



CITY OF MANITOWOC

WISCONSIN, USA

www.manitowoc.org

DATE: August 1, 2022
TO: Room Tax Commission
FROM: Courtney Hansen, Director of Tourism
RE: Request for Downtown Holiday Decoration Funds

I am requesting up to \$80,000 in Room Tax funds to cover the costs of new downtown holiday decorations.

Earlier this year, a Downtown Holiday Decoration Committee was formed to research and propose a plan for new decorations to best highlight and welcome residents and visitors alike into our revitalized, thriving downtown. The committee's goal was to propose elegant, timeless decorations and large photo-op activations that accentuated new downtown infrastructure, drove folks to the downtown, and offered an opportunity for new downtown events and community engagement opportunities.

The proposed decorations will replace the light pole decorations on 8th Street from the Washington Street intersection to Chicago Street. In addition, the decorations include solutions to beautify the flower bed boxes for both the holidays and winter season. For the first time, Shipbuilders Park will feature decorations including garland-wrapped light poles, lighting incorporated into the arbor, and installation of large, stacked ornaments. Newly constructed enhancements in Burger Boat Park will be accentuated by adorning the clock, decorative bollards and bus stop in lights and red bows. The focal point in the downtown will become a beautiful 26' tree that will be installed in the heart of the park.

To date, the Lakeshore Balloon Glow committee has designated 2022 profits be donated to purchase new downtown holiday decorations. Additional corporate sponsorship opportunities will be sought in the coming weeks. The committee would also like to do at least one community focused fundraiser to both share excitement and boost community support for the effort.

A copy of the proposed decorations and budget are attached to this agenda item.

Thank you for your consideration.