimate Attendance:**

With a \$10 ticket per person goal, we anticipate and hope to attain a sold-out attendance.

Compared, tickets are not going for that affordable of a price point during any performance show or season at CCC OR the shows we will present in neighboring cities and counties (Green Bay, Brillion, Plymouth). On average, tickets in those areas range from \$15-25. We also anticipate surrounding families in surrounding towns to add this show to their calendars, and also making a weekend out of it with the Fourth on the Shore Festival. <https://www.visitmanitowoc.com/event/fourth-on-the-shore/9/>

Past attendance for our shows in the past 57 years has ranged but has been consistent with a local and loyal fan base. Manitowoc is a city and destination that has been on our tour calendar for over 5 decades. While also representing it's talented youth, we have built a strong bond that has stood the test of time. There were decades we sold out 2 shows a day. Strong attendance certainly occurs when the troupe has a Manitowoc county KID performing. The past 10 years we have sold a little over half (500) seats at the CCC and provided FREE Performing workshops to the community while also offering the stage to local acts to open the KIDS show.

## **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: Peggy Morgan Strimple
--

Date: 2/13/2026
-----------------

The Kids From Wisconsin (KIDS) is the only pre-professional performance opportunity of its kind in the nation for ages 15-20. Going into our 58<sup>th</sup> season, the troupe showcases a Broadway style show with the most talented youth in the state. Each summer, the tour takes a new show and its troupe to over 30 venues across the state and every day at the Wisconsin State Fair.

Manitowoc has been a city stop on the KIDS summer tour for many of the 58 years. Since 1969, KIDS has performed at Lincoln High School, Roncalli High School, Washington Park and Capital Civic Centre (CCC). Since 1969, over 50 KIDS Alumni from Manitowoc County have been chosen to be one of the 22 singer/dancers or 14 band members each year, representing this wonderful community. When a KIDS show comes to Manitowoc, the target ages and demographics are vast. It appeals to families for its value and affordability, the high caliber show production, and the family friendly music genres represented appeal to ages 2 to 92.

We also have been a highlight of the Capital Civic Centre since its renovation and opening back in 1988. Our show draws audiences from all over Manitowoc County and beyond. In recent surveys we have found audiences will travel over 50-100 miles to see a KIDS show. Our 2026 show is focused on celebrating America 250, "America's Soundtrack; The Pulse of a Nation." It is scheduled for July 1, 2026 at CCC, and is tied to the weekend's Fourth of July Festival "Fourth on the Shore" <https://www.visitmanitowoc.com/event/fourth-on-the-shore/9/>. The KIDS show is a great reason to come early and spend a long weekend to take part in all the festivities. Our 37-membered troupe and 5 staff are already reserved at the Maritime Inn on the night of July 1, 2026.

Our marketing plan includes 3-6 outdoor Billboard spaces strategically chosen, boosted posts on social media with special Facebook events, postcards announcing the event to all past donors and audiences through CCC, targeting Manitowoc and surrounding counties. We also seek publications in newspapers (Herald Times Reporter, and other surrounding towns and villages).

We don't have a full-time marketing staff to dedicate time and efforts to market a Kids From Wisconsin hosted/sponsored show that our offices and organization do not reside in. Our advertising for the show has to be broad and sell to a large amount of audience.

We will measure the success of this event by sending out surveys after the show through CCC ticketing system and our end of tour CRM collection. Monitoring overnights will be a challenge; however, we have a great relationship with RaeAnn Thomas at Visit Manitowoc's Tourist office and would contact her for assistance.

Our goal this visit is to make the ticketing affordable so families, and those that normally cannot afford a ticket, experience a live theatrical experience at the beautiful CCC. This year's show theme will make for a memorable experience for anyone enjoying Manitowoc's lakeshore and festival event.

Marketing Budget for Manitowoc Kids From Wisconsin “America’s Soundtrack” July 1, 2026 Capital Civic Center	
Ad Sources	Price range
Billboard (3) \$500, 1 month	Quoted \$500 nonprofit rate for 3
WOMT Radio ads for two weeks: \$850.00	Quoted \$850.00
Social ad boost-Facebook \$20 a day	Quoted \$20 a day for 1 month, approx. \$600
5- 10” x 2.41” ads in the Herald Times Reporter newspaper leading up. 26,642 impressions for targeted marketing with 26,642 impressions for a three-week period.	Quoted \$750.00
	Total= \$2700