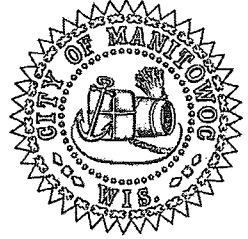




CITY OF MANITOWOC

WISCONSIN, USA
www.manitowoc.org



November 9, 2018

Downtown Manitowoc/MCCA
Cathy Karl
909 S. 8th St.
Manitowoc, WI 54220

RE: Evergleams on 8th – November 16, 2018 through January 6, 2019

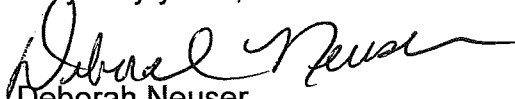
Dear Ms. Karl:

Your special events request to hold "Evergleams on 8th & Trolley to the Trees" November 16, 2018 through January 6, 2019, as detailed therein was acted upon by the Special Events Committee at the meeting of November 7, 2018, at which time the Committee granted your request.

Please refer to the enclosed outlined conditions for a Special Event permit and insurance requirements.

If you have any questions, please contact me at 920-686-6950.

Very truly yours,



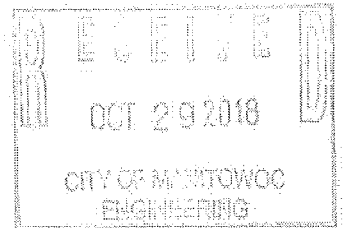
Deborah Neuser
City Clerk

DN:mrk

cc: Chief of Police Nick Reimer
Fire Chief Todd Blaser
Chad Scheinoha, Operations Division Mgr.
Billy Hutterer, Streets Team Leader
Karen Dorow, Business Manager

Deborah Neuser, CMC, City Clerk
CITY HALL • 900 Quay Street • Manitowoc, WI 54220-4543
Phone (920) 686-6950 • Fax (920) 686-6959 • dneuser@manitowoc.org

City of Manitowoc
SPECIAL EVENTS APPLICATION FORM



NOTICE: This application must be turned in to the Parks Office a minimum of 60 days prior to the date of the event. Your Certificate of Insurance must be on file in the City Clerk's Office a minimum of 10 days prior to the date of the event. If you have questions, please see the Special Event Guidelines & Policy for a list of contacts.

1. Name/Description of Event: 'Evergleams On Eighth'
2. Date of Event: _____ If multiple days, Start Date: 11/16/2018 End Date: 01/06/2019
Include dates and times needed for setup and take down / cleanup.
3. Time Event will Begin Setup: _____ AM/PM Actual Start Time: _____ AM/PM Finish Time: _____ AM/PM
4. Name and Complete Address of Organization/Individual Organizing the Event:
Downtown Manitowoc/MCCA
Name of organization responsible for event
Cathy Karl Telephone # PRIOR TO event (920) 901 6999
Name (first, middle, and last) of event organizer
same Telephone # DURING event (920) 901 6999
Contact name DURING event (if different)
909 S. 8th St.
Street Address
Manitowoc, WI 54220
City, State, Zip E-mail address
of event organizer

Is the sponsoring organization a 501(c)(3) organization? ☒ Yes ☐ No

5. Location of the Event: Generally describe your event and its purpose and attach a DETAILED map or diagram of your event.
Also, indicate the direction of the route, if any, including all turns and the number of traffic lanes to be used. Maps of the City and its parks are available online at www.manitowoc.org.

Aluminum trees will be displayed in downtown business windows during event.
There will be a 'Trolley to the Trees' from 5:00-8:00 on Saturday, Dec. 1 & 15 (Map of Route attached.) We will be using Bus Shelter at S. 8th/Quay St. to display banner and pick-up riders on those days for a ride leaving at 5:00, 6:00 & 7:00 each evening.
We request that the new 30' lighted aluminum tree purchased last year, be set up by the city in Burger Park like last year.
(Any chance of getting some new complimentary light pole decorations this year?)

Will the event be held in a Manitowoc park or utilize any park facilities? ☒ Yes Which park? Burger ☐ No

What park facilities will be needed (buildings, tennis courts, ball diamonds, disc golf courses, etc.)?

Just room for the tree during the holiday season.

Have you reserved the park &/or park facilities? ☐ Yes ☒ No If no, please contact the Parks Division at (920) 686-3580.

Does the event require streets to be closed? ☐ Yes ☒ No If yes, which street(s): _____

It is YOUR RESPONSIBILITY to provide federally approved traffic control items; however they may be rented from the Streets & Sanitation Division.

Will the event be held on the sidewalk? ☐ Yes ☒ No

6. **Mariners Trail Permit:**

Will any portion of the Mariners Trail be used? ☐ Yes ☒ No

If yes, where on the trail will the event begin:

Where on the trail will the event end:



When use of the trail is requested, consideration is given to how the public's use of the trail will be affected. Set up / take down and clean up, as well as other services provided by a City staff may be billed on a cost-recovery basis. **The event organizer must provide a copy of event liability insurance naming BOTH CITIES as co-insured at least 10 days prior to the event. Permits do not allow "exclusive use" of the trail and the general public must be allowed to share the permitted areas.**

This agreement is made and entered into by and between the Cities of Two Rivers and Manitowoc, Wisconsin, hereinafter called "City" and the above-named individual, hereinafter called "Permittee." The parties agree as follows: Bookings must be made no earlier than 12 months in advance. The Permittee understands his/her responsibility is to set up, clean up and restore premises within the time period listed above.

Limitation of Use: Permittee agrees that the number of persons on the rented premises during the rental period shall not exceed the capacity of the facility and that no intoxicating liquor or fermented malt beverages shall be served to minors. Permittee agrees to use premises rented for the purpose stated above and no other. In the event this Limitation of Use is not complied with, Permittee shall be charged and agrees to pay a fee of \$200.

Permittee agrees to abide by the rules and regulations contained in this agreement.

FOR OFFICE USE ONLY:

Signature of City of Two Rivers designee: _____

Date: _____

7. **Tell Us About Your Event:**

What is the estimated attendance at your event, including observers? 500 during 6+ weeks

How many vendors will be at your event? 0

How many vehicles? 0

Do you require any special parking restrictions? ☐ Yes ☒ No If yes, what type, when, and where:

Parking on grassy areas of a park is not allowed without prior approval. Contact the Police Department if traffic control is needed.

Will food be prepared and/or served at the event? ☐ Yes ☐ No

You are responsible for obtaining any necessary permits for food from the Manitowoc County Health Department.

Will you be having a band or amplified music? ☐ Yes ☒ No

Will a loudspeaker or similar electric sound amplification system be used outdoors? ☐ Yes ☒ No

If yes, what hours: _____

Will the City need to provide any special electrical assistance or lighting (of ball diamonds, etc.)? ☐ Yes ☒ No

If yes, please describe: _____

Contact the Parks Division at 686-3580 with questions.

Will any of the following services be required? ☐ Clean-up ☐ Street-sweeping

For help defining your parking, clean-up, & traffic control needs, please contact the Streets & Sanitation Division at (920) 686-6550.

Will any fireworks or pyrotechnic devices be used during the event? ☐ Yes ☒ No

If yes, contact the Fire Department at (920) 686-6540 to secure the proper permits for firework usage.

Will animals be present at the event? ☐ Yes ☒ No If yes, please indicate what types of animals, how many are expected, and where they will be located. _____

What toilet facilities will be made available to your participants? ☐ Indoor ☐ Outdoor

Please describe the toilet facilities that will be provided, including their locations and the number of units: _____

Will alcoholic beverages be served/sold? ☐ Yes ☒ No If yes, a "Special Class B" license will allow sale/service of beer and/or wine. Please contact the City Clerk's Office at (920) 686-6950 to obtain a license.

In the case of a premise with a current alcohol license, do you need an extension of your premise? ☐ Yes ☒ No If yes, give a detailed explanation under #5.

Do you require a waiver of the restriction to serve alcohol in a park? ☐ Yes ☒ No

8. Equipment Needed for Your Event:

Equipment rental charges will apply unless a waiver of some or all fees is approved. A non-waivable delivery fee will be charged if delivery/pickup by City personnel is needed. Delivery fees are based on total rental costs.

To make arrangements to pick up the items yourselves, please contact the Parks Division at 686-3580. All items must be picked up and returned weekdays between 7:00 A.M. and 2:30 P.M. It is the renter's responsibility to sign in all materials in the Streets & Sanitation office or with a Parks staff member prior to unloading at the time of return. It is unacceptable to drop off rental materials outside of return hours and without signing them in.

Please indicate where and when the items should be delivered:

3 No Parking barricades needed where trolley will be parking near Bus Shelter on Quay/S. 8th to load & unload on Dec. 1 & Dec. 15

Please indicate the total number of items requested:

Streets & Sanitation Division Equipment (686-3580):

	# Needed		# of Days*		Cost/Day		Total	
Barricades								
2'		X		X	\$3.00	=		Flashers
3'	3	X	2	X	\$3.00	=	18	Flashers
8'		X		X	\$4.00	=		
Rail type-long		X		X	\$2.00	=		
Rail type-short		X		X	\$2.00	=		
Channelizer Drums		X		X	\$3.00	=		
Cones								
18"		X		X	\$1.50	=		
28"		X		X	\$1.50	=		
Safety vests		X		X	No charge	=	No Charge	
Snow fence								
Rolls		X		X	\$4.00	=		
Posts		X		X	No Charge	=	No Charge	
Post driver/pounder		X		X	No Charge	=	No Charge	
Traffic signs		X		X	\$2.00	=		Description
		X		X	\$2.00	=		Description
		X		X	\$2.00	=		Description
Traffic signs (Portable)		X		X	\$3.00	=		Description
		X		X	\$3.00	=		Description
		X		X	\$3.00	=		Description
Other (list items and amounts)								

Parks Division Equipment (686-3580): Do NOT count any picnic tables, garbage cans, etc. already located at the park.

Banquet tables, 8'		X		X	\$5.00	=		
Park benches		X		X	\$7.00	=		
Picnic tables		X		X	\$7.00	=		
Risers, platform		X		X	\$15.00	=		Description
Security stanchions		X		X	\$ 5.00	=		
Tent, 10'x10'		X		X	\$30.00	=		
Tent, 10'x20'		X		X	\$35.00	=		
Ticket booths, outdoor		X		X	\$15.00	=		
Trash cans		X		X	No Charge	=	No Charge	
Wenger portable bandwagon, 35x8***		X		X	\$240.00	=		
Other (list items and amounts):								

TOTAL RENTAL CHARGES 18

*Include the day of return but not the day of pickup/delivery. Items must be picked/returned weekdays between 7:00 am and 2:30 pm.

***The bandwagon shall not be removed from the City limits without the approval of the Park & Recreation Committee and must be delivered/setup by City Personnel.

If you are requesting delivery/pickup by City personnel, the following non-waivable delivery fees will apply.

DELIVERY FEES	
Total Cost of Items Rented	Delivery Fee
\$0.00 - \$100.00	\$ 50.00
\$100.01 - \$250.00	\$ 75.00
\$250.01 - \$500.00	\$125.00
\$500.00 - \$1,000.00	\$250.00
\$1,000.01 and above	\$350.00

Delivery fees will be adjusted based on actual items rented.

9. **Stake Permit:** There is a **\$50.00 NON-WAIVABLE stake permit fee per event, if any items will be staked into the ground.** The event organizer is responsible for ensuring Diggers Hotline is contacted a minimum of three business days before set-up. Will any of these items (or items of similar nature) be erected or placed on the event grounds?

Tent or canopy ☐ Yes ☐ No
Fence ☐ Yes ☐ No
Sign ☐ Yes ☐ No
Bounce house ☐ Yes ☐ No If electric, where will item be plugged in? _____
Other _____ ☐ Yes ☐ No If electric, where will item be plugged in? _____

If yes for any, give a detailed explanation under #5.

10. **Safety and Security for Your Event:**

Do you have the correct level of insurance for your specific event? ☒ Yes ☐ No

Please see the Special Events Insurance Form to ensure you have the proper coverage. You must submit the insurance certificate AND required endorsements to the City Clerk's Office at least 10 days before your event.

Do you need assistance from the Police or Fire Departments? ☐ Yes ☒ No If yes, please describe:

Name of Security Coordinator () _____ Phone # before event () _____ Phone # the day of the event

Do you have a plan in place to deal with medical emergencies that may occur during your event? ☒ Yes ☐ No
The City reserves the right to require a detailed written public safety plan.

11. **Fees & Reimbursement:** Unless waived by the Special Event Committee, the standard fees for all rentals and licenses will apply. The City may also require reimbursement for extraordinary expenses. **Charges will apply for lost, stolen, or damaged equipment. Stake Permit Fees, License Fees and Delivery Fees will not be waived.**

Is a waiver of some or all fees requested? ☒ Yes ☐ No

If yes, please explain what fees you desire waived or reduced and the reason(s):

Delivery/Pick up and rental fees for requested barricades.

Will money be collected, tickets or concessions sold, registration fees charged, or money raised in conjunction with the event?

☒ Yes ☐ No

If yes, explain and list specific charges

Fee to ride trolley will be charged to cover cost of trolley rental, businesses will pay rental fee for trees

What are your estimated revenues and what will the revenues be used for?

Revenues will be used to market the event in the locally and in the tri-state area

Please attach any additional information which you feel will assist the committee in evaluating your request. The City reserves the right to request a current financial report for the previous two years indicating all expenses and all revenues of the group/organization.

12. Legal Notice

I understand the filing of this application does not ensure approval of a Special Event. I also understand that all Special Event organizers and participants must comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations. Fees for park facilities, temporary beer/wine licenses, stake and fireworks permits, and other necessary licenses and permits are in addition to the fees submitted for the Special Events Application. I further understand that an incomplete application may be cause for the denial of the event.

The undersigned agrees to indemnify and hold the City of Manitowoc harmless for any and all damage claims or personal injury claims occurring during this event. It is further agreed that all personal property of any kind brought on the premises shall be at the sole risk of the undersigned, and that the City of Manitowoc shall not be liable for any injury, loss or damage to said property or injury to any persons on the premises. The undersigned agrees to be responsible for any damage caused to said facility or equipment by mischief or negligence. By signing, I acknowledge that I have authority to bind the sponsoring organization and acknowledge that I have received, read and understand the Special Events Policy and agree to be bound by all requirements as stated in the Special Events Policy and it is hereby incorporated by reference into this signed agreement.

Date of birth of applicant 08 / 28 / 56

Signature of Applicant: Cathy Kaul

Date: 10-26-18

PRESS RELEASE

FOR RELEASE After Nov. 6, 2018

Manitowoc, WI - Over 30 Downtown Manitowoc storefront windows will be 'Aluminized' this holiday season when 'Evergleams On Eighth' kicks off on November 16th. More than 40 different sizes, styles and colors of vintage Aluminum Christmas Trees proudly return home to the city where they were originally manufactured over 50 years ago.

Downtown Manitowoc, the business association, is working with 2 natives, no longer living in the area, who have become avid collectors of all things Evergleam, the brand name used by Aluminum Specialty Company. Their collections include nearly 300 Aluminum Trees, including some very seldom seen and rare varieties and also numerous Color Wheels and Rotating Tree Stands, also commonly used with the trees during the early 1960's when the trees were most popular.

"The rich history of manufacturing in Manitowoc, especially in aluminum goods, is well chronicled" said Cathy Karl, one of the event coordinators and owner at Heart & Homestead, "The historic downtown is excited to present just one of the more infamous items that were produced here! We hope everyone enjoys this as much as we have!" chimes in Barb Bundy-Jost, also an event coordinator and collector of Evergleams.

Aluminum Specialty produced more than 1 million of the 'Space-Aged' trees, first introduced for the 1959 Christmas season when they were an immediate success. Their popularity increased rapidly for several years with more than 40 other competitors, including Mirro also located in Manitowoc, joining the manufacturing ranks. Sales began to decline in the late 60's when families joined the sentiments of Charlie Brown who in the 1965 television special, longed for a less commercial holiday. Final production was in 1971, when the company re-focused its efforts on the children's cookware sets they had always been known for.

75-80% of all Evergleams were produced in silver, but with such a seasonal product, innovations in branch styles and colors were soon introduced to the expanding market. The trees sold for moderate prices with most retailing for less than \$25. A quick look on eBay reveals prices today that can be from hundreds to thousands of dollars, depending on condition and rarity.

The displays can be viewed thru January 6, 2018. Maps showing the locations of many of the trees will be available at the participants or at www.downtownmanitowoc.org.

Comfortable & heated trolley rides to view the trees and provide additional information on the Evergleam story will also be available for a small fee on Saturday, Dec. 1 or Dec. 15. The 'Trolley to the Trees' will depart at 5:00, 6:00 or 7:00 and will load on the corner of S. 8th and Quay St., next to the 30' Silver Tree in Burger Park. Please check the website for complete information and to purchase tickets to reserve your seat. Tickets are also available at the Chamber of Manitowoc County Office or by calling (920)684-5575.

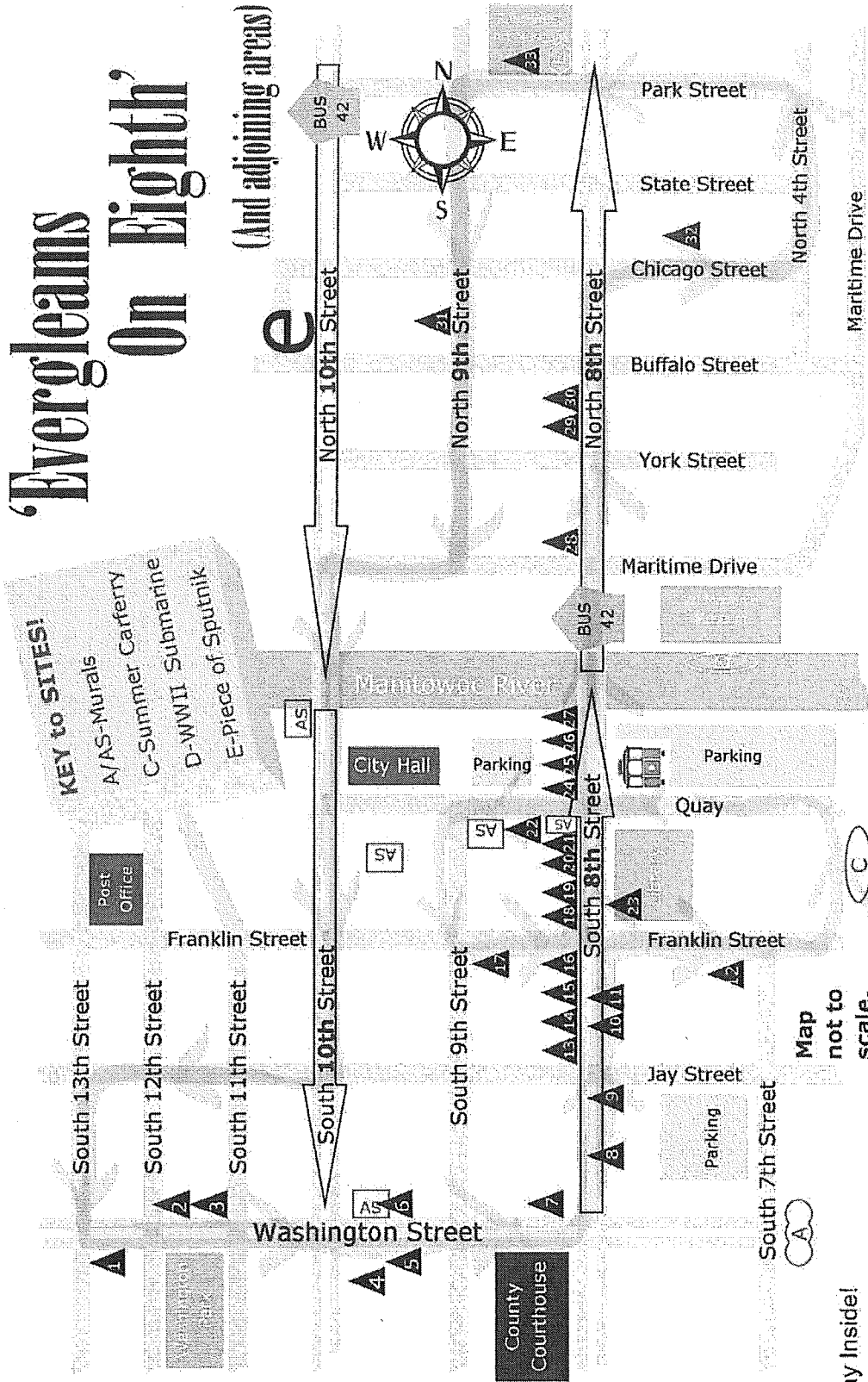
'Downtown Manitowoc' is a non-profit, volunteer organization offering seasonal events, with its focus on improving the downtown experience and sharing the rich history of this maritime city.

DO NOT include in article-IF YOU HAVE ANY QUESTIONS PLEASE CONTACT:

CATHY KARL, 920-901-6999 or BARB BUNDY-JOST, 920-901-0043

'Evergleams On Eighth'

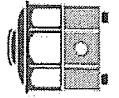
(And adjoining areas)



1. AV-Dynamics-1227 Washington St.
2. Susie Kay's Café-1110 Washington St.
3. Crystal Pathway-1106 Washington St.
4. Custom Health -1011 S. 10th St.
5. Vacant - 909 Washington St.
6. Antique Mall-910 Washington St.
7. Big Brothers Big Sisters-810 Washington St.
8. The Seamstress-929 S. 8th St.
9. The Hearty Olive-921 S. 8th St.
10. Capitol Civic Centre-913 S. 8th St.
11. Heart & Homestead-909 S. 8th St.
12. *Kathie's Stage Door Pub-701 Franklin St.
13. Historic Schuette Bldg.-corner of Jay & 8th
14. Fabric Creations-912 S. 8th St.

15. Modern by Megean-910 S. 8th St.
16. The Village Square Before N' After-908 S. 8th St.
17. Treasures-904 S. 8th St.
18. Precision Printing-920 S. 8th St. (windows on Franklin St.)
19. Ivy Tails-836 S. 8th St.
20. *Manitowoc Coffee-836 S. 8th St.
21. Wrap It Up-830 S. 8th St.
22. Heavy Pedal Bicycles-826 S. 8th St.
23. Soodsma Insurance-805 Quay St.
24. Manitowoc Public Library-707 Quay St.
25. Aspire Real Estate Group-822 S. 8th St.

26. Mike Howe Builders-818 S. 8th St.
27. Stockpile Games-816 S. 8th St.
28. The Flower Gallery-102 N. 8th St.
29. Progress Lakeshore-202 N. 8th St.
30. Acute Angle-210 N. 8th St.
31. Susan's Second Style-304 N. 9th St.
32. WestLake Golf-712 Chicago St.
33. *Rahr-West Art Museum-610 N. 8th St.



Trolley Tours available

Dec. 1 & Dec. 15 for only \$10
Details at: www.downtownManitowoc.org