

2024 Manitowoc Grant Report

Recipients of a 2024 Discover Manitowoc Grant must file this report and attach income/expense statement by January 6, 2025.

Organization name *

MAKi / Evergleams on Eighth

Event name *

Mid-Mod Manitowoc

Event date(s) *

MM DD YYYY

07 / 15 / 2024

Event attendance *

~1800

How did the Discover Manitowoc Grant help your event? *

With it being the first year for the event, funding from the Discover Manitowoc Grant was instrumental in purchasing advertising for the general public, potential vendors, and convention-goers.

How many hotel room nights did your event generate and at which lodging establishments? *

Three nights : The Inn on Maritime Bay, The Lighthouse Inn, Days Inn, and Harbor Town Inn. Locations were reported by visitors and vendors, and total nights purchased by reporteers was 29.

Please explain how you measured room nights. *

The event ran over three days: Thursday - Saturday, with convention-goers from outside of Manitowoc staying until Sunday morning, and vendors from outside of Manitowoc staying Thursday and Friday evenings. Definitive numbers are available only for these two groups of people. More room nights may have been generated that were not part of this calculation.


What marketing efforts were completed to attract visitors to the City of Manitowoc for your event? Please explain marketing mediums and demographics. *


Billboards, newspaper ads, television news spots, radio, printed posters, pamphlets, banners, downtown displays, and social media advertisement. Demographics for these marketing mediums included individuals and groups interested in vintage collectables, vintage Christmas items, groups interested in mid-century modern styling, classic cars, etc. with specifically and intentionally targeted Facebook groups, and mediums such as newspaper and radio that are typically engaged with by individuals that skew slightly older and who have an interest in these types of hobbies. Billboards were strategically placed on I-43 northbound to attract people traveling north from Chicago, Madison, and Milwaukee who may be interested in the event, and Appleton to attract from surrounding communities.

Were your marketing efforts successful? Please explain your measurements for success. *

Yes. While the convention component of the event was reasonably attended, with about twenty registered attendees, the turnout from the general public was exceptional. The number of total individuals attending the main events over Friday and Saturday, though an estimation, was easily 1500 people, and may have approached 2000. Numbers of overall sales and visitors were reported by vendors via survey, as well as from our own merchandise and information tables.

Please provide an income/expense statement for your event. *


 MMM Expense R...

 MMM Income Re...

 Add file

Optionally, provide any additional supplemental material, reports, advertising examples, and etc.

 MMManty Summ...

 General Brochure...

 MMM Sponsors -...

 Add file

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TOTAL EXPENSES

Venue Rental	\$2000.00	
Posters	\$99.00	
Event Insurance	\$285.00	
Banners, etc.	\$1080.11	
Billboards	\$1964.00*	
Radio	\$1104.00	
Newspaper/Digital	\$2355.91 (June/\$563.29, July/\$1792.62)	
Precision Printing	\$58.28	
Vista Print	\$190.73	
Canva Prints	\$650.18	(paypal) Event & Sponsor Brochures
Tree Ribbons	\$ 324.96	
4' & 6' Auction Trees	\$653.37	
Convention Posters	\$589.30 (5 sets 18"x24"/\$429.50, 2 sets 12"x22" Fricke Printing)	
Walkies	\$142.59	
Party City	\$20.15	
Meijer Store	\$45.00	
Festival Foods	\$53.44	
Totes	\$55.39	
ERP (Shirts)	\$1578.50	
Key Fobs/Earrings	\$587.48(pp)	
Book Reprint (50)	\$212.50	
Inn (Kaplar stay)	\$168.37	
Waterfront Meal	\$632.45	
Marettis Deli	\$42.69	
PK's Beans	\$92.00	
Costco	\$188.27	
Total :	\$14,623.49	(Advertising Total : \$9571.01)

Convention Fees \$ 253.08
\$ 242.45
\$ 193.60
\$ 241.85
Steve Siehr \$ 100.00
Stephanie H. \$ 100.00
\$1130.98

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Auction Trees 4' \$ 300.00
6' \$ 510.00
\$ 810.00

Merch Sales **\$1699.03**
Stripe Deposit \$1079.03
Cash \$620.00

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Misc. Donation \$3.00
Snack Shack \$50.00
Pita Food no show \$50.00
Collectors Cove \$100.00

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Total Sales / Tickets : **\$3,843.01**
Total Sponsorships / Grants : **\$15100.00**
Total Income : \$18943.01

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(Minus Expenses : \$4319.52)

INCOME

*Reported 7/30/2024

Discover Manitowoc Grant \$10,000.00

T. Bare \$5,000.00
D. Less \$100.00

Public Events

Vintage Market
Classic Car Show
Food Truck Corral
Aluminum Tree Show
& Much More!!

FIND OUT MORE!

www.evergleams.org

Convention Events

Seminars
Tours
Vintage Fashion Show
Banquet & Auction

Evergleams
On Eighth

 visit
manitowoc
WISCONSIN

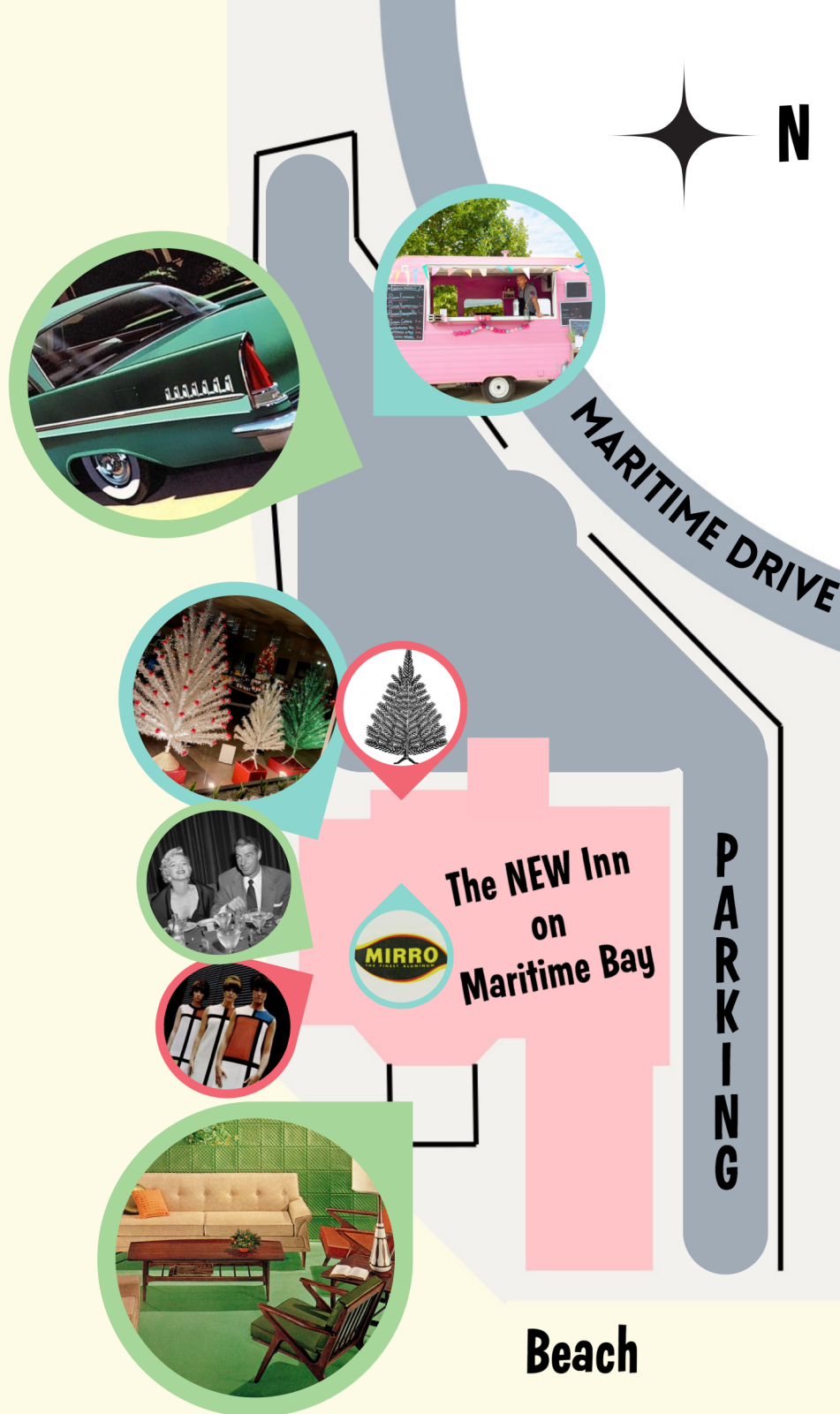
MKi
Manitowoc Aluminum Kitchi-was, Inc.

Mid-Mod
MANITOWOC
Aluminum & Beyond!
Summer Convention

IT'S THE
SWELLEST EVENT
OF THE
SUMMER!

Friday July 12th
Saturday July 13th
9am - 9pm Daily

- At the **NEW** -
INN ON MARITIME BAY
101 Maritime Dr, Manitowoc



Convention Check-In & Hospitality Suite

Open Thursday through Sunday
Mid-Mod Manty Merch Available for Sale!



Food Truck Corral

Friday 4PM - 9PM



Classic Car Show

Friday 4PM-9PM



Aluminum Tree Show

Convention Only: Setup - Friday 4PM-9PM
Show Open Saturday 9AM-5PM



Banquet & Auction

Convention Only: Saturday 5PM-9PM



Vintage Fashion Show

Convention Only: Saturday 5:30PM



Convention Seminars

Convention Only: Various Times
Check Convention Packet for Details



Vintage Vendor Market

Friday - Open to Convention-Goers at 9AM
Open to the Public at 12PM-9PM
Saturday 9AM-4PM

Mid-Mod

MANITOWOC

THANK YOU!!

Our

SWELL

Sponsors!!

Evergleams
On Eighth'

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Manitowoc Aluminum Kitch-man, Inc.

FOREFRONT
DERMATOLOGY®

DONEFF COMPANIES

LLC

PROPERTY MANAGEMENT & DEVELOPMENT

Convention Only Events

Educational Seminars
Art & History Tours
Vintage Fashion Show
Banquet & Auction

Friday July 12th
Saturday July 13th
9am - 9pm Daily

Mid-Mod

MANITOWOC

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FIND OUT MORE
www.evergleams.org

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Classic Car Show
Food Truck Corral
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Evergleams
On Eighth

Presented By

MKI
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