

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: Evergleams on Eighth Presents: Christmas in July!	
Date and time of event: July 17th 2026 - July 25th 2026	
Name of organization: MAKi	
Federal ID number: 86-1901775	Tax status: 501c3
\$ Amount request: 10000	
If you received funding from the Discover Manitowoc Grant in the past, how many years, which years, and how much each year? Our organization received funding in 2024 (\$10k) and 2025 (\$5k) for a different event: Mid-Mod Manitowoc. Christmas in July will be an expansion and re-imagining of a small component of that event, and will thus, need a larger amount of funding to help with new branding and advertising.	

Event Coordinator Information

Name: Barb Bundy-Jost, Jordan T. Kabat
Address: 909 S 8th Street, Manitowoc
Phone: 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.

As this is a new format for our summer event, we are only able to estimate its success by utilizing statistics from other similar events in prior years. It may be possible to employ numbers derived from Evergleams on Eighth and its associated ticketed events, and the general attendance seen at our previous summer event, Mid-Mod Manitowoc '24 and '25. With a large number of people interested in aluminum Christmas trees and their history, and considering the great turnout our scavenger hunt/Christmas in July component saw with very little advertisement, we might be able to extrapolate some insights:

In the last two 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, private walking tours, and a single fundraising event the last Saturday in December before Christmas:

2024: 196 total tickets sold, 69 of which were to individuals from outside Manitowoc County, and 34 of which were from outside Wisconsin. 52% of our overall ticket sales that year came from outside Manitowoc County, and seven states were represented, including MN, VI, AZ, CA, IL, FL, and IA.

2025: 154 total tickets sold, 118 of which were from outside the Manitowoc/Two Rivers area, and 38 of which were from outside Wisconsin. 77% of our ticket sales for our events came from individuals outside of Manitowoc County, and nine different states are represented among those coming from outside of Wisconsin including OH, IL, FL, MN, MO, NE, CA, TX, and MI.

Both of our 2024 and 2025 Mid-Mod Manitowoc Summer events drew between 3-4000 visitors to the Inn on Maritime Bay over the course of the several days that the event was held in July of each of those years. Out of state visitors were in attendance and reported coming solely for the aluminum tree exhibition. With this event carrying over to Christmas in July and the objective to streamline our advertising, this component stands to attract a huge number of visitors to Manitowoc the weekend of our event.

Given the distillation to a more focused event with resultantly greater advertising potential and its added visibility, the event stands to attract even more visitors and participants than the summer events that we've hosted in prior years.

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.

The event has the potential to generate room nights on the final weekend, particularly surrounding the final Saturday gala fundraiser. Anyone wanting to participate in this component of the event, as well as anyone wanting to show trees in the exhibition from afar, or take their time visiting the various businesses downtown and participate in the scavenger hunt will want to stay multiple days. Friday and Saturday stand to generate the most room nights. If our gala event reaches fifty guests with most of them coming from outside the city, they will more than likely want to stay the evening. Other visitors traveling to see the displays - not just the Tree Exhibition, but the displays in the business windows will want to stay the evening to see them illuminated - particularly when it doesn't get dark until quite late at that time of the year. We were asked many, many times at our previous summer events where all of the displays were located, which ones were lit, etc. by visitors, so there is definitely great interest in this aspect of the event.

The Inn on Maritime Bay stands to benefit the most from this, given its proximity to Downtown Manitowoc, but other lodging establishments in the city stand to benefit as well. We will be in contact with establishments such as Harbor Town Inn, Holiday Inn, the AmericInn, etc. to ask if they will be willing to offer a special deal to those guests who mention us, and, as we have done in the past, we will contact them following the conclusion of our event to see how many guests took advantage of the aforementioned deal.

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 / Jordan T. Kabat
Date: 02/13/26

Have you received funding from DMG in the past?

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Evergleams on Eighth Presents: Christmas in July in Downtown 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 during summer, one of the lakeshore's most appealing seasons.

As a result, MAKi is seeking to bolster interest in aluminum trees and Manitowoc history by coordinating a summer event for the purpose of increasing visibility for our organization at other times of the year outside of the holiday season as we endeavor to establish a physical museum space to house not only the trees, but any and all items related to the the aluminum manufacturing history of Manitowoc.

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DETAILED EVENT OUTLINE

The key components of this event are threefold:

- **A Christmas in July Downtown Business Sale Event and Scavenger Hunt Competition**
- **A large-scale, judged Aluminum Tree Exhibition**
- **A Friday Evening Gala Event Fundraiser/Celebration**

EVENT SCHEDULE:

Pre-Event Setup: Beginning July 13th, aluminum trees, lighting, and other vintage holiday decorations will be placed in participating business locations. The displays will aid in attracting attention potential sale locations and scavenger hunt stops.

Friday, July 17th

Downtown businesses begin to offer sales and specials as part of Christmas in July.

Scavenger Hunt Open:

- Shoppers may look for clues at various participating locations in downtown Manitowoc. After collecting enough clues, individuals may submit their findings to be entered into a drawing.
- Participating businesses will be asked to donate merchandise, or gift certificates with a value of at least a \$25.00. These items or certificates will be consolidated into a handful of prize baskets. The baskets will be awarded at the end of the week to scavenger hunt participants that enter into a random drawing.

[Monday, July 20th - Wednesday, July 22nd: Tree Exhibition Setup]

Participants showing trees in the Aluminum Tree Exhibition will be asked to begin setting up their displays. Currently, the exhibit is slated to be shown in the Schuette Department Store Building with visibility on 8th and Jay streets. If the space becomes occupied before July, If the Riverlofts building at 2 North 8th Street (formerly the Forefront Dermatology Call Center), has been secured as a backup location. The exhibit will be open to the public and will also be viewable from 8th Street and the Manitowoc River.

Collectors from our group will contribute to the display, and public participation will also be advertised. If individuals in the area or who would like to travel to show a tree or several in the show and compete for cash prizes would like to do so, they may sign up ahead of time through our website (evergleams.org).

Thursday, July 23rd - Tree Exhibition Open to the Public

Friday, July 24th - Hop-on-and-off Trolley rides in Downtown Manitowoc

Lamers transportation company will donate a trolley to use for the evening - offering a fun way for shoppers, tourists and exhibition attendees to visit businesses, the tree exhibit, and the Waterfront Wine Bar where we will hold a culminating gala fundraising event.

Friday, July 24th - 7:00PM - Tree Exhibition Gala at the Waterfront Wine Bar

EVENT POTENTIAL, TARGET DEMOGRAPHICS, AND ADVERTISING

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ADVERTISING

Advertisement will be brought to a wider audience 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 collectors and enthusiasts, etc. These social media advertisements will begin to appear in April, and will direct potential visitors to our website, evergleams.org, for more information and ticket sales. Meta ads were taken out as part of our Mid-Mod Manitowoc event last year, and though expensive, were quite successful in reaching a huge, nationwide audience.

Our usual advertising channels for Evergleams on Eighth and Mid-Mod Manitowoc will be employed as well. These include newspaper advertising, radio, and billboards that reach local audiences, and those in surrounding communities including Green Bay, Appleton, Sheboygan and Oshkosh.

Last year for Mid-Mod Manitowoc, we also explored offering promotional coasters at several local establishments. This proved to be wildly successful, as well, and our partnering restaurants and bars are willing to participate again this year.

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 participants in the downtown scavenger hunt - entry forms will include names and addresses, so demographic measurements will be fairly easy to compile.
- Trolley ride passenger estimations provided by Lamers trolley drivers.
- Overall ticket sales for the tree show gala on Saturday evening including the geographic breakdown for those sales.
- Number of rooms booked at local hotels where discount rates tied to our event will be offered and can be polled thereafter for exact numbers.
- Number of participants and visitors to the aluminum tree exhibition, which will be catalogued with a guest book, optional surveys, and head counts each day that the exhibit is open (Thursday the 23rd through Saturday the 25th).

EVENT PLANNING COMMITTEE / KEY MEMBERS

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.

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, for which, Jordan serves as the exhibition chair. Past locations have included Ames, IA, Chicago, IL, Ann Arbor MI, Syracuse, NY, and Minneapolis, MN and Philadelphia, PA.

Linda Kerscher - Summer Convention 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.

Cathy Karl, MAKi Treasurer - Summer Convention Budget and Marketing Planning

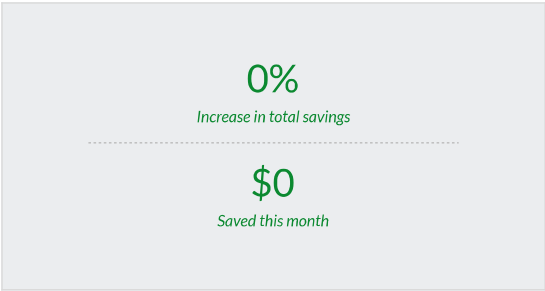
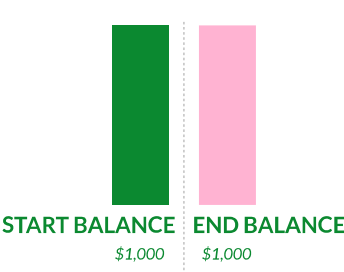
- Business owner in Downtown Manitowoc for over 25 years, and involved in many downtown events offering suggestions, feedback, and worked with Downtown committees on new concepts and projects. Volunteered when needed at new events.
- Evergleams on Eighth Coordinator since 2015; helped coordinate the 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.

Christmas in July Budget

Starting balance: \$1,000



Expenses

Planned	\$11,350	
Actual	\$0	

Income

Planned	\$13,000	
Actual	\$0	

Expenses

	Planned	Actual	Diff.
Totals	\$11,350	\$0	+\$11,350
Advertising: Newspaper	\$0	\$0	\$0
Advertising: Radio	\$1,500	\$0	+\$1,500
Advertising: Billboards	\$3,000	\$0	+\$3,000
Advertising: Social Media	\$1,500	\$0	+\$1,500
Advertising: Magazines	\$250	\$0	+\$250
Advertising: Flags / Signage / Banners	\$2,000	\$0	+\$2,000
Convention Space	\$0	\$0	\$0
Catering	\$600	\$0	+\$600
Exhibition Supplies (Banners, Schedules, Ribbons,	\$1,500	\$0	+\$1,500
Auction Items	\$800	\$0	+\$800
Prize Supplies (baskets, etc.)	\$200	\$0	+\$200
Merchandise	\$0	\$0	\$0
-	\$0	\$0	\$0

Income

	Planned	Actual	Diff.
Totals	\$13,000	\$0	-\$13,000
Gala Ticket Sales	\$2,000	\$0	-\$2,000
Merch. Sales	\$1,000	\$0	-\$1,000
Sponsorships	\$0	\$0	\$0
Discover Manitowoc Grant	\$10,000	\$0	-\$10,000
Other	\$0	\$0	\$0