

# Discover Manitowoc Grant Application

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

Name of event: Great Lakes Watercross Season Championships	
Date and time of event: August 21st - 23rd 2026 - Detailed Schedule Attached	
Name of organization: 2 Wicked Promotions	
Federal ID number: 87-1179101	Tax status: LLC
\$ Amount request: \$8,000	
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? None - This is the first time this event will be coming to Manitowoc! We are hoping to make it an annual event!	

## Event Coordinator Information

Name: Bradley Bohat
Address: 8436 103rd Ave Pleasant Prairie, WI 53158
Phone: 262-496-8549
Email: <a href="mailto:info@greatlakeswatercross.com">info@greatlakeswatercross.com</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.

**Expected Attendance Estimates** We estimate a total daily attendance ranging from 500 to 5,500 individuals, depending on weather and local spectator turnout. This includes a core group of 400–500 out-of-county participants and spectators who travel specifically for the event series and remain in the area for the full duration. Local attendance from within Manitowoc County is estimated to range between 100 and 5,000 visitors per day.

**Historical Attendance Data** Our event series has shown consistent year-over-year growth. We use data from previous locations with similar geographic features (large beaches and open viewing areas) to project our Manitowoc numbers. For example, at our 2025 Racine event, we successfully drew 350 core participants and an estimated 2,500 local spectators to the beach area. Given Manitowoc's similar coastal appeal, we anticipate matching or exceeding these figures.

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 estimate this event will generate at least 250 traditional hotel room nights, supported by secured room blocks at The Inn on Maritime Bay and the Quality Inn. This figure is based on historical registration data and a conservative 50% hotel-capture rate of our 400–500 out-of-town participants. Beyond hotels, a significant portion of our attendees utilize local Airbnbs, campgrounds, and on-site race rigs, contributing additional economic impact through local dining and retail. We arrived at these estimations by analyzing event registration information, which captures accommodations. To ensure accuracy, we will measure final impact using hotel pickup reports and post-event participant surveys.

## **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: Jan 12 2026



## Event Overview

Great Lakes Watercross is scheduled to host a premier watercross (personal watercraft racing) event on **August 21–23, 2026** at **Red Arrow Park in Manitowoc, Wisconsin**. This multi-day event will feature professional and amateur racers competing in offshore-style and closed-course watercraft racing on Lake Michigan, utilizing the park's natural shoreline and open-water conditions.

This event is designed as a **tourism-driven destination weekend**, leveraging Manitowoc's lakefront, parks, restaurants, and lodging infrastructure. Great Lakes Watercross events are held at limited, geographically unique venues, which naturally encourages overnight travel. The Manitowoc Season Championship race will be positioned as a marquee summer attraction that draws visitors who would not otherwise be traveling to the area.

## Event Goals

The primary goals of the Manitowoc Great Lakes Watercross event are to:

- Drive **overnight visitation and extended stays** in Manitowoc during the late-summer tourism season
- Generate direct and indirect economic impact through lodging, dining, fuel, retail, and recreation spending
- Position Manitowoc as a **repeat host destination** for regional and national water-based sporting events
- Showcase Lake Michigan and Red Arrow Park as unique assets capable of supporting large-scale outdoor events
- Create a family-friendly, spectator-accessible event that encourages local and visitor spending throughout the community

## Target Demographics

The event targets multiple demographics:

- **Participants:** Professional and amateur watercross racers mainly from Wisconsin, Illinois, Michigan, Ohio, Indiana, Minnesota, New York, Kansas, Kentucky, and Ontario. As each event increases in participation, the attendance footprint increases.
- **Support Crews & Families:** Each racer typically travels with 2–4 additional people
- **Spectators:** Motorsports enthusiasts, local residents, tourists, and families
- **Age Range:** Core audience ages 18–55, with strong family attendance
- **Income & Interests:** Middle to upper-middle income households with interests in motorsports, outdoor recreation, and lakefront activities

## Overnight Visitor Impact

Great Lakes Watercross events are inherently destination-based and consistently generate overnight stays. Racers, teams, officials, media, and sponsors travel from across the Midwest and Great Lakes region and typically arrive **one to two days prior** to competition and depart after the final race day.

Key tourism and economic impact factors include:

- Each competing racer typically travels with **2–4 additional people**, creating a multiplier effect for lodging and spending
- Most teams book **3–4 consecutive hotel nights**, especially for Lake Michigan events
- Officials, safety staff, and event personnel also require overnight accommodations
- Visitors frequently extend stays to enjoy Manitowoc’s lakefront, dining, and nearby attractions

Based on historical data from comparable Great Lakes Watercross events, the Manitowoc event is expected to generate a **substantial number of room nights**, along with increased patronage of local restaurants, bars, gas stations, grocery stores, and retail businesses throughout the weekend.

## Why Manitowoc

Manitowoc is uniquely suited to host Great Lakes Watercross due to its strong lakefront infrastructure, tourism amenities, and community support for outdoor events. **Red Arrow Park** provides a rare combination of open Lake Michigan access, natural spectator viewing, beach frontage, and adjacent park facilities, making it an ideal venue for watercross racing.

The park’s proximity to downtown Manitowoc, hotels, restaurants, and attractions allows visitors to easily explore the community beyond the event itself. The Lake Michigan setting delivers the challenging open-water conditions that Great Lakes Watercross is known for, while also showcasing Manitowoc’s shoreline as a destination asset. Hosting the event at Red Arrow Park positions Manitowoc as a premier Great Lakes host city for adventure sports and repeat tourism-driven events.

## Marketing Plan and Timeline

Marketing for the event will begin approximately **6–9 months prior** to the event date and will include:

### 9–6 Months Out

- Event announcement on Great Lakes Watercross website and social media platforms

- Direct outreach to racers and teams through established email lists
- Coordination with Manitowoc tourism and local partners for cross-promotion

### 6–3 Months Out

- Paid and organic social media promotion targeting Midwest motorsports and outdoor recreation audiences
- Press releases to regional motorsports media and local news outlets
- Event listing on tourism calendars and regional event platforms

### 3 Months–Event Weekend

- Increased social media frequency, including rider spotlights and event previews
- Final press outreach and local media engagement
- On-site signage and promotional materials

Great Lakes Watercross has an established digital presence and a proven ability to reach a dedicated regional racing audience.

## Key Team Members and Experience

Together, Brad and Jaymi Bohat have served as the owners and promoters of Great Lakes Watercross for the past five years, during which time the series has demonstrated consistent year-over-year growth in racer participation, event attendance, and geographic reach. Their leadership has transformed Great Lakes Watercross into a stable, professionally managed racing organization with strong tourism-generating potential.

### **Brad Bohat – Promoter, Event Organizer, Race Director**

Brad Bohat is a professional personal watercraft racer with over 25 years of competitive experience. He oversees all operational aspects of the event, including course design, safety planning, permitting, and race execution.

### **Jaymi Bohat – Administrative Director, Event Organizer**

Jaymi Bohat brings over 20 years of experience in scoring, administration, and event coordination. She ensures efficient operations and a positive experience for participants and officials.

### **Andrew Schaffer – Safety Marshal Lead**

Andrew Schaffer has served as the Lead Safety Marshal for Great Lakes Watercross for the past 10 years and has also held lead safety and marshal roles at national-level watercraft racing events. He is responsible for all on-water activities, including course safety, rescue operations, marshal coordination, and emergency response procedures. His extensive experience in open-water race environments ensures the highest safety standards for racers, officials, and spectators.

## Key Performance Indicators

The success of the Manitowoc Great Lakes Watercross event will be measured using both quantitative and qualitative methods:

- **Participant and Spectator Surveys:** Post-event surveys to racers and attendees to assess satisfaction, likelihood of return, and overall experience
- **Room Night Tracking:** Collection of lodging data through racer registration surveys and coordination with local lodging partners
- **Participation Metrics:** Number of registered racers, teams, and classes
- **Economic Indicators:** Observed increases in local business activity during the event weekend
- **Community Feedback:** Input from city staff, local partners, and park users

These metrics will be used to evaluate the event's impact and guide improvements for future events in Manitowoc.

This event represents an opportunity to bring a unique, high-energy sporting event to Manitowoc while generating measurable tourism and economic benefits for the community.

## Event Budget and Use of Funds

The following budget reflects the full anticipated cost to produce the 2026 Great Lakes Watercross event in Manitowoc. All expenses are directly tied to event operations, safety, tourism promotion, and participant experience. Great Lakes Watercross operates with a lean organizational structure and relies on a combination of earned revenue and financial assistance to successfully host destination events.

### Expense Budget

Expense Category	Estimated Cost	Responsible Party
Racer Prize Purse	\$3,500	Great Lakes Watercross
Contracted Event Staff (Race Ops, Officials, Safety)	\$8,500	Great Lakes Watercross
Contracted Staff Lodging	\$2,500	Great Lakes Watercross
Fuel & Meals (Safety, Ops, Officials)	\$800	Great Lakes Watercross

EMT / Medical Services	\$2,500	Great Lakes Watercross
Awards & Trophies	\$3,000	Great Lakes Watercross
Event Insurance	\$1,900	Great Lakes Watercross
Building & Course Supplies	\$500	Great Lakes Watercross
Advertising / Photography / Media	\$800	Great Lakes Watercross

**Total Estimated Event Expenses: \$24,000**

**Anticipated Funding Sources**

Funding Source	Estimated Amount	Status
Racer Entry Fees	\$10,000	Projected
Sponsorships	\$6,000	In Progress
Grant / Tourism Assistance	\$8,000	Requested

**Total Anticipated Funding: \$24,000**

**Demonstrated Need for Financial Assistance**

While racer entry fees and sponsorships provide a significant portion of event funding, they do not fully cover the fixed costs associated with safety staffing, medical services, insurance, and professional operations required for an open-water Lake Michigan event. These safety-critical expenses must be secured regardless of participation levels.

Tourism and grant assistance allows Great Lakes Watercross to:

- Maintain professional safety and medical staffing levels
- Provide lodging for contracted staff who travel from outside the region
- Offer competitive prize purses that attract out-of-state racers
- Promote the event beyond the local market to drive overnight visitation

Without financial assistance, the event would face limitations in staffing, promotion, and scale, reducing its overall tourism and economic impact for Manitowoc.

**Prioritization if Partial Funding Is Awarded**

If full funding is not awarded, funds will be prioritized in the following order:

1. Safety & Medical Services (EMT, Safety Marshals, Insurance)
2. Contracted Staff & Lodging
3. Event Insurance & Permitting Requirements
4. Advertising & Tourism Promotion
5. Awards and Prize Purse Enhancements

This prioritization ensures that the event remains safe, compliant, and operational while maximizing its ability to attract overnight visitors and deliver measurable economic impact to Manitowoc.