

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: Manitowoc Food Truck Rally	
Date and time of event: Each Tuesday night May 6 - September 30	
Name of organization: PetSkull Brewing Company	
Federal ID number: 47-4217897	Tax status:
\$ Amount request: \$4000	
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: Paul Hoffman
Address: 1015 Buffalo St
Phone: 920-946-5670
Email: paul@petskullbrewing.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.

Based upon last season's totals, we expect roughly 200-300 participants every Tuesday evening throughout the summer. With the proper advertising, we believe we will see attendance from those outside of Manitowoc County as well as within.

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.

Perhaps we may see 5 - 10 overnight stays at the Inn on Maritime Bay. This number is based on hoping 5% of participants will stay in town for the evening.



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: 5/24/25

Project Summary

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The Manitowoc Food Truck Rally runs every Tuesday evening from May 6 - September 30. Ten food trucks participate each evening. We host live music on the dates from June - September.

Our goal is to attract both members of our Manitowoc community to the downtown as well as attract non-residents to the city. This is a great family event as the event starts at 4:30 each day. We are hoping we might be able to get 5 - 10 people/families to stay in town each Tuesday night. We ran this event in 2024 and it proved to be an overwhelming success for not only PetSkull Brewing, but all food trucks and the community in general. Paul Hoffman from PetSkull Brewing and Myke Hollahan from Holla On Wheels are the primary drivers of the event.

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We would like to primarily use the funds to assist with advertising the event with advertising cards at all city hotels, on the SS Badger, as well as local radio ads. We are also looking for assistance in the hiring of quality live family friendly musical acts.

\$500 - advertising cards

\$1500 - radio ads

\$2000 - live music