

Discover Manitowoc Grant Application

900 Quay St, Manitowoc, WI 54220 - (920) 686-3508



Please email completed applications to chansen@manitowoc.org by March 24, 2025.

Name of event: Mid-Mod Manitowoc Summer Weekend Event
Date and time of event: July 25th-26th, 2025 10am-8pm daily
Name of organization: Manitowoc Aluminum Kitsch-mas / Evergleams on Eighth
Federal ID number: 86-1901775 Tax status: 501c3
\$ Amount request: \$8000.00
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? Yes; 2024 - \$10,000

Event Coordinator Information

Name: Barb Bundy-Jost , Linda Kerscher, Jordan Kabat
Address: 901 S 8th Street, Manitowoc
Phone: 920-901-0043, 920-973-0639, 920-819-3455
Email: info@evergleams.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.

2000-3000 individuals total (~ 1000-1500 each day)

70% of attendees will likely be from within the county, 30% being outside of the county/state. Most of the exhibitors will be from outside of the city/county and will need to spend one night here to participate both days.

The estimate above is based on our attendance numbers from last year (roughly 1500 individuals), with consideration for differences such as earlier advertising and promotion, and all aspects of the event being open to the public this year (formerly some aspects of the event were part of a convention and off-limits to the 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.

Vendors and attendees interested in participating in both days and all aspects of the event will need to book accommodations for at least one night (Friday), if not two, given that the event will run late into Saturday evening. It is likely that a majority of overnight stays will be booked at the event venue, the Inn on Maritime Bay, due to convenience, but room blocks have also been reserved at the Lighthouse Inn, Holiday Inn, and Harbor Town Suites, with discounted rates advertised on our website, evergleams.org.

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: Barb Bundy-Jost

Date: 03/05/25



Mid-Mod Manitowoc: Summer Weekend Event 2025

A Summer Event for Lovers of All Things Vintage Manitowoc!

MAKi (Manitowoc Aluminum Kitsch-mas, inc.), a 501c3 organization has coordinated the event Evergleams on Eighth in Downtown Manitowoc since its official nonprofit designation in 2021. Through fundraising events, tours, public presentations, and a partnership with the Manitowoc Public Library, MAKi has observed an astoundingly rapid growth of interest in the Evergleam aluminum Christmas tree, and the manufacturing history of Manitowoc generally. This interest has expanded outside the boundaries of our city, with event attendees hailing from across the country. While Evergleams on Eighth is an attractive event for potential visitors during the holiday season, it is not an effective means of attracting this demographic - people interested in history, collecting antiques and vintage items, etc. - during summer, one of the lakeshore's most appealing seasons.

As a result, MAKi continues to bolster interest in aluminum trees and Manitowoc history by coordinating a summer weekend event for lovers of all things vintage! Based on the successful 2024 Mid-Mod Manitowoc: Aluminum and Beyond! Summer Convention, a weekend filled with displays, tours, seminars, sales, and much more is being planned for July 2025 with the Inn on Maritime Bay returning as the central hub of activity.

This year, the objective is to streamline and attract as many visitors as possible. The convention component of the event has been eliminated, and nearly all aspects of the weekend will be free and open to the public. Much of our marketing materials and graphics already exist from the prior year, as well, and as such, we feel poised to make Mid-Mod Manitowoc 2025 even more successful than its inaugural year.

DETAILED EVENT OUTLINE

Mid-Mod Manitowoc: Summer Weekend Event 2025 will take place over two full days: Friday, July 25th and Saturday July 26th. The most popular components of last year's convention will return, including the Vintage Vendor Market, Aluminum Tree Exhibition, and Food Truck Corral, all of which will run both Friday and Saturday. The Friday evening Classic Car Show will also return, as will educational seminars which will also occur on both Friday and Saturday. Saturday evening, a ticketed, catered vintage cocktail party (\$20) is also scheduled with a built in fashion show and awards announcements. Downtown businesses are already onboard for a "Christmas in July" sales event for the week leading up to the event and the weekend itself, and a bus tour to and from the Schwartz House, Still Bend, in Two Rivers is also tentatively planned for Saturday afternoon that will depart from and return to the Inn on Maritime Bay.

EVENT SCHEDULE:

Thursday, July 23rd

General setup throughout the day:

- Welcome and merchandise table, signage, etc. will be put into place starting at 10:00AM.
- Aluminum Tree Exhibition setup will take place in the Inn on Maritime Bay Main Ballroom, with the objective being a show at least twice as large as the prior year (2024). Prizes will be awarded to the best in show for each category. Judging will begin at 8:01PM.
- Vendors participating in the weekend's Vintage Market may begin setting up their booths if they choose to do so. Vendors of vintage clothing, furniture, home-goods, art, jewelry, etc. have been invited from across Wisconsin to display their items for both convention goers and the general public through Saturday afternoon.

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FRIDAY, JULY 25TH

9:00AM Businesses begin opening in downtown Manitowoc for "Christmas in July"

A themed sales event is being coordinated among businesses in Downtown Manitowoc, with participants displaying an Evergleam Aluminum Christmas tree in their storefront much like during the holiday season and MAKi's annual Evergleams on Eighth Exhibition. A scavenger hunt activity for shoppers will award participants with donated baskets and prizes at the end of the weekend.

9:00AM-12:00PM - Vintage Vendors may begin / continue setting up their booths

Inn on Maritime Bay Ballroom C and Restaurant area.

11:00AM-8:00PM Aluminum Tree Exhibition open for public viewing.

Inn on Maritime Bay Ballroom A-B

11:00AM-7:00PM Food Truck Corral Open for both exhibitors and early-arriving attendees.

Inn on Maritime Bay Parking Area

11:00AM - SEMINAR: The Joys of Jell-O with Jordan Kabat

Inn on Maritime Bay Board Room

An excursion into the weird and wacky world of a 1950's culinary obsession. Seminar will feature a showcase of vintage Mirro aluminum gelatin molds manufactured in Manitowoc.

12:00-6:00PM Vintage Market open to the general public

Inn on Maritime Bay Ballroom C and Restaurant Area.

1:00PM - SEMINAR: History of Wisconsin Aluminum Foundry with Kerry Trask

Inn on Maritime Bay Ballroom

An intriguing look at the history of one of Manitowoc's largest aluminum manufacturing companies still in operation today, presented by Kerry Trask who authored the book *Never Think You're Better than the Workers: 100 Years of Loyalty, Hard Work and Innovation at Wisconsin Aluminum Foundry*.

4:00PM - 8:00PM Classic Car Show

Inn on Maritime Bay Parking Area - Adjacent to Food Truck Corral

The general public is invited to participate in and/or view vintage cars on display in the parking area of the Inn on Maritime Bay. The food truck corral will be present, offering varied casual dining options for both exhibitors and attendees while viewing cars, tree exhibition, or shopping at the vintage market.

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SATURDAY, JULY 26TH

9:00AM-4:00PM - Aluminum Tree Exhibition Open to the Public

Inn on Maritime Bay Ballroom A-B

9:00AM - 3:00PM Vintage Market Open

Inn on Maritime Bay Ballroom C and Restaurant Area

9:00AM-4:00PM Food Truck Corral Open

11:00PM - 3:00PM HANDS-ON SEMINAR: Mid-Century typeface with Stephanie Carpenter of the Hamilton Wood Type Museum

Inn on Maritime Bay Maritime Boardroom

Stephanie Carpenter, Assistant Director of the Hamilton Wood Type and Printing Museum, will offer a hands-on seminar highlighting mid-century fonts and wood type originally manufactured right here on the lakeshore. Groups will be guided through a printing process and will make their own print, a process that will take approximately 30 minutes. Eight groups in total will have the opportunity to participate in this seminar.

6:00-9:00PM - Vintage Cocktail Party

Inn on Maritime Bay Ballroom A-B (among the aluminum tree show)

An evening among the glittering Evergleam Tree Show catered by the Smiling Moose, with heavy vintage-themed hors d'oeuvres, drinks, music, and prizes. Tickets for the event are \$20 and available online at evergleams.org. Tickets will also be advertised and sold throughout the weekend to event attendees.

- 6:30PM Vintage Cocktail Party Fashion Show -

Inn on Maritime Bay Ballroom A-B

Party-goers are invited to enter a vintage fashion show. Prizes will be awarded to the best dressed.

- 7:30PM - Awards Announcements -

Ribbons and awards for the aluminum tree show, Christmas in July basket winners, and fashion show awards will all be announced.

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Sunday, July 26th

9:00AM Tree Show Takedown
Inn on Maritime Bay Ballroom

Tree Show participants must dismantle the show before departing.

EVENT POTENTIAL, TARGET DEMOGRAPHICS, AND ADVERTISING

Mid-Mod Manty Numbers - 2024

Estimated total individual attendance: Roughly 1500-1800 people including vendors, exhibitors, convention-goers, and members of the general public. 67% of our vintage vendors traveled from outside the county to participate, and 100% of our convention-goers were from outside the city (40% outside the state of Wisconsin).

It is also possible to employ numbers derived from Evergleams on Eighth and its associated ticketed events. With a large number of people interested in aluminum Christmas trees and their history, considered alongside the even wider appeal of antique/vintage collectibles, cars, clothing, thrifting, etc., we may be able to extrapolate numbers similar to or greater than the following statistics:

In the last three years, Evergleams on Eighth reported the following numbers for all ticketed events occurring in the month of December. These events include Saturday evening trolley tours, Friday evening walking tours, and a single large-scale fundraising event:

2022: 187 total tickets sold, 80 of which were to individuals from outside the Manitowoc/Two Rivers area, and 16 of which were from outside Wisconsin.

2023: 183 total tickets sold, 106 of which were from outside the Manitowoc/Two Rivers area, and 21 of which were from outside Wisconsin.

2024: 218 total tickets sold, 103 of which were from outside the Manitowoc/Two Rivers area, and 38 of which were from outside Wisconsin. These numbers, of course, do not reflect the total number of visitors to our downtown for the event of the six weeks that trees are on display and those individuals who do not attend ticketed events.

The Mid-Mod Manitowoc Summer Weekend Event is even more widely appealing than our seasonal displays at Christmas. With large numbers of people interested in vintage collectables in a broad sense, classic cars, and local history, our event is sure to attract a large and diverse demographic, as it did in 2024. With 95% of the weekend's events free and open to the public, we are certain to attract an even larger number of people than we did last year. Feedback from vendors was also quite positive, and word has spread about this event among the vintage reseller community. We are very likely to see double the number of vendors this year than we did last year - and last year was already, undoubtedly, quite successful. It is our hope that with ample time for advertisement and the more streamlined approach we are taking this year, that we will be able to double general attendance.

Advertising to members and participants of Evergleams on Eighth events is already underway. Advertisement will be brought to a wider audience first via social media - several very active facebook groups with 13,000 and 5,000 members respectively devoted solely to collecting

aluminum Christmas trees, the Evergleams on Eighth Facebook page and Instagram account, other groups focused on vintage and antique Christmas items, vintage and/or mid-mod furniture groups, household good collectors, etc. These social media advertisements will begin to appear before the end of February, and will direct potential Convention visitors to our website, evergleams.org, for more information and ticket sales.

Our usual advertising channels for Evergleams on Eighth will be employed, too. These include newspaper advertising, radio, and billboards that reach local audiences, and those in surrounding communities including Green Bay, Appleton, Sheboygan and Oshkosh. We are planning to expand our reach for this summer event given its wider appeal. These areas include Madison, Milwaukee, and Chicago where large target audiences for Midcentury modern style furniture, collectibles, and architecture exist.

SUCCESS MEASUREMENT

A number of different data points could be analyzed and combined to gauge the success of this event. Each of the following will be tracked, and could be reported:

- Number of individuals - this year, we are going to do our best to take a count of weekend attendance with the help of volunteer "counters". This approach will be experimental for us, so its accuracy and overall success as a metric is unknown.
- Number of rooms booked at the Inn on Maritime Bay, Holiday Inn, Lighthouse Inn, and Harbor Town Inn over the weekend, possibly measured against those numbers compared to the prior year, if available, and the number of rooms utilized out of our room blocks.
- Number of vintage vendors participating in the Convention's Vintage Market, and a report of their overall success derived from a required participant survey.
- Number of different food trucks present over the weekend, and their reported success derived from a required survey.

EVENT PLANNING COMMITTEE / KEY MEMBERS

Linda Kerscher - Summer Event Committee Chair, MAKi Director at Large

- Roncalli High School International Food Fair - Helped conceive and develop the event, volunteered to help it expand and thrive in its first years (now running for over twenty).
- Roncalli High School Auction - Developed the Recycle, Repurpose, Reuse booth which is still a part of the annual auction.
- Painting Pathways Clubhouse - Fundraising event coordinator since 2015. These events include the Golf Outing, Brat Fry, Benevon Breakfast, and plant sales and a recent Art Event fundraiser. Chiefly responsible for securing venues, sponsors, volunteers, and auction items, but also oversees all other aspects of said events, including food and beverage necessities, legal paperwork, licenses and waivers, scheduling, etc.
- Evergleams on Eighth coordinator since 2023; displays, tours, and fundraising events.

Barb Bundy-Jost, MAKi President

- Evergleams on Eighth coordinator since 2017; displays, tours, presentations, media coverage, and fundraising events.
- Sputnikfest developer and coordinator for the event's first three years.

- Holy Family Memorial Marathon - intensely involved in planning, marketing development and design, budget development, and merchandise design. **Years**

Jordan Kabat, MAKi Vice President

- Evergleams on Eighth coordinator since 2020; displays, tours, presentations, media coverage, and fundraising events. Oversees all legal documentation and drafting for the 501c3.
- Planning and execution for American Peony Society National Conventions since 2019 - these events occur annually in a different location each year across country. These conventions include garden tours, seminars, a banquet and fundraising auction, flower show at the convention space with thousands of entrants, etc. Locations included Ames, IA, Chicago, IL, Ann Arbor MI, Syracuse, NY, and Minneapolis, MN.

Cathy Karl, MAKi Treasurer - Summer Event Budget

- Business owner in Downtown Manitowoc for over 25 years, and involved in many downtown events offering suggestions, feedback, and worked with Downtown committees on new concepts. Volunteered when needed at new events.
- Evergleams on Eighth Coordinator since 2015; helped coordinate the event at its inception, and has continued to contribute to displays, marketing, financial management, and promotion for the event.

Carl Sieracki, MAKi Recording Secretary -

- Involved with coordinating and executing the first several years of Subfest.
- Worked planning and managing proms at both Roncalli and Lincoln High Schools over the years; Involved procuring locations, donors, volunteers. In charge of organizing themes, activities, food, and work crews.
- Coached and managed two Varsity sport programs on the high school level, which in addition to managing the actual athletics, included overseeing fundraising, travel, apparel design and acquisition.
- Evergleams on Eighth coordinator since 2023; displays, tours, and fundraising events.

Tim Gadzinski, Mid-Mod Manty Planning Committee Member, Advertising

- Tim works for the Manitowoc Public Library full time in the Marketing Department. After his involvement with Evergleams on Eighth in tandem with MPL, he has offered to serve on the Summer Event Committee and aid in the marketing program for this event.

Katharine Casey, Mid-Mod Manty Planning Committee Member, Sponsorship and General Event Planning

- Katharine works for Forefront Dermatology as a provider recruiter and an event planner. She oversees and coordinates Forefront's twice annual provider retreats, and also represents the firm at various national Dermatological conferences. She has been helping us in various capacities, including locating sponsorship and funding for the event.