

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:	WELS Regional Choral Festival		
Date and time of event:	Friday, November 13 - Sunday, November 15, 2026		
Name of organization:	Manitowoc Lutheran High School		
Federal ID number:	008-0000211956-04	Tax status:	Tax Exempt
\$ Amount request:	\$4,000+		
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year?	None		

Event Coordinator Information

Name:	Joel P. Ungemach
Address:	4045 Lancer Circle, Manitowoc, WI 54220
Phone:	920-682-0215 Ext. 333
Email:	jungemach@mlhslancers.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.

Since we do not sell tickets this is a hard task to determine. I contacted the last five hosts to see if anyone had a way of determining where attendance at the two concerts each weekend had come from. Our host in 2024 did free reserve seating and had people list their hometown. Their attendance was 1,000+ at the Friday and Sunday concerts with 800 of the people coming from outside their immediate area. I would expect our attendance to be a tick higher than that. We have a large Lancer family that love these kind of events. Pair that with the interest that we will have from the other schools and people outside the area, and I well expect 1,500+ at our concerts. When we last hosted in 2010, we had an overflow crowd of 1,200 each day. With our new facilities and more participants than that year, we have a good feeling that it will be much higher.

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.

Once again, this is very difficult to track. In the recent past, the Lutheran high school in Fond du Lac contracted 60 rooms and listed 9 local hotels for their guests to choose from. Last year, the Lutheran high school in Appleton hosted. They were not able to contract any rooms up front because of the Packer schedule for the weekend. They listed 12 local hotels for their guests to choose from.

We do know that some of our guests will begin staying at local hotels on Thursday evening, November 12th. Some will also stay the evening of Sunday, November 15th. The majority of our guests will be staying Friday and Saturday evenings, November 13th and 14th. I would expect all of our area hotels to see increased business from this festival.

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: Joel P. Ungemach
Date: Friday, February 13, 2026



2026 WELS Regional Choral Festival

Manitowoc Lutheran High School
4045 Lancer Circle
Manitowoc, WI 54220
Phone 920-682-0215
Fax: 920-682-2363

School Website: www.mlhslancers.com

WELS Choral Festival has been in existence since 1967. Each year it is hosted by a different Lutheran High School. The last time Manitowoc Lutheran hosted was in the fall of 2010. Since 1990 the festival has alternated between National and Regional choral festivals. In odd years, we do National Festivals (Fox Valley Lutheran in Appleton hosted in November of 2025) and in the even years, we do Regional Festivals (in November 2026 Manitowoc Lutheran and Great Plains Lutheran in Watertown, SD will be hosting).

As one of the original schools that began WELS Choral Festival in 1967, Manitowoc Lutheran boasts a proud history of participation. In all the years that the choral festival has been held, MLHS is the only school that has attended every annual festival! 😊

You can read more about the WELS Choral Festival and watch some video if you desire at <https://www.welsfinearts.org/choralfest>.

As we host in 2026, I would like to share a few bullet points with you:

- We will be hosting 330 – 350 students and directors from 15 different schools.
- Schools in attendance will be from Arizona, Florida, Washington, Illinois, Michigan, Minnesota, and Wisconsin.
- On Friday evening each of the 15 choirs will perform individually at Manitowoc Lutheran in a “Pops” Concert format that features the choirs singing and performing choreography.
- During the day on Friday and Saturday, the choirs will all be rehearsing together to prepare a “Sacred” Concert where two smaller choirs of 150 – 175 voices will sing their anthems and all 350 voices will join together for 4-5 group anthems. These anthems along with the sea of color created by all the different choir robes from the participating schools is a very special experience for the participants and the concert attendees!
- Our two clinicians have Manitowoc roots!
 - Mr. Joshua Wendt – choral director and professor of music at Michigan Lutheran Seminary served and taught at St. Peter – Mishicot, Trinity – Kiel, and First German – Manitowoc before beginning his position in Michigan five years ago. During his years in the Manitowoc area he also taught voice at Manitowoc Lutheran High School and accompanied choral groups at MLHS on piano and organ.
 - Mr. Noah Ungemach – choral director and theology teacher at Minnesota Valley Lutheran High School grew up here in Manitowoc and is an alumnus of Manitowoc Lutheran High School. He was active as an athlete, musician, thespian, and leader while at MLHS.
- We have been working with the Capitol Civic Centre (CCC) to help create a very special weekend for our choral festival guests by bringing in a group to perform at the Capitol Civic Centre and also to provide a vocal clinic at MLHS for the students prior to the special performance at the CCC on Saturday evening.
- We did something similar in 2010 by working with the staff of the CCC to bring “Five by Design” to town for a special performance. Currently, PJ Albert is working to secure “Voctave” for this artist in residence. (<https://voctave.net/>)
- We anticipate that not only will all of our students and directors in attendance at the festival enjoy the clinic and performance, but that many of our out-of-town guests will also be visiting the historic Capitol Civic Centre for the concert as well!

November 13 – Pops Concert (7:00pm)

November 15 – Sacred Concert (2:00pm)

November 14 – Artists in Residence “Voctave” (7:30pm at the Capital Civic Centre)

Budgeted Income

School Name	# Attending	Choral Fest Cost	Total Received	Amount Owed
Arizona Lutheran Academy	28	\$ 3,500.00		\$3,500.00
Divine Savior Academy	20	\$ 2,500.00		\$2,500.00
Evergreen Lutheran High School	14	\$ 1,750.00		\$1,750.00
Fox Valley Lutheran High School	24	\$ 3,000.00		\$3,000.00
Illinois Lutheran High School	14	\$ 1,750.00		\$1,750.00
Luther Preparatory School	36	\$ 4,500.00		\$4,500.00
Manitowoc Lutheran High School	24	\$ 3,000.00		\$3,000.00
Michigan Lutheran High School	12	\$ 1,500.00		\$1,500.00
Michigan Lutheran Seminary	16	\$ 2,000.00		\$2,000.00
Minnesota Valley Lutheran High School	24	\$ 3,000.00		\$3,000.00
Northland Lutheran High School	24	\$ 3,000.00		\$3,000.00
Shoreland Lutheran High School	30	\$ 3,750.00		\$3,750.00
Winnebago Lutheran Academy	20	\$ 2,500.00		\$2,500.00
Wisconsin LHS - Wisco Kids	24	\$ 3,000.00		\$3,000.00
Wisconsin LHS - One Accord	18	\$ 2,250.00		\$2,250.00

Martin Luther College
Wisconsin Lutheran College
Bethany Lutheran College

Offering - Friday Night Concert
Offering - Sunday Afternoon Concert

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Sponsorships

Total Income	\$ 41,000.00
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Expense Budget

Printing & Publicity - Banners	\$3,000.00		Street Banners, Gym Banner, Individual School Banners
Printing & Publicity - Programs	\$2,500.00		Programs
Printing & Publicity - T-shirts	\$4,200.00		T-shirts
Printing & Publicity - Advertising	\$500.00		
Printing & Publicity - Posters, Thank You, Signs	\$500.00		
Transportation - Transportation	\$5,000.00		From/To Mitchell International; To/From the CCC
Entertainment - Capitol Civic Centre	\$6,650.00		Hosting & Tickets to Voctave (350 X \$19)
Audio/Visual - Live Stream / Broadcast	\$5,000.00		Contracting area company
Audio/Visual - Lights & Sound	\$5,500.00		Contracting area company
Audio/Visual - Truck Rental	\$500.00		Pick up and transport equipmment
Food Committee	\$6,000.00		4 Meals X \$1,500 a meal
Technology - Folders	\$600.00		425 Folders
Technology - Lanyards	\$600.00		425 Lanyards
Technology - Badges for Lanyards	\$650.00		425 Badges
Technology - Pencils	\$225.00		700 Pencils
Concert Details - Stipends	\$2,000.00		Clinicians & Accompanists
Concert Details - Jennifer Knutson	\$1,500.00		Instrumentalists
Concert Details - Supplies	\$250.00		Incidentals that are needed
Concert Details - Piano tuning	\$450.00		3 Pianos X \$150
Concert Details - Heid Music	\$0.00		Donated?
Concert Details - Flower Gallery	\$250.00		Flowers for Sunday Concert
Concert Details - Staging and skirting	\$0.00		Borrow from FVL?
Concert Details - Pipe and Drape Rental	\$500.00		Contracting area company
Concert Details - Banner Hanging Supplies	\$350.00		MLHS Maintenance
Hospitality - Directors' Social	\$500.00		
Hospitality - Miller and Campbell Costume	\$250.00		Rental of Garment Racks
Hospitality - Directors' Room	\$250.00		Food & Beverage
Hospitality - Clinician Hotel Rooms	\$800.00		Hotel Rooms
Hospitality - Stipends	\$1,250.00		MLHS Director 500; Office Staff 250 X 2; Tech 250?
Total Expenses	\$49,775.00		
Balance	-\$8,775.00		

Meal**Budgeted Amount**

Friday - Lunch

\$1,500.00

Friday - Supper

\$1,500.00

Saturday - Lunch

\$1,500.00

Saturday - Supper

\$1,500.00

\$6,000.00

Instrument	Name	Stipend Amount
Clinician	Joshua Wendt	\$750.00
Clinician	Noah Ungemach	\$750.00
Piano/Organ		\$250.00
Piano/Organ		\$250.00
		\$2,000.00
Violin 1		\$50.00
Violin 1		\$50.00
Violin 1		\$50.00
Violin 2		\$50.00
Violin 2		\$50.00
Violin 2		\$50.00
Cello		\$50.00
String Bass		\$50.00
Flute 1		\$50.00
Flute 2		\$50.00
Oboe		\$50.00
Bassoon		\$50.00
Clarinet 1		\$50.00
Clarinet 2		\$50.00
Trumpet 1		\$50.00
Trumpet 2		\$50.00
Trumpet 3		\$50.00
French Horn 1		\$50.00
French Horn 2		\$50.00
Trombone 1		\$50.00
Trombone 2		\$50.00
Trombone 3		\$50.00
Tuba		\$50.00
Percussion 1		\$50.00
Percussion 2		\$50.00
Percussion 3		\$50.00
Master of Ceremonies		\$200.00
		\$1,500.00