

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: Tuesday Night Food Truck Rallys	
Date and time of event: 5/5/26 - 9/29/26	
Name of organization: PetSkull Brewing	
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? We were awarded \$2000 in 2025	

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 averages from 2024 and 2025 each night results in roughly 200-300 participants (less in May and September, more in June - August, obviously). Total numbers for the twenty-two nights is upwards of 5000 attendees for the entire season. These numbers are based upon our sales totals and number of drinks sold. Our data is qualitative, but our estimates for those outside of Manitowoc County is roughly 15%. This is based on conversations and social media interaction.

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.

The 15% estimates for attendees from outside Manitowoc County probably results in 50% of those being out-of-town travelers staying overnight.

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: Paul Hoffman
Date: 2/16/26

Project Summary

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The Manitowoc Food Truck Rally runs for twenty-two nights - every Tuesday evening from May 5 – September 29. The goal is to have ten food trucks participate each evening. We host live music on the dates on as many of those nights as possible.

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 4:00 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 2025 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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As we did in 2025 when we were awarded \$2000, we would like to primarily use the funds to assist with advertising the nights on all of the digital billboards in town. The cost to run a one-day ad is \$175. The \$2000 from last year only covered half of the season and we are requesting an additional \$2000 so we are able to run ads on the billboards for each and every rally.

We do also invest our own funds into advertising for the nights as we have radio ads on all of the Seehafer News radio stations as well as boosted social media ads.