



Discover Manitowoc GRANT APPLICATION

Community Development Department
900 Quay Street, Manitowoc, WI 54220
Phone: 920-686-6930 | Fax: 920-686-6939

SECTION 1 – PROJECT / EVENT ADMINISTRATION

Logistics:

Name / Description of Project / Event: **Evergleams On Eighth**

Location of Project / Event: **Downtown Business Windows**

Below please include dates and times for Project / Event including setup and clean up.

Set Up Date: Early November	Begin Set Up Time:	<input type="checkbox"/> AM / <input type="checkbox"/> PM
Start Date 1: November 16, 2019	Start Time Date 1:	<input type="checkbox"/> AM / <input type="checkbox"/> PM
Start Date 2:	Start Time Date 2:	<input type="checkbox"/> AM / <input type="checkbox"/> PM
Start Date 3:	Start Time Date 3:	<input type="checkbox"/> AM / <input type="checkbox"/> PM
End Date: January 5, 2020	End Time:	<input type="checkbox"/> AM / <input type="checkbox"/> PM
Clean Up Date: Week of January 6, 2020	Begin Clean Up Time:	<input type="checkbox"/> AM / <input type="checkbox"/> PM

Representative Organization:

Name of Organization: **Downtown Manitowoc/MCCA** Federal ID Number: **39-1776101**

Tax Status of Organization: **501 (c) 6**

<input type="checkbox"/> Corporation	<input type="checkbox"/> Limited Partnership	<input type="checkbox"/> Non-Profit
<input type="checkbox"/> General Partnership	<input type="checkbox"/> LLC	<input type="checkbox"/> Sole Proprietorship
<input type="checkbox"/> Governmental Body	<input type="checkbox"/> LLP	<input type="checkbox"/> Other:

Project / Event Coordinator:

Primary contact and person responsible for overall project / event oversight and execution.

Name: **Cathy Karl**

Address: **909 S. 8th St.**

Phone 1: **920.901.6999**

Phone 2:

Email: **heart_h@sbcglobal.net**

Accounting Coordinator:

Person responsible for accounting and use of the requested funds:

Name: **Jeff Dvorachek**

Address: **100 Maritime Dr.**

Phone 1: **920.645.1079**

Phone 2:

Email: **jdvorachek@hawkinsashcpas.com**

Relationship to Primary Contact Person: **none**

Reporting Coordinator:

Person responsible for accounting for use of the requested funds:

Name: **Pat Mecca**

Address: **1226 35th St.**

Phone 1: **920.374.1412**

Phone 2:

Email: **mpmecca@att.net**

Relationship to Primary Contact Person: **none**

SECTION 2 – PROJECT / EVENT INFORMATION



Attach a detailed description of the project / event based on the following instructions:

A. Describe in detail the proposed project or event including at least the following.

- What are the goals of the project or event ?
- What is the target market or demographic for the project or event?

B. How will the project or event attract visitors to Manitowoc?

- Describe plans and timeline for marketing, promotion, etc.
- Specify the media to be utilized.

C. Have you previously received funding from the City of Manitowoc for this event?

D. Is there opportunity or willingness for this to become a multi-year project or event?

(Attach the supplemental application materials if you are applying for a "Major Institution" status).

E. Who are the key project team members who will be responsible for coordinating the project or event?

- Examples of key team members: President or chair; steering committee members, event coordinator, accountant or budget coordinator, marketing or promotion coordinator.
- Describe each individual's team role and relevant experience. A summary statement is acceptable. Full resumes are not necessary unless requested.

F. How will you measure the success of your project or event ?

- Consider, as applicable, participant surveys, room night tracking, other suggestions or feedback.

SECTION 3 – PROJECT / EVENT BUDGET INFORMATION



Attach a copy of the project / event budget based on the following instructions.

G. Show all anticipated uses of funds and all anticipated sources of funds (in addition to the requested Grant).

The budget must include all resources required for the project or event and indicate who will be responsible. The budget must demonstrate the need for grant funding assistance. If total funding is not awarded, be prepared to prioritize financial needs.

SECTION 2 - PROJECT/EVENT INFORMATION

'Evergleams on Eighth' was introduced to Manitowoc in 2015 and was enhanced to an even bigger event in 2017 & 2018. In addition to the aluminum Christmas tree displays in over 30 businesses, we had requested use of the main gallery at the Rahr-West Art Museum for the 60th Anniversary in 2019, of the introduction of mass production of the Evergleam aluminum tree. Despite our repeated reminders since 2015, we have not been granted use of the gallery. This is a disappointment, but we are in negotiations with the WOW Studio owner (author of the book that started this resurgence of the aluminum tree) and we are hopeful to have a display that can be viewed from outside that will reprise the original as shown in the book. Again the committee will offer Twilight Trolley Tours on 3 Saturdays, since these have been a success AND teamwork between the City, Downtown Manitowoc and the Balloon Glow committee, who purchased a lighted 30' aluminum tree for former Burger Park will be displayed.

What's the interest in the aluminum tree? Many of our parent's generation had grown up with the "space-aged" Christmas tree. Beginning in 1959, Aluminum Specialty Company, right here in Manitowoc started producing the trees that took over the country, manufacturing more than 1 million trees during the next 10 years with the 'Evergleam' brand. The tree was also copied by another 40 aluminum companies, including Mirro, also located in Manitowoc.

Everyone seems to have a story about their own tree, or their parents or grandparents, and the displays were well received. Sharing a special part of Manitowoc's history, in the businesses of today, helped to educate the citizens of the future. Even now, the Aluminum Tree has gained new popularity, with some of the 'Vintage' trees selling at prices 100 times the original price.

For example, the trees used in the premier event were valued at \$50-\$1000. Now just 3 years later those same trees have increased in value by 4-fold or more. The popularity has grown so much that the Wisconsin Historical Society in Madison continues to do an annual Aluminum Tree display during the Christmas holiday that they can easily track more than 5000+ attendees. Our fear is that our native son, who lives in the Madison area, will soon just work with them, rather than encourage our wonderful hometown display and Manitowoc will lose a part of their very special history. With the demolition of the Mirro building, we hope this small part of their history will also stay alive by remembering those who worked there and have their own stories to share.

Plans have already started, by announcing to the businesses that this WILL be happening this year. We'll be sharing little 'sneak peeks' with 'Save the Season' promos, asking everyone in early fall to mark their calendars for the opening and closing of the displays. Follow up ads (sample included) in all the Milwaukee/Appleton/Green Bay/Sheboygan/Manitowoc area newspapers will begin November 14, running occasionally thru Christmas. If funds permit, advertising would be expanded to the Minneapolis & Chicago areas, too.

Radio ads will also start running during that holiday time frame in many of those same markets. We will also utilize social media with shared Facebook posts. Printed materials will include

posters and informational handouts (samples included) in downtown businesses and local surrounding area. We will also share the information on our website: downtownManitowoc.org (Where you can view an album showing much of the event highlights and the coverage it received in 2015, 2017, 2018.)

Use of local digital billboards can also be utilized at some of the many available locations. An ad campaign would run from mid-November to mid-December.

We will also use a variation of the attached Press Release. It will be emailed to the extensive list compiled by the Manitowoc Area Visitors & Convention Bureau. This will provide an opportunity for interview requests from local television and newspapers that will present informative material to increase interest in the event.

Mr. Siehr owned all of the more than 75 trees on display and coordinated the set-up times and did all of the set up. He also owned multiple easels, display materials, LED light bulbs and everything needed to make the event perfect! A sliding scale was available for each business to help determine the cost to them for use of the trees, depending on size and quantity. Each business was charged a minimum of \$50 for a tree and to be listed on the map. Having the trees in the business windows increased traffic and helped promote Downtown Manitowoc.

Key project team members who will be responsible for coordinating the event will be Primary Contact; Cathy Karl, owner at Heart & Homestead and past-president of MCCA (nka Downtown Manitowoc). Cathy was also Primary Contact of the 2015, 2017, 2018 event and has many downtown events under her belt. Accounting Coordinator; Pat Mecca, owner at Grape, Grain & Bean and past treasurer of Downtown Manitowoc. Pat has handled the treasury for the Downtown Manitowoc Association for the past 6 years and is also the bookkeeper for 2 of her family's businesses. Reporting Coordinator; Gary Stolp, owner of Subway franchises, current Board member Downtown Manitowoc also is the Coordinator of Balloon Glow. Marketing/Promotion Coordinator; Barb Bundy-Jost, semi-retired teacher/Art Department Director, Manitowoc Lincoln High School has an extensive art background and most recently handled all promotions for the HFM Maritime Classic, including putting 'shoes' on Bernice the cow at Cedar Crest Ice Cream.

Since we don't have tickets or admission fees, like a museum would, it will be difficult to assess the actual number in attendance. We will be creating an "I've been Aluminized" button for a voluntary donation to give to all those requesting a map or mentioning that they are here to see the trees. That will help us to keep track of numbers.

We'll also have "Guest Surveys" available at all participating businesses. Each may contain additional questions about how to improve the event, etc. and ask for their story about an aluminum tree they remember in their family history.

Since this is a traditionally slower time for tourism in our community, we feel that 'Evergleams on Eighth' can be a draw to our downtown businesses and also an added enhancement for those who come downtown to shop.

We also are reminded that the Wisconsin Historical Society in Madison is able to draw thousands who actually pay an admission fee to see a much smaller display, consisting of approx. 20 trees, while our display is offered to the public at no charge and features over 75 trees, including more than 40 different styles, and lots of history, displayed in the town where they were originally produced!

SECTION 3 - PROJECT/EVENT BUDGET INFORMATION

Renewed in our determination to make this an Annual Holiday event, we have decided to create an improved 'Evergleams on Eighth!' In addition to compensating Mr. Siehr for his time, talent, investment and insurance for use of these trees, we will also be expanding the event to again include an occasional Twilight Trolley Tour to view the displays by night. Our committee is lucky to have a couple of artistic talents, so advertising copy for the Gannett package, posters, handouts and social media ads can be created by our group. Additional money will be used to pay for printing of those area costs and the price of advertising in several area papers, as well as some of the key target marketing cities in the tri-state area.

For the upcoming event Downtown Manitowoc will again contribute \$1000 from their budget and the participating businesses will contribute \$25-\$100, depending on their needs. If they can provide their own tree, they will contribute \$25 to be listed on the map, while businesses/windows that require more trees (and work) will pay according to a sliding scale, with a maximum amount of \$100 for a total of approximately \$1500. We hope to find sponsorships for the 28 passenger Trolley and provide them with a thank you on the map and charge \$10 per rider for a potential of \$280 of income per ride. Additional help will be welcomed from the MAVCB and they will be in charge of the distribution of Press Releases to the multiple sources they have at their disposal.

Our committee would like to request \$7500.00 to help with marketing expenses, as shown on the next page:

*Itemized Breakdown of Budget: (Grant funds to be used on **BOLD** amounts)*

Newspaper: \$3500

Gannett Ad Package: \$2500

(Includes Manitowoc, Sheboygan, Green Bay, Appleton Areas)

Miwaukee Journal: \$1000

Radio: \$2000

Seehafer Broadcasting: \$1000

(includes WOMT1240am, Q102, LAKE98.1, WCub980am)

WAPL \$500 (Appleton Area)

WDUZ \$500 (Green Bay Area)

Digital Billboards: \$1500

Sign-Me-Up (at select locations Manitowoc & Sheboygan)

Printing: \$500

Posters: \$100

Maps & Holders: \$300

Complimentary Visitor Buttons: \$100 (includes supplies for 1000 pcs.)

Trolley Rental: \$1485

Lamers: @\$495 per (11/30, 12/7, 12/14)

Aluminum Tree "Rental/Usage" Fee: \$2500

Steve Siehr: \$2500 (includes use of trees, set-up/take-down, insurance)

TOTAL Expenses: \$11,485

SECTION 4 - ESTIMATED ECONOMIC IMPACT INFORMATION

The committee is sure that many of those coming to view the trees will spend a night or two during the holiday season. They most likely would also take advantage of stopping in at the businesses where they will be able to warm up, ask directions, pick up a map of displays, and most importantly spend some money!

We'll be working with local hotels to offer a reduced rate for a stay on any 'non-Packer game' night. That would include their room and a ticket on the Trolley, including a stop at a local eatery before they head back to their room for the night.

We estimate the total amount of local participants over the course of the 51-day event to reach 2,000 people of all ages. Visitors from outside of the immediate Manitowoc County area could be as high as 750 and those from outside of the Northeastern Wisconsin area could be as high as 300 for a total of over 3,000 visitors. We expect the highest volume of visitors on the weekend, with Saturday and Sunday being the busiest days. It would be interesting to observe how many cars might just pull up to the curb during the holiday season to show elderly family members, who may not be mobile, the various displays! That good will shared with these families cannot be measured or understated.

We expect that rooms would be booked for Friday and/or Saturday night for working families. Possible weekday room rentals may be realized from retired or vacationing visitors. We listed possible Twilight Trolley Tours on 3 Saturdays, (11/30, 12/7, 12/14) when the Green Bay Packers are NOT playing at home. We anticipate good co-operation with all area hotels.

Total room nights for the entire event could reach 100+ rooms. If we assume a filled Trolley (28 passengers) package accounts for 14 rooms per date and we will offer it 3 different dates, those Trolley packages could account for 42 rooms (14 rooms x 3 dates). We will also contact all the other area hotels, including the Holiday Inn, despite the distance from the downtown area and use the trolley also as a shuttle service to entice visitors who stay further from the downtown.

POST EVENT REPORTING

The event concludes officially on Sunday, January 5, 2020. It will take several days to disassemble all the trees and store them safely away for the next event. The committee will be meeting when all the windows are minus Evergleams.

We will also compile the survey results and take a final count of how many "I've been Aluminized!" buttons have been distributed. This will most likely be mid-January, and we will be able to present a report by February 1, showing an overview and general accounting of how the allocated funds were used.

The final page shows the Financial Statement of the 2018 'Evergleams On Eighth' event:

Manitowoc City Center Association
Profit & Loss Detail
July 1, 2018 through April 6, 2019

Type	Date	Num	Name	Memo	Amount
Invoice	12/21/2018	229	MANITOWOC PUBLIC LIBRARY	Sold books to library	131.94
Invoice	12/21/2018	230	THE CHAMBER OF MANITOWOC COUNTY	Trolley income	690.00
Total Income					9,781.94
Event expenses					
EVERGLEAMS					
Check	10/25/2018	2753	Lamer's Bus Lines	Bus for two weekends - Evergleams	860.00
General Journal	11/15/2018	123130-Adj		In Kind Precision Printing	200.00
General Journal	11/15/2018	123130-Adj		In Kind Library	100.00
General Journal	11/15/2018	123130-Adj		In Kind Rahr West Museum	100.00
Check	11/25/2018	2755	PRECISION PRINTING		230.00
Check	12/21/2018	2757	SEEHAFER BROADCASTING	Advertising	312.00
Check	12/21/2018	2758	Wisconsin Media	Gannett Advertising	925.42
Check	12/21/2018	2759	Journal Sentinel	Advertising	136.00
Check	12/21/2018	2760	FRICKE PRINTING SERVICES INC	Book printing	805.00
Check	12/21/2018	2761	NELSON SIGN & GRAPHICS	Sponsorship change on the banner	48.00
Check	01/24/2019	2763	SEEHAFER BROADCASTING		705.68
Check	01/28/2019	2765	Wisconsin Media	December advertising	931.40
Check	01/28/2019	2767	Facebook advertising	Nov and Dec advertising - Check paid to Cath	20.00
Check	03/12/2019	2768	STEPHAN O SIEHR	Tree rental	1,800.00
Total Expense					6,973.50
Net Income					2,808.44

First Manufactured in 1959, we'll be

Celebrating 60 years
Of 'Evergleam' in 2019!



- H. What is the dollar amount being requested from the Discover Manitowoc Grant ? **\$7500**
Describe exactly for which budget items the requested grant funds will be used including itemized breakdown of amounts.

SECTION 4 – ESTIMATED ECONOMIC IMPACT INFORMATION

Provide the following inputs for estimating the economic impact to the City of Manitowoc of the project / event.

Estimate the expected attendance (including participants and observers) using the following table:

	Su	M	T	W	Th	F	Sa
Local (Manitowoc County) participants							
Visitors from outside Manitowoc County							
Visitors from outside NE Wisconsin							
Total participants							

Attendance estimate is based on how many years of historical attendance ? **3 yrs**

Estimate the expected room night usage (hotel, motel, B & B) resulting from the project or event using the following table:

	M	T	W	Th	F	Sa	Su	M	T	W	Total room nights
Rooms Per day											

The estimated room night usage is based on (indicate all that apply): **Not able to track**

☐ Contracted (blocked / reserved) rooms.

Name of Hotel Sponsor 1:

Name of Hotel Sponsor 2:

☐ Past event room night usage in Manitowoc.

☐ Past event room night usage for a similar project or event elsewhere.

SECTION 5 – POST EVENT REPORTING

Consider your plan for measuring project / event success under Section 2.F. and Section 4. Provide the following information for post event reporting.

- Date that the project team will be communicating the project or event results to the City of Manitowoc.
- Date shall be no more than 90 days after completion of the project or event.
- The report shall contain an overview and general accounting of how the allocated funds were used, providing direct examples.
- The report shall be signed by the Project/Event Coordinator, the Accounting Coordinator, and the Reporting Coordinator.

SECTION 6 – CERTIFICATION AND ACKNOWLEDGEMENT

Sign below certifying that all information in this application has been provided truthfully and in acknowledgement of the following Discover Manitowoc Grant Policies.

- Credit must be given to the City of Manitowoc (use City logo) in marketing and advertising.
- Grant amounts are contingent upon fund availability.
- The grant application process is competitive. All other aspects being equal, the following criteria will be considered in making award determination between competing applications:
 - Uniqueness of the project/event as compared to the existing offerings already available in the community.
 - Start-up projects/events versus events already established.
 - Ability of the project/event to bring people in from outside of Manitowoc County and from outside of NE Wisconsin.
 - Ability of the project/event to result in overnight stays at lodging establishments.
 - The experience level of the project team.
 - The quality of the marketing and promotion plan.
 - The quality of the effectiveness measures and reporting plan.
 - Leveraging of other funds in addition to the requested grant.
 - Preference will be given to non-profits, but the application process is also open to for-profits.
 - Preference will be given to applications with a demonstrated financial need.
- The final 10% of an awarded grant amount will be withheld until final reporting is completed.
- The City may request additional details on any aspect of the proposed project or event in order to evaluate the soundness of a potential grant award. In such cases, the application will not be deemed completed until the additional information is provided.
- The City has the responsibility to discontinue funding to any organization that is not meeting the reporting requirements.
- I understand the filing of this application does not guarantee the award of a grant. I also understand that all project or event organizers and participants must comply with all applicable City ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations and fees.
- I understand that a Special Events Application form and approval is also required if it applies.
- I further understand that the quality of completeness of this application will be evaluated, and an incomplete application may be cause for the denial of the requested funds.

Project / Event Coordinator Name (print): **Cathy Karl**

Project / Event Coordinator Signature:



Dated:

7-26-19