

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: The Nook Collective	
Date and time of event: 05/01/2026-05/02/2026	
Name of organization: The Nook Lounge & Booksote	
Federal ID number: 99-4412241	Tax status:
\$ Amount request: \$1,000-\$1,500	
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? NA	

Event Coordinator Information

Name: Lily Schuette
Address: 211 N. 9th St. Manitowoc, WI. 54220
Phone: 9202425774
Email: thenookmanitowoc@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 are expecting to see approximately 500-600 people for this event. We have 50 authors and vendors signed up to join us, and most everyone has confirmed they are bringing a personal assistant or some kind of help with them for the day. We have 400 tickets available for the whole entire day, 200 after party tickets, and 40 'pre' event tickets for the night before.

These numbers are based off of how many authors and vendors are already signed up to join us, their confirmed PAs, and the number of people we can host at The Venue at Union Square. We have contacted 10+ media outlets to get the word out on this event to boost ticket sales. We just started ticket sales on 02/06 and have done all marketing through our social media which has a



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 are also hosting a Friday (05/01) evening event at our business location, The Nook Lounge & Bookstore, we know that those 15 authors invited will be staying the night. That Friday night event has tickets available for the public that will most likely be from out of the city and will be staying overnight so they can attend the main Saturday event. Friday totals approximately 40 people staying over. Our event set up time starts at 6am Saturday (05/02) and runs until 8pm Saturday (05/02). 90% of our authors and vendors are from outside of the area, many are even flying in or driving in from out of state for it. We have put together an e-pamphlet with Manitowoc hotels, airbnbs, places to eat, things to do, etc. for all of our vendors. In total we are estimating 100 vendors, authors, and personal assistants staying the night from Friday to Sunday due to the early start and late end of the event. We have contacted new outlets throughout the state and are planning on marketing



How many room nights will your event generate?

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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: Lily Schuette
Date: 02/06/2026

Goals

Our main goal is to bring literature to the lakeshore! We are excited about hosting an event unlike any other in the area, in the hopes to bring a completely different audience to Manitowoc. We are pushing the idea of “staying in our city!” to not just attending authors and vendors, but to all ticket buyers as well. This event is to not just benefit The Nook Lounge and Bookstore, it's to benefit the community. We have a great track record for hosting events in hopes to create a solid foundation of customers and visitors, and this is no different.

We are working with local businesses to get discounts for our attendees and authors/ vendors. For example, places like Brix or Bernstein's will be featured in our e-brochure with their logo and a small discount to offer anyone who visits during the weekend of The Nook Collective. We will have pages with local airbnbs, hotels, restaurant recommendations, sights to see, etc.

Not only are we hoping to benefit the businesses of Manitowoc and the tourism here, but we also want to provide exposure for midwest based authors and vendors! It's one thing to purchase inventory from these authors for our small bookstore, but to provide a space and 400+ customers is incredibly helpful to them as well. This is an event we plan on doing yearly, something authors and attendees can plan their time around so they can stay a long weekend here!

Target Demographics

The demographics for this event are exactly what our demographics are for our business, The Nook Lounge & Bookstore. 20-45 years of age, middle class, wisconsin or midwest based, reading enthusiasts, local business supporters. We are targeting people who frequently read thriller, romance, fantasy, or romantasy books. Since these demographics are what we market towards everyday all day, we are starting with a great foundation of people who will share and market our event on their social media as well.

How this event will bring overnight visitors

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Marketing Plans and Timeline

We have an incredible marketing reputation and plan to use our experience and customer base for this event's sales! Our business facebook page has almost six thousand followers, and our Instagram is quickly rising to two thousand followers. We have also created separate facebook and instagram pages for "The Nook Collective" specifically, and have created events on facebook to help with marketing in our area.

We have reached out to over ten Wisconsin based tv and radio outlets just this morning, and have a good standing with a few of them as we have been featured on five of them in the past. We have set up one segment with "Local 5 Live" in Green Bay as of right now and are waiting on confirmation from the others. We have reached out to media outlets as far as Milwaukee, Madison, and Fond du Lac!

We have hosted over 90 events through ticketed sales on eventbrite, and 53% of our sold tickets in the past are from eventbrites free marketing. We plan on utilizing eventbrite, facebook, and instagram marketing boosted ads to gain a further reach for our social media presence for this event. Most of our target audience is incredibly active on social media, so we will be pushing this method of marketing the most. All authors and vendors from across the midwest have been asked to share and help market the event, so our reach is not just local.

Roles of Key Team Members & Experience

Our team consists of Jessica Nicholson (co-owner), and Lily Schuette (co-owner), and 6 of our employees. Jessica and Lily have co-owned The Nook Lounge & Bookstore for over a year. Our roles consist of marketing, event planning and programming, business operations, just about everything. Day of- our employees will be being paid to help run the drink bar and all event operations. We will have a small group of volunteers to help run the ticket front entry table, help with set up and break down, and will provide assistance throughout the day with anything else our attendees or authors/ vendors need.

Measure Success of Event

Our main measurement of event success is through our eventbrite ticket sales. We have 400 general admission tickets, 200 after hours pj party tickets, and 40 available Friday night private event tickets available. Ticket sales just started on 02/06 and will go until the day of the event, unless tickets sell out completely. Eventbrite allows us to track where the customer is located if they enter the information, so this will help us determine how many people will be visiting from out of town vs. who is locally based.

We currently have 50 authors and vendors signed up, with a verbal confirmation that 75% of them are bringing a personal assistant or some sort of help. These are paid sign ups and non-refundable unless an emergency.

Here are our 2026 Nook Collective budget projections broken down. Our lowest estimate is \$5,000 currently to host this event, but with all events things come up and it can never exactly be estimated. This is our first year hosting The Nook Collective, and we are working our hardest to ensure all vendors, authors, and attendees have a great time so they come back next year! We are a first year business at The Nook Lounge & Bookstore, so all money is coming up front out of our business. With financial help we are planning to advertise more and hopefully kick our event off strong, in hopes that next year we are able to find a larger venue so we can bring more attendees and more tourism into our community.

Projector- \$350

- Per Madi Cortte, employed by Brennan Seehafer, the projector needed for our event is a \$350 flat rate for usage.

Drink Menu Supplies- Approximately \$1,600

- Below we have provided pictures of approximate costs for our drink menu for the event. These are pictures 1-4

Print- \$275

- Based on Office Max pricing, our print for this event would run us \$275. This is for our marketing materials and menus for the day of.

Breakfast- Approximately \$2,300

- For breakfast that we will be providing to our authors, vendors, and any volunteers working the event. This is to not only thank our authors, vendors, and volunteers for their hard work, but to also encourage them to come back next year, and to create a good standing relationship with them! This is based off of Broken Plate Catering, pictured in number 5 below

Facebook and Instagram Ads- \$350

- A large portion of our demographics heavily utilizes social media for knowledge of events and business recommendations. We post on social media 2-3 times a day, and have a following of almost eight thousand users collectively between instagram and facebook. By using Meta's ads and boost post options, we are able to target our demographics a bit more. There is an option to target users in just Manitowoc, Wisconsin, Iowa, Illinois, etc. We believe pushing our ticket sales post on social media with this would greatly impact our sales! Our demographics range from 20's-40's, and these people aren't looking for their information on a billboard or through the radio- they're using social media for it.

Retail and Volunteer shirts- \$1,300

- Below I have attached the screenshot from [Jiffy.com](https://www.jiffy.com) (6th picture) with apparel we would be ordering for volunteer shirts and apparel merchandise. This image does not include the vinyl for our logos and event name that will be pressed on the merchandise. That estimate is based off of vinyl cost and personal experience as we have done all of our own merchandise at The Nook Lounge & Bookstore ourselves in the past.

Pictures 1, 2, 3, 4- Drink Menu Supplies

Webstaurant plus [The's Account](#) [Returns & Orders](#) [45](#)

Restaurant Equipment Refrigeration Smallwares Food & Beverage Tabletop Disposables Furniture Storage & Transport Janitorial Industrial Business Type

WebstaurantStore > Cart

Cart

ITEM	QTY	PRICE	TOTAL
 Dr. Smoothie Refreshers Strawberry Acai Refresher Beverage 1:1 Concentrate 46 fl. oz. Arrives in 3 - 5 business days #990RREFSTAA - EACH Save for Later plus Free Shipping	10	\$12.98	\$129.80
 Lotus Plant Energy Original Vanilla Oat Cream Base 3:1 Concentrate 64 fl. oz. Arrives in 3 - 5 business days #71TSYPL0TCRM - EACH Save for Later plus Free Shipping	1	\$22.99	\$22.99
 Lotus Plant Power Red Lotus 5:1 Energy Concentrate 64 fl. oz. Arrives in 3 - 5 business days #71TSYPLREDRS - EACH Save for Later plus Free Shipping	2	\$32.46	\$64.92
 Lotus Plant Power Blue Lotus 5:1 Energy Concentrate 64 fl. oz. Arrives in 3 - 5 business days #71TSYPLBLUE - EACH Save for Later plus Free Shipping	2	\$32.46	\$64.92
 Lotus Plant Power Sugar-Free Pink Lotus 5:1 Energy Concentrate 64 fl. oz. Arrives in 3 - 5 business days #71TSYPLPINKS - EACH Save for Later plus Free Shipping	2	\$32.46	\$64.92
 Monin Premium Rose Flavoring Syrup 750 mL		\$9.29	

Subtotal **\$657.17**

Pay with credit card    

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Shipping Address
[Plus] - 211 N 9th Street, Manitowoc, WI 54220

Shipping Type
Ground \$13.74

Payment Method
 Visa **** 9803  Default

Total **\$691.18**

[Place Order Now](#)

Order summary

Scents, Stories, and Surprises	\$10.00
Ritual Zero Proof	\$378.00
Shipping with Insider	Free
Spiritless	\$151.20
Subtotal	\$539.20
Est. shipping ⓘ	\$22.00
Total	\$561.20

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ITEM	QTY	PRICE	TOTAL
 Choice 7 3/4\" Arrives in 3 - 5 business days #48BUJTRK - CASE Save for Later plus Free Shipping	1	\$27.49	\$27.49
 Choice 9, 12, 16, 20, and 24 oz. Clear Strawless / Sip Lid - 1,000/Case Arrives in 3 - 5 business days #500LSTRWL - CASE Save for Later plus Free Shipping	1	\$37.99	\$37.99
 Choice Clear PET Customizable Plastic Cold Cup - 16 oz. - 1,000/Case Arrives in 3 - 5 business days #500CCPB - CASE Save for Later plus Free Shipping	2	\$51.49	\$102.98

Recommended Products

 Fibri-Kal LK12/20PK Kal-Clear / Nexclear 9 \$6.89/box	 Choice 9\" \$15.49/box	 Choice 9\" \$15.49/box	 Choice 9\" \$13.99/box
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Subtotal **\$168.46**

Pay with credit card    

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Shipping Address
[Plus] - 211 N 9th Street, Manitowoc, WI 54220

Shipping Type
Ground \$0.00

Payment Method
 Visa **** 9803  Default

Total **\$177.73**

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\$38⁷⁰ \$3.87 ea 4c/fl oz

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Multipack Quantity: 1

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Subtotal (50 items)	\$163.46
Savings	-\$4.18
	\$179.28
Select delivery or pickup to view fees	Select
Taxes	Calculated at checkout
Estimated total	\$179.28

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