

2024 Manitowoc Grant Report

Recipients of a 2024 Discover Manitowoc Grant must file this report and attach income/expense statement by January 6, 2025.

Organization name *

Wisconsin Underwater Archaeology Association

Event name *

Ghost Ships Festival

Event date(s) *

MM DD YYYY

02 / 28 / 2025

Event attendance *

400+

How did the Discover Manitowoc Grant help your event? *

It provided additional marketing leverage in NE Wisconsin and the funding helped defray our out-of-pocket expenses associated with the event.

How many hotel room nights did your event generate and at which lodging establishments? *

2-3 nights. Inn on Maritime Bay, Lighthouse Inn, AirBnB private rentals, etc.

Please explain how you measured room nights. *

Most of the information came from Pat Reilly at the Inn on Maritime Bay. Pat noted that the Inn rented 152 rooms for Ghost Ships Festival (Feb 28 - March 2) with a net revenue of \$21,000. Also, speaking with attendees, many stayed at other hotels and AirBnB's in Manitowoc and Two Rivers.

What marketing efforts were completed to attract visitors to the City of Manitowoc for your event? Please explain marketing mediums and demographics. *

Social Media blasts, press releases, TV appearances and radio interviews. Emails were sent to over 5,000 email addresses from across the Midwest to attract visitors to Manitowoc.
Coolest Coast, Be My Guest, (WOMT - Manitowoc). Additional exposure came from Visit Manitowoc as a supporter, Wisconsin Maritime Museum and Wisconsin Shipwreck Coast National Marine Sanctuary, etc..


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

Yes, our marketing efforts were successful. Ghost Ships Festival reached new audiences via FOX11 morning TV on 2/28/25 which attracted new people to come to the event and visit Manitowoc. Event organizers, Kevin Cullen and Brendon Baillod promoted the Festival on Wisconsin Public Radio's Larry Meiller Show leading up to the event. Post Festival press will be covered by the Milwaukee Journal Sentinel based on feedback from a reporter that attended. This year we saw a 17% increase in attendance over 2024. Preliminary analysis of the P&L for the event, estimates a \$4,000 net profit for the 2025 Ghost Ships Festival.

<https://fox11online.com/good-day-wi/ghost-ships-festival-wisconsin-maritime-museum-kevin-cullen-event-weekend-research-underwater-great-lakes>

<https://www.wpr.org/shows/larry-meiller-show/ghost-ships-festival-heads-to-manitowoc-and-employees-need-to-know-their-rights>

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

 G.S. 2025 incom...

 Add file

Optionally, provide any additional supplemental material, reports, advertising examples, and etc.

 Add file

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Ghost Ships Expenses 2025

Date	Item	Cost
1/4/2025	WI Maritim Musuem-room,bar service, tours	\$ 500.00
12/24/2025	Ric Mixer--flight fare	\$ 438.95
2/5/2025	Edmond Fitzgerald glasses	\$ 879.20
2/5/2025	Pint glasses	\$ 1,032.00
2/5/2025	Ghost Ships pens	\$ 150.00
2/5/2025	Ghost Ships Stickers	\$ 24.00
2/5/2025	WUAA magnets	\$ 29.00
2/12/2025	Table runners	\$ 400.38
?	Wrist bands 400	\$ 41.48
2/12/2025	Inn on Maritime Bay (down payment- 1/2)	\$ 1,788.00
2/6/2025	Shirts down payment--\$585 to pay	\$ 500.00
2/24/2025	Final payment for shirts	\$ 585.00
3/1/2025	Valerie Van Heest #233	\$ 250.00
3/1/2025	Bruce Lynn/Great Lakes Shipwreck Museum	\$ 200.00
3/1/2025	Lee Murdock #234	\$ 200.00
	Brochures	\$ 1,000.00
3/1/2025	Inn on Maritime Bay (rest of down payment)	\$ 1,788.00

\$ 9,806.01

Ghost Ships Expenses 2025

Income from	Amount
Pre-registration	\$ 3,483.64
Booths, Sponsorship	\$ 3,183.98
Charged income	\$ 5,047.05
Friday Cash	\$ 1,132.00
Saturday Cash	\$ 2,740.00
Total Income	\$ 15,586.67
Expense Total	\$ 9,806.01
Profit	\$ 5,780.66

Does not count grant

John Jensen	\$12.66
Extra Inn charge	\$1,014
alcohol, pizza	
Scott R. bill	
Bob J. bill	
? Others	