

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: Miss Green Bay Area Competition
Date and time of event: September/October 2026 5 p.m.
Name of organization: Miss Green Bay Area Organization, Inc.
Federal ID number: 99-0444452 Tax status: recognized 501c3
\$ Amount request: \$5,000
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? n/a

Event Coordinator Information

Name: Jenny Craft & Kristi Bares
Address: 15601 Keehan Road, Maribel, WI 54227
Phone: 920-860-1575
Email: missgba@missgreenbayarea.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 base our estimates on past ticket sales from the most recent years. Our show is a one day public event but two or more days for participants and their families. We estimate 100-300 in attendance for the show. Our goal is to increase our brand awareness to attract more from the immediate community. However, historically our shows bring in both local and those from across the state. First, the families and friends of our participants are the main ticket purchasers. Their friends and family may be from all over (especially of college aged participants) but the participants must live, work, or attend school in Brown, Calumet, Kewaunee, Manitowoc, Oconto, Outagamie, or Shawano County. Second, attendees are those involved in our Miss America Opportunity statewide. And finally, the general public.

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.

Rooms may be generated in multiple different ways. First, for our volunteers and volunteer judges, those that are outside of the area will be provided a hotel stay. This could be 2-5 rooms for 1-2 nights for each stay. Judges are sponsored by the organization and volunteers travel at their own expense. Second, participants are made aware of hotels via room blocks or otherwise recommended by tourism department, so that they have the option to stay near the venue. This could be 1-15+ rooms, depending on the location and personal preference of the participant which varies each year. Third, we provide hotel information to our state organization, each local around the state may choose to make the weekend a larger social event, like other spectators. Our connection of locals and its supporters see these events as social and philanthropic events.

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:	
Date: 2/14/2026	

Miss Green Bay Area



Miss Green Bay Area's Teen

Discover Manitowoc Grant Application

Miss Green Bay Area Organization

Proudly serving Brown, Calumet, Kewaunee, Manitowoc, Oconto, Outagamie, and Shawano counties.

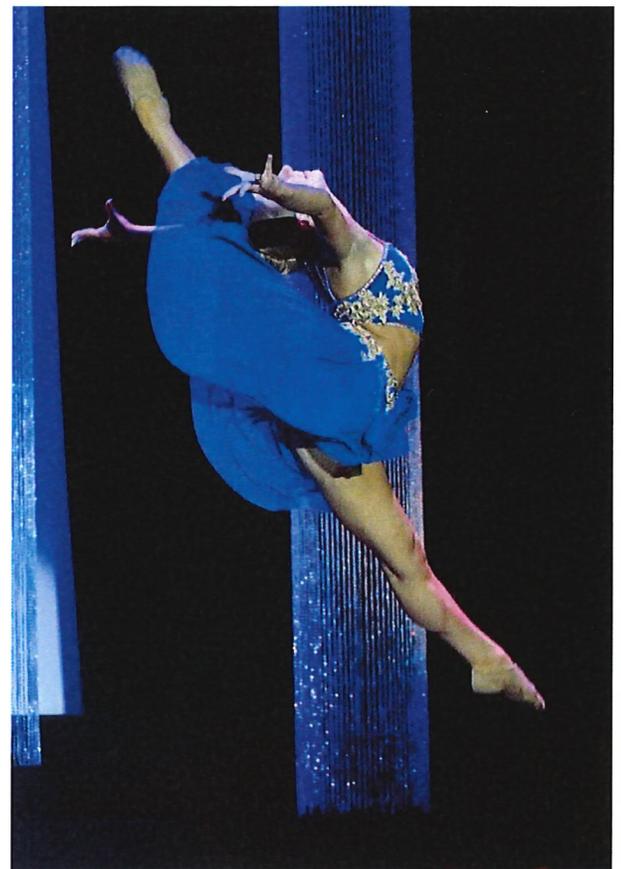
ABOUT THE EVENT

The first Miss Green Bay pageant was held in 1929 and since then the program has gone through many exciting milestones and changes. Now part of the Miss America Opportunity, the program has been Miss Green Bay Area for the past 25 years, growing to include seven counties and open to ages 13-28.

Not only the increased age range, but the work of countless volunteers and generosity of donors, make educational scholarships and learning opportunities more accessible.

The goals of the program include: award scholarship, prepare women for the business and professional world, foster mentorship and confidence, and create self-awareness within and outside of the community.

This program is not only an opportunity to showcase our participants and the work they do in the community but also to feature the community to participants, their families, and fans of Miss America.



Additionally, the titleholders that will go on to represent the community at the Miss Wisconsin competition not only serve the seven communities both through their Community Service Initiatives (service projects) but they also actively promote the area by attending events and promoting those events on social media, throughout their term of service. In 2024, Eliya Kurtzweil made over 40 appearances throughout the state promoting the seven counties.

Photo at top right: Miss Green Bay Area's Teen Morgan Eberhardt performs her talent at the Miss Wisconsin's Teen Competition where she placed 1st Runner Up. Morgan is now a junior at UW-Madison with a 4.0 GPA and the Captain of the UW-Madison Dance Team

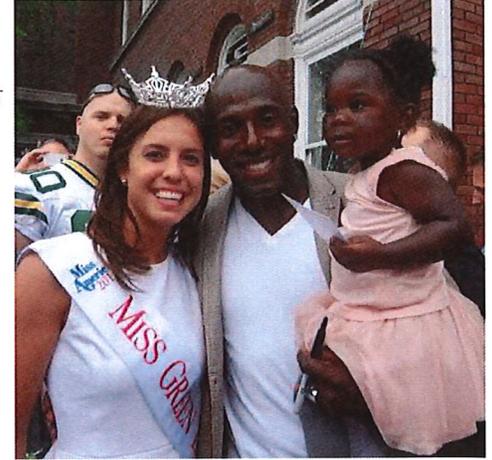
Photo at bottom left: Elliya & Jersey at an appearance.

ATTRACTING VISITORS

The Miss Green Bay Area Scholarship Competition is classified as a structured competition meaning that candidates competing need to live, work, or attend school in one of our seven counties. For reference, our 2025 competition brought contestants and their support systems from communities such as: Appleton, Denmark, Manitowoc, Oconto, Green Bay, and Lumxemburg-Casco. The show brought further attendees and volunteers from communities including: Menomonee Falls, Milwaukee, Madison, Door County, central and western Wisconsin.

Goals for a new host venue:

A theater setting is most desirable given the performance aspect of the show, a city that has lodging choices, a city that is easy to navigate yet provides shopping, dining, and activity options for participants and their families to "make a weekend of it", a city that has services such as printing, catering, and retailers, a city within the seven communities we serve.



Although our organization markets year round, our specific timeline of marketing this specific event is generally as follows:

May/June 2026 - Announce Date/Venue & Seek Sponsorships

July/August 2026 - Advertise Application Period is Open/Actively Recruit Candidates

September/October 2026 - Advertise Event/Ticket Sales

Given our target demographic of females aged 13-28, social media is a primary, and most successful, medium for advertising - as it allows us to have a further reach across the state and country. We have had specific success with Instagram while recruiting candidates and advertising our program to potential candidates. As a local licensee of the Miss America Opportunity, we are already aligned with a nationally recognizable brand and tied to a vast social media network of 50 other states. Titleholders, in essence, are brand ambassadors and part of their service includes brand awareness through multiple outlets. Press coverage from local media outlets adds to our visibility and we have long standing connections with personalities in the area.

PREVIOUS FUNDING

We have not previously received money from the City of Manitowoc Discover Manitowoc Grant Program.

SUSTAINABILITY

Our event is an annual event since the late 1980's. Miss Green Bay was originally founded in 1929 and we will be ramping up for our 100th anniversary competition. The competition moves to represent its service area and typically stays at a venue for multiple to several years before entertaining another when variables are in our control (available dates, etc.). We look for communities that can offer hotels, theater style venues, shops, dining, and easy commutes.

KEY PLAYERS

Committee members, Jenny Craft and Kristi Bares are responsible for branding, communications, event coordination and accounting. Jenny was MGBA 2009 and a volunteer since 2010, Kristi was MGBA 2005 and a volunteer since 2006. MGBA has an impeccable track record of participants turning into volunteers and donors.

MEASURES & METRICS

The primary tool of measurement to track visitors would be through ticketing information from the Capitol Civic Centre box office.

We also collect demographic information provided by our participants: their hometown, school, employment, and supporters attending to cheer them on.



AMOUNT REQUESTED

Given the uniqueness of our program and the phases of our competition - a theater setting is both desired and logical. We are seeking \$5,000 to help cover the cost of hosting this event at the Capital Civic Centre and major expenses to hold and market the event. By helping to cover the cost of the theater rental and production, this would allow our organization the ability to raise the caliber of production, add rehearsal time and space, and increase event advertising, thus attracting more participants and attendees to our program - and more people to the area. Each year we hope to increase the scholarship awarded and the level of production.

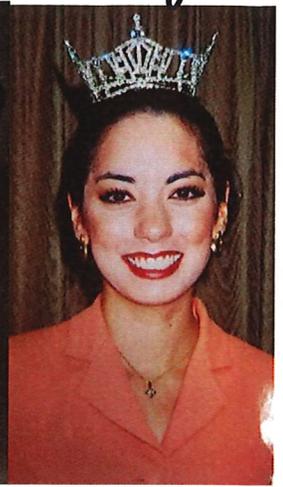
EVENT BUDGET

We have expenses that we must cover every year such as, venue rental, licensing, prize packages, insurance, printing, and costs associated with the state competition. Each year our competition serves as our largest fundraiser with ticket sales and a silent auction. The amount of scholarship will vary but we strive to make an impact and in recent years have awarded a minimum of \$1,000 to the winner, plus various other awards.

INCOME	2026 Estimate
Sponsorships (cash & in Kind)	\$1,000
Silent Auction/Raffles/Program Book Sales	\$500
Tickets Revenue*	\$800
Participant Fundraising	\$500
TOTAL EVENT INCOME:	\$2,800
EXPENSES	
Crowns & Sashes	\$600
Venue & Production Costs (Dress Rehearsal, interview space, box office & show)	\$3,200
Scholarships & Awards	\$3,500
Supplies, Marketing, & Promotions (Advertising, Printing, etc.)	\$800
Licensing, Insurance	\$1,200
TOTAL EXPENSES	\$9,300

*Estimated. We have not received final numbers from venue yet.

Legendary History



Our Miss Green Bay Areas have gone on to become Miss Wisconsin's Teen once, Miss Wisconsin seven times, and even Miss America!

Phyllis Kessler - MGBA & Miss WI 1949

Terry Anne Meeuwse - MGBA 1967, Miss WI & Miss America 1972/73

Carol Ann Schmitt - MGBA 1971 & Miss WI 1974

Laura Voss - MGBA & Miss WI 1994

Dr. Tina Sauerhammer - MGBA 2001 & Miss WI 2003

Kimberly Sawyer - MGBA & Miss WI 2010

Courtney Pelot - MGBA & Miss WI 2016

Eve Vanden Huevel - MGBA Teen & MWITeen 2021



Since 2009, four MGBAs have been from Manitowoc County

Jenny Thomas 2009

Michelle Keehan 2010

Allyson Binversie 2012

Courtney Pelot 2016

