

# Discover Manitowoc Grant Application

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



Please email completed applications to [chansen@manitowoc.org](mailto:chansen@manitowoc.org) by March 24, 2025.

Name of event: Nightmare off 8th Street
Date and time of event: October 4th, 2025 11:00 AM - 9:00 PM
Name of organization: Black Heart Books in Collaboration with other Downtown Businesses
Federal ID number: 93-3218428 Tax status: LLC
\$ 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?

## Event Coordinator Information

Name: Jessica Phillips
Address: 709 Buffalo Street, Manitowoc, Wisconsin
Phone: 502-817-8885
Email: blackheartbookshop@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.

We anticipate a strong turnout for Nightmare off 8th Street based on several key factors, including the popularity of past events in downtown Manitowoc, the variety of attractions planned, and the engagement of both local and regional communities. Windigo Fest has consistently drawn several thousand attendees each year, demonstrating a strong local interest in fall and Halloween-themed events. With the inclusion of local businesses, food trucks, specialty vendors, and live music, we expect to attract a mix of attendees, with approximately 75% from Manitowoc County and 25% from surrounding areas such as Sheboygan, Green Bay, Appleton, and Milwaukee.

If marketed at a standard level, attendance could reach 2,000–5,000 people, but with a strong promotional campaign, including digital advertising, vendor outreach, and community engagement, attendance could reach 4,000–6,000 people.

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 that Nightmare off 8th Street will generate a minimum of 50–100 room nights, with the potential for more depending on the scale of marketing and regional interest. Given the event's unique seasonal appeal, the variety of attractions, and vendor participation, we expect to draw visitors from outside Manitowoc County, particularly from Sheboygan, Green Bay, Appleton, Milwaukee, and surrounding areas. If just 5–10% of the projected 4,000–6,000 attendees travel from 50+ miles away, a portion will require overnight lodging.

Many vendors, performers, and food truck operators may also choose to stay overnight rather than commute, further increasing room bookings. With an estimated 30–50 participating vendors and entertainment groups, a percentage will likely require accommodations. Lodging establishments

## **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
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Date: 03/14/2025
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Question answers (because they didn't fit):

Question 1:

We anticipate a strong turnout for Nightmare off 8th Street based on several key factors, including the popularity of past events in downtown Manitowoc, the variety of attractions planned, and the engagement of both local and regional communities. Windigo Fest has consistently drawn several thousand attendees each year, demonstrating a strong local interest in fall and Halloween-themed events. With the inclusion of local businesses, food trucks, specialty vendors, and live music, we expect to attract a mix of attendees, with approximately 75% from Manitowoc County and 25% from surrounding areas such as Sheboygan, Green Bay, Appleton, and Milwaukee.

If marketed at a standard level, attendance could reach 2,000–5,000 people, but with a strong promotional campaign—including digital advertising, vendor outreach, and community engagement—this number could push to 4,000–6,000 or more. Vendors and participating businesses will amplify event awareness by promoting to their own customer bases, further expanding regional reach. Waves Yoga Studio and Black Heart Books already have an engaged audience across social media and email marketing, ensuring strong pre-event visibility. Given Manitowoc’s increasing reputation for community-driven festivals and seasonal markets, we are confident that Nightmare off 8th Street will be a significant draw, bringing together locals and visitors for a dynamic fall celebration.

Question 2:

We anticipate that Nightmare off 8th Street will generate a minimum of 50–100 room nights, with the potential for more depending on the scale of marketing and regional interest. Given the event’s unique seasonal appeal, the variety of attractions, and vendor participation, we expect to draw visitors from outside Manitowoc County, particularly from Sheboygan, Green Bay, Appleton, Milwaukee, and surrounding areas. If just 5–10% of the projected 4,000–6,000 attendees travel from 50+ miles away, a portion will require overnight lodging.

Many vendors, performers, and food truck operators may also choose to stay overnight rather than commute, further increasing room bookings. With an estimated 30–50 participating vendors and entertainment groups, a percentage will likely require accommodations. Lodging establishments expected to benefit include The Inn on Maritime Bay, Harbor Town Inn, AmericInn, Holiday Inn, and local Airbnb and short-term rental properties.

Past downtown events, including similar festivals and vendor markets, have historically driven overnight stays, particularly when marketed effectively to out-of-town visitors. Social media engagement from Waves Yoga Studio and Black Heart Books has demonstrated strong reach beyond Manitowoc, indicating that a well-promoted event can attract a regional audience. By encouraging visitors to make a fall weekend out of it, incorporating dining and shopping recommendations, and featuring lodging options in our marketing materials, we believe Nightmare off 8th Street will positively contribute to Manitowoc’s tourism and local economy.

## 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. The event will feature food trucks, spooky and witchy-themed local vendors, live music, street performers, a costume contest, 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 seeking a unique, seasonal event that blends spooky and witchy vibes with live entertainment, a local vendor market, and food trucks. While family-friendly elements like trick-or-treating or face painting may be considered, the overall atmosphere will be curated for an older crowd.

- **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 and couples 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 2,000–6,000 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 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	\$5,000 - \$6,000	Live bands, performances, sound and light production, and stage rental.
Website & Branding	\$500	Website creation, domain, and 1-year Squarespace subscription.
Marketing Materials	\$500	Flyers, posters, handouts, and signage.
Digital Advertising	\$1000	Facebook, Instagram, TikTok, Google, and local media ads.
Porta Potties	\$570 - \$950	6 to 10 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 2,000 to 6,000 people, the standard recommendation is one unit per 500 attendees. Based on these numbers, we anticipate needing between 6 and 10 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.