

Discover Manitowoc Grant Application

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



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

Name of event: Nightmare Off 8th Street	
Date and time of event: October 3, 2026, 3:00 PM - 10:00 PM	
Name of organization: Nightmare Off 8th Street	
Federal ID number: 33-4612616	Tax status: LLC P
\$ Amount request: 10,000	
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? \$10,000 2025	

Event Coordinator Information

Name: Jessica Phillips, Ariane Gunderson-Thompson, Leighton Thompson, Brandon Zinn
Address: 709 Buffalo Street, Manitowoc, WI 54200
Phone: 920-395-5195
Email: nightmareoff8thstreet@gmail.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.

Estimated attendance for Nightmare Off 8th Street is 4,500 to 6,000 total participants and visitors throughout the event day. This estimate is based on historical attendance data from our inaugural 2025 event, where the Manitowoc Police Department estimated attendance at 4,000 or more people throughout the duration of the event. Because 2026 will be our second year, we anticipate a higher turnout due to increased public awareness, earlier and expanded marketing, and the event becoming an expected seasonal tradition for both local families and regional visitors. We arrived at these numbers using the official 2025 estimate provided by the Manitowoc Police Department, combined with vendor and organizer observations of consistent foot traffic throughout the day and evening, and the continued growth of event awareness in the region.



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 anticipate generating approximately 40 to 75 room nights across local lodging establishments in 2026. In 2025, we welcomed visitors from outside Manitowoc County, including guests from Sheboygan, Green Bay, Milwaukee, Chicago, and other surrounding communities. Based on conversations with attendees, vendor participation from outside the area, and social media engagement from users outside Manitowoc County, we believe a portion of attendees traveled from distances that reasonably support overnight stays. Room night estimates are based on the following factors: out-of-town vendors and performers who require lodging, regional visitors traveling 60–100 miles who may choose to stay overnight, and families combining the event with other fall activities in the area. With 2025 attendance estimated at 4,000 or more and projected growth for 2026, we conservatively estimate that 1 to 2 percent of total attendance will convert into overnight stays.



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: Jessica Phillips, Ariane Gunderson-Thompson, Leighton Thompson, Brandon Zinn

Date: 02/11/2026

Nightmare off 8th Street

Event Description & Goals

Nightmare off 8th Street is a Halloween and fall-themed block party hosted in downtown Manitowoc organized by Black Heart Books and Waves Yoga Studio. The event will feature food trucks, spooky and witchy-themed local vendors, live music, street performers, and immersive decor off 8th Street. Our goal is to create a community-centered festival that celebrates the fall season while driving tourism, shopping, and dining in downtown Manitowoc.

Target Demographics

Nightmare off 8th Street is designed primarily for adults and families seeking a unique, seasonal event that blends fun, spooky vibes with live entertainment, a local vendor market, and food trucks. Early in the day the focus is on family-friendly elements including a children's area, food trucks, and vendor shopping, while the evening hours will be curated for an older crowd with a beer tent and live music.

- **Local Audience:** With a median age of 45 in Manitowoc County ([Source](#)), the event is crafted to appeal to adult residents looking for something festive and community-centered. We anticipate strong turnout from individuals, couples, and families who enjoy supporting small businesses and engaging in downtown cultural events.
- **Regional Travelers:** The event is also intended to draw visitors from nearby cities including Appleton, Green Bay, Sheboygan, and Milwaukee. This includes day-trippers and weekenders looking for Halloween-themed markets and live music, as well as those who seek out fall and Halloween experiences.
- **Key Segments:**
 - Adults ages 22–55+ who enjoy fall and Halloween, vendor markets, food trucks, live music, community events
 - Tourists looking for seasonal outings
 - Regional creatives, vendors, and performers
 - Groups of friends planning weekend adventures or getaways

Overnight Visitors

Based on projections, we expect between 4,000–6,000 attendees. If 5–10% of attendees travel from 50+ miles away, the event could generate 50–100+ room nights. Many vendors and performers are also expected to stay overnight. Nearby lodging partners likely to benefit include The Inn on Maritime Bay, Harbor Town Inn, Holiday Inn, AmericInn, and local Airbnbs.

Marketing Plans & Timeline

- **May–June:** Vendor applications open, save-the-date announcements
- **July–August:** Social media promotion begins, event graphics and logo launch, posters and flyers distributed across NE Wisconsin
- **September–October:** Paid social media ads, local radio and print promotion, partnership marketing through vendors and businesses
- **Week of Event:** Final daily push on social media, press releases, email marketing to Black Heart Books' and Waves Yoga Studio's and combined mailing list of 4,500+ contacts

Marketing Channels:

- Instagram, Facebook, TikTok, Pinterest
- Paid Facebook, TikTok, and Google Ads
- Website + Search Engines (Google, Bing, Yahoo)
- Billboards
- Email newsletters
- Local publications
- Participating local business marketing
- Vendor marketing
- Posters and signage throughout Manitowoc and surrounding communities

Team Members & Roles

Jessica Phillips (Black Heart Books): Event Co-Coordinator — primary contact for vendor coordination, permitting, and city logistics, including street closure and facilities.

Ariane Gunderson (Waves Yoga Studio): Event Co-Coordinator — leading branding, website creation, social media strategy, and overall event marketing, as well as assisting with event logistics and budget.

Leighton Thompson (Cool City Sound): Entertainment Director — curating and coordinating all live music and performance acts, and providing full sound production and equipment.

Volunteers: Staff and supporters from both organizing businesses will assist with event setup, teardown, and operational support throughout the day.

Measuring Success

- Estimated attendance (via drone footage)
- Vendor feedback surveys
- Social media engagement and reach analytics
- Sales and foot traffic feedback from participating businesses

Attached: Budget

Nightmare Off 8th Street Budget

Category	Estimated Cost	Notes
Entertainment	\$8,000 - \$10,000	Live bands, performances, sound and light production, and stage rental.
Website & Branding	\$500	Website maintenance, domain, and 1-year Squarespace subscription.
Marketing Materials	\$500	Flyers, posters, handouts, and signage.
Digital Advertising	\$1000	Facebook, Instagram, TikTok, Google, drone photographer, and local media ads.
Porta Potties	\$760 - \$1140	8 to 12 units @ \$95 each plus tax.
Permits & City Fees	\$500	Street closure, insurance, and city permits.
Miscellaneous	\$500	Decor and supplies.

Additional Notes

Porta Potty Estimate: For a one-day event with an expected attendance of 4,000 to 6,000 people, the standard recommendation is one unit per 500 attendees. Based on these numbers, we anticipate needing between 8 and 12 porta potties, depending on final attendance projections and event layout.

Vendor & Food Truck Fees, Sponsorships (Potential Revenue): We plan to charge vendor and food truck fees, and offer sponsorship opportunities to help offset event costs. This projected revenue will support expenses such as event-day staffing, volunteer meals, and the potential to expand entertainment offerings. Revenue generated from vendors and sponsors will be tracked separately and is not included in the requested grant amount.