

2025 Discover Manitowoc Grant - Post-Event Report

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

Organization Name *

Nightmare Off 8th Street

Event Name *

Nightmare Off 8th Street

Event Date(s) *

10/4/2025

Event Attendance *

4,000+

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

10,000

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

The Discover Manitowoc Grant played a significant role in the success of our first-year event. Funding from this grant directly supported our marketing efforts, allowing us to reach a much wider audience than we could have on our own. Grant dollars were used for digital advertising (Facebook, Instagram) and printed promotional materials (flyers). These efforts helped us build awareness leading up to the event and ensured consistent visibility throughout the community. Because of this increased reach, attendance far exceeded our expectations, the Manitowoc Police Department estimated approximately 4,000+ people attended throughout the day. This level of turnout simply would not have been possible without the enhanced marketing supported by the grant. The funding helped create strong momentum, attract both local families and visitors from surrounding communities, and establish our event as a new annual tradition in downtown Manitowoc.

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

10+ Rooms at the Inn on Maritime Bay, we reached out to every hotel in Manitowoc, but did not receive a response.

Please explain how you measured room nights. *

We reached out to all the hotels in Manitowoc.

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. *

Marketing for Nightmare Off 8th Street included a multi-platform strategy designed to reach both local residents and visitors from surrounding communities. We ran paid and organic social media advertising on Facebook, Instagram, and TikTok, targeting families, young adults, and regional event-goers within a 10–200 mile radius. We also produced printed flyers that were distributed throughout downtown businesses in Manitowoc, as well as in Sheboygan, Green Bay, and Milwaukee. Pizza Garden supported the effort by placing event flyers on every pizza box going out the door. In addition to social and print, we ran radio ads to reach a broader general-audience demographic that may not be active on social media. We created a series of blogs highlighting fall events, “a perfect fall day in Manitowoc,” and other seasonal content to strengthen SEO reach and attract visitors searching for local things to do. A promotional video was produced and shared widely, and several local businesses cross-promoted the event on their own platforms, helping us reach entirely new audiences. Altogether, these digital, print, radio, and community-based efforts allowed us to reach families with children, adults looking for entertainment, and out-of-town visitors, significantly contributing to the event’s overall attendance and visibility.

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

Yes, our marketing efforts were highly successful! The Manitowoc Police Department estimated attendance at approximately 4,000+ people throughout the duration of the event, which far exceeded expectations for a first-year festival. Social media analytics showed high engagement on both paid and organic content, with significant interaction from users outside the immediate Manitowoc area. Our blog posts also generated steady website traffic in the weeks leading up to the event, and radio ads helped expand visibility to demographics not captured through digital channels. The combination of turnout, online engagement, vendor and community feedback, and the number of visitors traveling from neighboring cities all demonstrate that our marketing strategy effectively attracted both residents and new visitors to Manitowoc.

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

 Nightmare Off 8t...

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

 Nightmare Vertic...

 Vendor Reel - Wa...

 NightmareOff8th...

 NightmareOff8th...

 NightmareOff8th...

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Expenses

Ads: **\$691.11**

Marketing / Flyers:

\$180.00 (Canva)

\$60.00 (Reel)

\$51.70 (Flyers)

\$72.74 (Flyers)

\$1,000.00 (Photography + Videography)

Total Marketing: **\$1,364.44**

Supplies:

\$144.56 (String Lights)

\$210.99 (Decorations)

\$172.80 (Website)

\$36.85 (Tickets)

\$746.41 (Can Koozies)

\$1,569.68 (Merch)

\$15.67 (Menards)

\$231.50 (Banner)

\$45.00 (Pumpkins)

\$28.77 (Harbor Freight)

\$120.00

\$350.00 (Logo Design)

Total Supplies: **\$3,672.23**

B&M Waste Service: **\$1,298.67**

Tent Rental: **\$1,472.21**

Magic Show: **\$375.00**

ATM Rental: **\$263.75**

Insurance: **\$946.48**

Alcohol: **\$5,068.49**

Bands:

Smoke Road: \$2,500

Broken Arrow: \$1,000

Total Bands: **\$3,500**

Sound / Stage / Lights / Video Wall: **\$8,000**

Total Expenses:

Ads: \$691.11

Marketing: \$1,364.44

Food/Beverage: \$16.93

Supplies: \$3,672.23

Waste: \$1,298.67

Tent: \$1,472.21

Magic Show: \$375.00

ATM: \$263.75

Insurance: \$946.48

Alcohol: \$5,068.49

Bands: \$3,500

Stage/Sound/Lights: \$8,000

Grand Total Expenses: \$26,669.31



