

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: Night at the Museum: Iceberg Ahead!	
Date and time of event: April 11th 5pm - 10pm	
Name of organization: Wisconsin Maritime Museum	
Federal ID number: 39-1128473	Tax status: 501(c)3
\$ 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? Subfest Funding for 4 years: 2016 - \$15,000; 2017 - \$25,000; 2018 - \$16,400; 2019 - \$8,000	

Event Coordinator Information

Name: Alexandria Bolle
Address: 75 Maritime Dr., Manitowoc, WI 54220
Phone: (920) 684 0218 ex. 128
Email: abolle@wisconsinmaritime.org

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.

The Night at the Museum at WMM is expected to reach full capacity with 200 attendees. We anticipate 120 guests (60%) from Manitowoc County and at least 80 guests (40%) from outside the county. This estimate is informed by previous events, such as the 2025 USS Cobia celebration, which saw nearly 50% out-of-county attendance, and the annual SubFest, which attracts visitors from across the state and country. WMM also has 400 active members from Wisconsin and 27 other states, who account for about 40% of event attendees. ZIP code data collected during ticket purchase provides the origin of attendees.

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.

Of the 80 expected out-of-county attendees, we estimate that 40 will need lodging. With two guests per room and an average stay of 1.25 nights, this results in approximately 25 room nights. We will track room nights using a dedicated booking code at the Inn on Maritime Bay. This estimate is informed by previous special event lodging patterns and coordinated scheduling with the regional film festival to encourage 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: Alexandria Bolle
Date: 2/13/2026

Overview of Event: WMM's *Night at the Museum* is the new spring fundraising initiative intended to become an annual themed series. The inaugural event will have an *RMS Titanic* theme selected for its broad cultural and historical appeal. Guests will enjoy an after-hours experience with live musicians, a DJ playing music from various decades, and food and drinks inspired by *RMS Titanic* menus. Original White Star Line (*RMS Titanic*'s parent company) dinnerware, provided by a private collector, will also be on display. Blending entertainment, historical elements, and an exclusive limited-capacity setting, the event is designed as a destination experience rather than a typical fundraiser. The event is strategically scheduled alongside Wisconsin Shipwreck Coast Friends and NOAA's Wisconsin Shipwreck Coast International Film Festival (April 10) to encourage visitors to extend their stay in Manitowoc for a full cultural weekend. This intentional pairing increases the likelihood of overnight stays and visitor spending in the City during early spring, traditionally a period of lower tourism activity.

Event Details

- April 11th, 2026, from 5:00 pm - 10:00 pm
- \$40 for members/\$50 public
- \$5 promo code given after purchasing a ticket for the Wisconsin Shipwreck Coast International Film Festival

Goals & Tourism Impact: In addition to fundraising, our objectives are to attract regional cultural tourists and strengthen Manitowoc's reputation as a maritime heritage destination. We aim to establish Night at the Museum as an annual spring tradition, with a sold-out event and at least 40% of attendees from outside Manitowoc County.

WMM enjoys strong support from local, state, and national communities. With approximately 400 active memberships across Wisconsin and 27 other states, WMM consistently attracts visitors to Manitowoc. Our annual SubFest draws thousands from Northeast Wisconsin and throughout the nation. In August 2025, a 1940s-themed celebration for USS *Cobia* attracted nearly half its attendees from outside Manitowoc County, including guests from as far as Spokane, Washington.

Based on prior event data, we conservatively estimate 80 attendees from outside Manitowoc County. Assuming 50% of attendees require lodging (40 overnight visitors), with an average of two guests per room and a 1.25-night stay, we project approximately 25 hotel room nights. Based on regional tourism spending estimates of \$100–\$200 per overnight visitor (boarding, food, fuel), the projected direct economic impact is \$4,000–\$8,000, with additional indirect spending in downtown Manitowoc.

- Attract 200 attendees
- At least 40% attendance from outside of Manitowoc County
- Generate an estimated 25 hotel room nights

Target Audience: We are targeting adults ages 30–60 who are interested in history, maritime heritage, cultural tourism, and themed immersive experiences. The *RMS Titanic* theme was selected for its broad appeal, combining pop culture and maritime history. Ticket prices are set at \$40 for members and \$50 for the general public to balance revenue with accessibility, encouraging both local and out-of-county attendance. The event is scheduled alongside the Wisconsin Shipwreck Coast International Film Festival to cross-promote those interested in history and maritime heritage. This will encourage film festival attendees to extend their stay in Manitowoc. Comarketing gives Icebergs Ahead Great Lakes-wide visibility and visitorship from the Milwaukee area to Door County.

Marketing Plan: WMM will implement a multi-channel marketing campaign across television, radio, digital, and outdoor advertising markets in Northeast and Southern Wisconsin. Paid placements will include WBAY, FOX11, Wisconsin Public Radio, WOMT, and regional digital billboards, supported by targeted social media advertising and earned media outreach (late March–early April)

Television

- WBAY commercial (4-week run beginning early March) & website ad
- Digital ads on WBAY website
- FOX11 studio appearance one week before the event

Radio

- Wisconsin Public Radio (statewide, 2 weeks)
- WOMT (local, week of event)

Billboards

- Digital billboards in Manitowoc, Madison, and Appleton

Digital Advertising

- Targeted Facebook and Instagram ads across Wisconsin markets

Earned Media

- Press releases to regional outlets

Phase 3 – Conversion Push (Week of Event)

- Email reminders
- Social media countdown campaign
- Film Festival cross-promotion
- Hotel partner promotion to booked guests

Marketing messaging will emphasize:

- Limited capacity
- Exclusive immersive experience
- Weekend getaway opportunity

- Partnership with the Film Festival

Measuring Success: We will use both quantitative and qualitative metrics to evaluate the event. Our goal is a sold-out event with 200 attendees, at least 40% of whom are from outside Manitowoc County. ZIP code data collected at ticket purchase will track out-of-county attendance, and use of the Film Festival promo code will measure the effectiveness of cross-promotion. Room nights will be tracked through a dedicated booking code with Inn on Maritime Bay. After the event, attendees will receive a survey to assess satisfaction, travel distance, lodging needs, additional spending, and likelihood of returning. We will also review paid media performance metrics, such as impressions and click-through rates, to assess marketing reach and conversion performance. These tools will provide measurable data to assess tourism impact and guide future planning.

Kevin Cullen – Executive Director

- Provides strategic oversight, partnership development, and financial accountability. Has been with WMM for 5 years, overseeing events such as SubFest.

Alyssa Saldivar – Event Operations Lead

- Committee member with multiple years of experience handling logistics, vendor coordination, and on-site execution.

Alexandria Bolle – Communications & Marketing

- Communications coordinator at WMM. Leads paid media strategy, digital advertising, and press outreach.

Jozlyn Michalek – Visitor Engagement

- Visitor Engagement Coordinator at WMM. Oversees ticketing, guest experience, volunteer coordination, and post-event data collection.

Committee Members: Kevin Cullen, Tim Dittloff, Alexandria Bolle, Jozlyn Michalek, Karen Duvalle, Lio O'Shasky, Alyssa Saldivar(volunteer), John Tearpock(volunteer)

Application Budget Form

Expenses		
Advertising / Marketing	TV, Radio, Billboard, Social Media	\$11,460
Salaries & Wages	WMM staff	\$3,000
Catering	Local vendor TBD	\$3,000
Entertainment		\$3,000
Equipment Rental	Dance floor, chandeliers	\$1,800
Decorations		\$500
Printing		\$169
Subtotal		\$19,929
Revenue		
<i>Earned Revenue</i>		
Ticket Sales		\$9000
Raffle Sales		\$500
Silent Auction		\$1,000
<i>Contributed Revenue</i>		
Business Sponsorships		\$5,000
Discover Manitowoc		\$10,000
Subtotal		\$25,500

The Wisconsin Maritime Museum Presents

Night AT THE Museum

ICEBERG AHEAD!

Saturday, April 11th
5:00 pm – 10:00 pm

Located in the Museum Galleries

**DRESS YOUR TITANIC BEST!
COSTUMES ENCOURAGED**

Live Music • Dance Floor

Silent Auction • Raffle

Specialty Drinks • Hors d'oeuvres

LIMITED AVAILABILITY

\$50 Non-Members

\$40 Members



WisconsinMaritime.org



WISCONSIN
MARITIME
MUSEUM
AT MANITOWOC

JOIN US FOR AN UNSINKABLE EVENING