

2025 Discover Manitowoc Grant - Post-Event Report

Recipients of 2025 Discover Manitowoc Grants must complete this report by Monday, December 8, 2025.

Organization Name *

PetSkull Brewing

Event Name *

Tuesday Night Food Truck Rallys

Event Date(s) *

May - September

Event Attendance *

Estimated average of 200 people per night

How much money were you awarded through the Discover Manitowoc Grant program? *

\$2000

How did the Discover Manitowoc Grant help your event? Describe the marketing efforts this grant funding supported. *

We used the grant money to buy billboard ads on each digital billboard in Manitowoc on each Tuesday

How many hotel room nights did your event generate in the City of Manitowoc and at which lodging establishments? *

Unknown

Please explain how you measured room nights. *

Unkown

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

Social Media, Radio, and Billboards. We advertised via our social media channels on each Tuesday highlighting the trucks and bands that were going to be present. We also spread the same message via our WOMT radio show as well as on all digital billboards through the city.

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

Yes, they were successful. We continued to draw a good number of people to each Tuesday night rally.

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

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Please provide any additional supplemental materials, advertising examples, reporting, etc.

 Add file

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Contract No. AD-200718

New Renewal



DISPLAY ADVERTISING CONTRACT

Agency Petskull Brewing Address _____
 Address 1015 Buffalo St. Address _____
Manitowoc, WI. 54220 _____
 Contact Paul Hoffman Contact _____
 Telephone 920.717.0237 Telephone _____
 Facsimile _____ Facsimile _____
 E-Mail _____ E-Mail _____
 Product Digital – Manitowoc, WI
 Display Date July 22, 2025 Display Period: 11 days

Terms: Payable monthly, net fifteen (15) days after invoice date. This Contract shall remain in full force and effect for the specified Display Period from the Date of Completion without cancellation.

Artwork: Approved vector file artwork shall be due to the Lessor by _____. Lessee/Agency shall be responsible for the full Display Period even though displays cannot be displayed for the full period due to late delivery of the artwork by the Lessee/Agency. Lessee/Agency shall be solely responsible for the design and quality of artwork delivered to Lessor. Lessor is not responsible for the theft or damage of special production effects.

Shipping: Lessee is responsible for all shipping costs, including those incurred via overnight deliveries for correspondence and artwork.

Market	Sign Size	Location	Display Number	Number of Displays	Net Rate Per day	Display Period in days	Total Net Price	Total Net Production	Total Contract Amount
Manitowoc	12'x23'	Panel # 513, #510, #509, #505, #504, #502 and #500	Digital	1	\$175	11	\$1925	\$0	\$1925

Special Instructions: Ad copy to be received from client. Advertising on Tuesdays only.

Lessee will work with **Sign Me UP!** to finalize artwork needed for production.

Lessee/Agency acknowledges that this contract is subject to terms and conditions stipulated on both sides of the Contract.

Lessee: Paul Hoffman **Lessor:** SignMeUp Outdoor Advertising, LLC
 By: X By: _____
 Print Name: Paul Hoffman Print Name: John Ashenbrener
 Title: Owner Title: Sales
 Date: 07/18/25 Date: 07/18/25

Personal Guaranty

The undersigned ("Guarantor") in consideration of, and in order to induce Lessor to enter into the above Contract, does hereby jointly and severally unconditionally guarantee the payment of all rent and the performance of all Lessee's obligations expressed under the terms and provisions of the Contract, including payment of damages for any breach of the Contract. Guarantor's obligation under this guaranty shall be binding upon the Guarantor's heirs, successors and assigns. Each Guarantor jointly and severally agrees to pay all costs and expenses, including reasonable attorney's fees, incurred by Lessor in connection with the protection, defense or enforcement of this guaranty.

_____ Individually

_____ Date

CONDITIONS

- Contract Upon Acceptance.** Until accepted and signed by Lessor's, this order constitutes only an offer to purchase the advertising services described herein.
- Contract Terms.** This contract shall remain in full force and effect for the specified Display Period from the Date of Completion, without cancellation.
- Approval, Indemnity.** The Lessor reserves the right to reject, at any time (either before or after Display) any copy, pictorial or otherwise, which the Lessor, in its sole discretion, considers to be false, misleading or deceptive, or in violation of existing laws, or offensive to the moral standards of the community, or which in any way reflects upon the character, integrity or standing of any individual or organization. Notwithstanding the foregoing, Lessee/Agency agrees to defend, indemnify and hold the Lessor against any and all claims, loss, liability, judgments, costs and reasonable attorney's fees incurred by the Lessor arising out of, or related to, the content or subject matter of any copy displayed pursuant to this Contract.
- Construction and Removal; Indemnity.** Lessor shall be responsible for and agrees to indemnify Lessee/Agency against any and all losses or damages resulting to persons or property caused by Lessor or its agents in the construction, maintenance or removal of any display. Lessee/Agency shall be responsible for and agrees to indemnify Lessor against any and all losses or damages resulting to persons or property caused by special effects or devices provided by Lessee/Agency to be incorporated into the display.
- Loss of Location.** If for any reason Lessor is unable to provide a display for this location specified herein, Lessor may substitute a location of equal advertising value, the determination as to which shall be made by Lessor is its sole discretion.
- Agent's Representative.** If this Contract is executed by both Lessee and Agency, each shall be jointly and severally liable to Lessor hereunder. If it is executed only by Agency, Agency represents and acknowledges that it is acting as an authorized agent for a disclosed principal, the Lessee named on the reverse hereof, and as such, each of Agency and Lessee shall be jointly and severally liable to Lessor hereunder. In furtherance of the foregoing, and without limitation of the same, in instances where this Contract is executed only by Agency, and unless and until Agency becomes insolvent (however defined) or is in default (as default herein), Lessor covenants that it shall look to Agency only for payment of all invoices due hereunder; provided, however, in the event of Agency's insolvency or default, the immediately foregoing provision shall not apply and Lessor shall be entitled to look to either or both Agency and Lessee for payment notwithstanding the prior occurrence of any advances or payments by Lessee to Agency with respect to amounts due hereunder. As security for Agency's obligation hereunder, Agency hereby assigns to Lessor all claims now existing or hereafter arising by Agency against Lessee for amounts due or to become due to Agency pursuant to or as a result of services rendered by Agency in connection with this Contract.
- Agency Commission.** If this Contract is executed by a duly accredited Advertising Agency, the price specified herein is subject to an agency commission. No such commission shall be paid if payment in full is not received by Lessor within sixty (60) days after day of invoice or if Agency did not deliver typeset and camera ready work on a timely basis.
- Default.** The following are defined as events of default: If the Lessee/Agency fails to pay an invoice when due, makes an assignment for the benefit of creditors, has a petition in bankruptcy or for reorganization under the Bankruptcy Act filed by or against it, has a Court-appointed receiver or is adjudged insolvent in any forum, or if the Lessor reasonably believes Lessee/Agency is insolvent. Should an event of default occur, the Lessor may terminate its obligation under this Contract upon five (5) days written notice to Lessee or Agency. Failure to make any payment as herein provided for, but not obligated, to take possession of said display(s) or any or all said space(s) and to remove all advertising from any or all of said space(s) and/or to re-let said space(s) or any of them for the whole or any part of the unexpired term of this Contract to such person(s) and upon such terms and conditions as Lessor may determine, and collect and receive the income or rent from such re-letting(s) and apply said income to rent on account of any amounts which may then be due to Lessor from Lessee/Agency under this Contract; such re-entry by Lessor and such re-letting(s) shall not work a forfeiture of the rent to be paid and the covenants to be performed by Lessee/Agency for the full term of this Contract. Lessee/Agency agree to pay any and all costs and disbursements, including reasonable attorney's fees, incurred by Lessor in collecting amounts due under this Contract, whether or not legal action is brought.
- Force Majeure.** Any failure or delay, in whole of in part, in providing the displays agreed to herein, resulting from acts of Gods, strikes, concerted action by employees or labor organizations, boycotts, riots, civil insurrection, war, national emergencies, governmental restrictions, inability to secure specified material or from any other cause beyond the control of Lessor, shall not constitute a breach of the Contract.
- LIIMITATION OF LIABILITY.** Lessor's liability for any and all losses or damages to Lessee/Agency (including without limitation any indemnification liability under Paragraph 3 hereof) resulting from Lessor's failure to perform any part of the services specified herein or otherwise shall in no event exceed the price of the display with respect to which losses or damages are claimed. In no event shall Lessor be responsible for incidental or consequential damages.
- Assignment.** The rights and obligations of Lessee/Agency hereunder are not assignable without the prior written consent of Lessor, which consent shall not be unreasonably withheld. The Lessor may assign its interest hereunder
- Invoices.** Lessor will invoice covering one-month period from the date of Completion. Thereafter, Lessor shall invoice monthly, in advance, until the expiration of the Display Period. Invoices shall be due and payable fifteen (15) days after the date of invoice; late charges shall accrue commencing fifteen (15) days after invoice date at the maximum rate permitted by law. If this Contract is executed by an Agency, Agency understands that Lessor may notify Lessee in the event Agency fails to pay any invoice within sixty (60) days of invoice date.
- Display Date.** Lessor agrees to have displays specified herein posted on the Display Date. Lessee/Agency shall deliver printed displays a minimum of fifteen (15) days prior to the Display Date. If Lessee/Agency fails to deliver printed displays or complete artwork within the time specified herein, Date of Completion will be the specified Display Date. Lessee/Agency shall be responsible for the full Display Period even though the advertising display cannot be posted for the full Period.
- Date of Completion.** The term "Date of Completion", as used herein, shall mean the date of posting the display specified herein. If more than one display is posted, the Date of Completion shall be the average of the posting dates of such displays. If Lessee/Agency fails to deliver printed displays or complete the artwork within the time specified herein, Date of Completion will be the specified Display Date.
- Illumination.** When display(s) lack illumination (only if stated above that display should be illuminated) billing for the display(s) will be reduced by ten percent (10%) during that time only. The period of illumination shall be dusk to dawn unless otherwise specified.
- Divisibility; Adjustment.** In the event Lessor is unable to perform a part of the advertising services specified herein, Lessor reserves the right to eliminate such service and to credit Lessee/Agency for any service so eliminated by extending the Display Period proportionate to the value of the service so eliminated.
- General.** This contract constitutes the entire Contract between the parties and supersedes any and all prior or contemporaneous understandings and representations. No modification or waiver of any provisions of the Contract, nor any consent to any departure by Lessee/Agency therefrom, shall in any event be effective unless the same shall be set forth in a writing duly signed or acknowledged by Lessor, and then such waiver or consent shall be effective only in the specific instance, and for the specific performance for which given. Neither any failure nor any delay on the part of Lessor in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall a single or partial exercise thereof preclude any other or future exercise, or the exercise of any other right, power or privilege. If any provision of the Contract is determined by a court to be invalid or unenforceable, then such provision will be deemed null and void to the extent so determined, but in all other respects the provisions of this Contract shall be enforceable according to its terms. The laws of which the Contract is written shall govern the validity of this Contract, the construction of its terms and the interpretation of the rights and duties of the parties hereto.