

# 2025 Discover Manitowoc Grant - Post-Event Report

Recipients of 2025 Discover Manitowoc Grants must complete this report by Monday, December 8, 2025.

Organization Name \*

MAKi / Evergleams on Eighth

Event Name \*

Mid-Mod Manitowoc

Event Date(s) \*

July 25-26th, 2025

Event Attendance \*

2750

How much money were you awarded through the Discover Manitowoc Grant program? \*

5000

How did the Discover Manitowoc Grant help your event? Describe the marketing efforts this grant funding supported. \*

Billboards, digital ad campaign (meta platform), radio advertising campaign (Seehafer Broadcasting), pamphlets and posters (Fricke Printing and Precision Printing), new vinyl banners, new yard signs, feather flags, and locally distributed bar coasters.

How many hotel room nights did your event generate in the City of Manitowoc and at which lodging establishments? \*

35 - The Holiday Inn, AmericInn, Harbortown Inn, and the Inn on Maritime Bay.

Please explain how you measured room nights. \*

Estimated room nights include assumed lodging for our traveling vendors (~20), out of town attendees who participated in both days of the event (~15), taken into consideration against reported numbers of "Mid-Mod" discount code use at local lodging establishments.

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

Five billboards were posted outside of the city on HWY 43 to attract tourists traveling north who might stop in Manitowoc on their way. Our digital campaign was also used largely for attracting outside visitors, with ads run through our Evergleams on Eight social media pages targeting people with similar interests, specifically shared to vintage Christmas collecting groups, general vintage enthusiast groups, and modernist design groups. People from across the country reported seeing the ads, and visitors did travel from outside the state of Wisconsin to attend.

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

Yes, overall the marketing strategies we employed were successful in attracting attendees to our event. Manual counts suggested overall attendance was somewhere around 3000, with well-attended seminars (25, 28, and 40 participants at each respectively), a well-attended aluminum tree show that had many more entries from outside our organization than the prior year, and a successful vintage vendor market with most vendors reporting a positive experience and good sales numbers.

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

 MidMod25Expen...

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Please provide any additional supplemental materials, advertising examples, reporting, etc.

 3M 25 Brochure - ...

 3M Banners - Jor...

 Still Bend Tour T...

 Luau Poster - Jor...

 Christmas in Jul...

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Google Forms

**EXPENSES - \$11,452.83**

**MID MOD Manitowoc, July 25-26, '25**

**Marketing - \$9,443.68**

Inn on Maritime Bay \$2000.00  
Posters 150/100/50 \$ 0.00 (Donated by Fricke)  
Pamphlets 1000 \$ 247.50 (7/9/25 & 8/6/25)  
Banners, Yard Signs \$ 939.66  
Banner Stands \$ 178.26  
Billboards \$1800.00  
Event Insurance \$ 645.00  
Radio Advertising \$1104.00  
Digital (Meta) \$1749.59  
Precision Printing \$ 51.43 (Christmas in July)  
\$ 25.00 (Questionnaires)  
S.O. Table Covers \$ 281.25  
S.O. Bar Coasters \$ 241.99 (300)  
\$ 180.00 (200)

**LUAU - \$1857.24**

Table Clothes, Misc. \$ 299.59 (Kerscher Receipts)  
Leis & Lanyards \$ 37.00 (Bundy-Jost Receipt)  
Smiling Moose \$1008.25 (Food)  
Inn (Booze Charge) \$ 348.00  
Actual Booze \$ 17.14  
Costco Misc. \$ 147.26 (Snacks, beverages, etc.)

**Board Rewards - \$151.91**

Wrap it Up \$47.32, Bricks \$35.89 & \$11.83, Marettis \$56.87

MID-MOD  
MANITOWOC  
VINTAGE LUAU

July 26th 6-9PM

TICKETS \$20



**Vintage Fashion Show**



**Tiki Bar & Heavy Hors D'œuvres**



**Door Prizes, Music, and More!**

at the

**Inn on Maritime Bay**

EVERGLEAMS.ORG

# CATCH A SEMINAR!

All are free and open to the public

## Manitowoc's Aluminum History

Friday - 1:00pm

Kerry Trask, author and Professor Emeritus of history at the University of Wisconsin, Manitowoc, will give a lecture on the critical role aluminum manufacturing companies played in this community during the 20th century.

## The Joys of Jell-O!

Friday - 2:30pm

Join Mid-Mod enthusiast, MAKi Vice President and self-proclaimed "gelatin connoisseur" Jordan Kabat for a wild ride into the wacky world of vintage Jell-O recipes! This foray into the '50s craze will detail both palatable and passé recipes and offer tantalizing taste-testing. Participants will also get to view a diverse collection of Mirro Aluminum gelatin molds originally manufactured in Manitowoc.

## Mid-Mod Wood Type Printing

Saturday 11am-3pm

Local print artist and wood-type historian Stephanie Carpenter will lead a hands-on workshop highlighting printmaking techniques and type-faces used during the mid-twentieth century. Guided sessions will last approximately one half-hour, and participants will be able to take home their creations!



Evergleams  
On Eighth



Mid-Mod  
MANITOWOC  
Summer Weekend Event

July 25-26th

IT'S THE  
SWELLEST EVENT  
OF THE  
SUMMER!

EVERGLEAMS.ORG

Mid-Mod  
**MANITOWOC**

*Summer Weekend Event*

**THE 3RD WEEKEND  
IN JULY!**

**Classic  
Car Show!**

**Vintage  
Market!**

**Food!**

at the **INN on MARITIME BAY** ✨

**[www.evergleams.org](http://www.evergleams.org)**

CELEBRATE

# CHRISTMAS IN JULY!

July 18th-26th

CHRISTMAS  
IN  
JULY



MID  
-MOD  
MANTY

CHRISTMAS  
IN  
JULY

With  
**MAJOR DEALS**  
at participating downtown businesses!

... plus a **Scavenger Hunt with  
PRIZE BASKETS**

and the **Mid-Mod Manitowoc  
Aluminum Tree Exhibition**  
on the **25th-26th!**

[EVERGLEAMS.ORG](http://EVERGLEAMS.ORG)



Mid-Mod  
**MANITOWOC**  
*Summer Weekend Event*  
**July 25-26th**

**JULY 25TH**  
1-3PM  
**TICKETS \$50!**

## CATCH A TOUR!

Hop on a Trolley at the Inn on Maritime Bay and be transported back in time to **Still Bend, a Frank Lloyd Wright designed home** for the Schwartz family of Two Rivers, Wisconsin. The tour departs from the Inn at IPM and lasts approximately two hours including transport. A guided walk through the home also includes an adult beverage and hors d'oeuvres for a fully immersive time-traveling experience!



**REGISTER TODAY! ✨ EVERGLEAMS.ORG**