

Besser Museum for Northeast Michigan
Executive Director Report for Board of Trustees Meeting
July 2024

DNEM History Exhibit Update: \$1,800,000 budget

DESIGN DEVELOPMENT PHASE 1: \$345,844 was spent to complete Phase 1.

DESIGN DEVELOPMENT PHASE 2: \$1,454,156 is budgeted for Phase 2.

- Kanarr Builders is making very good progress installing all the interior walls and headers.
- Kurt Badder is working on the limestone wall in the Industry area.
- Omega Electric and Signs is working with Split Rock Studios on printing graphics.
- Omega Electric is working on the electrical needs in the gallery.
- Sarah, Mike Beaulac, and I meet with Split Rock Studios every Monday to go over where we are and what still needs to be done.
- I receive emails from Split Rock Studios almost daily. Sarah and I work together to approve CAD designs, graphic layouts, or send edits on exhibit texts. Janet Young, Judy Dawley, and Tim Kent are consulted when needed.
- Janet Young continues to research and write about the Anishinaabe.
- Sarah is working on the text for the Avenue of Shops signs.
- We are asking Split Rock Studios to give us a bid to create reader rails for the Alpena Flyer exhibit, since the wall currently displaying that exhibit will soon be the new donor wall. Nicole has documented all the text and measured the artifacts in that exhibit.
- Split Rock Studios will be getting us a change order to include the LED screens that will be added to some of the reader rails. Although that has always been part of the exhibit design, it was not included in the budget because we did not know exactly how many we wanted and what function we wanted them to do. More complex functions cost more money. Each LED screen starts out at a minimum of \$5,000 and goes upwards of \$10,000 or more depending on the programming required.
- Besser will be working with Omega Electric for the large monitor in the Industrial exhibit. We are discussing touch screen verse video scroll/PowerPoint presentation. The cost, which is not in the budget, will vary depending on the complexity of the functions.
- **Marketing DNEM History Exhibit Fundraising Efforts:**
 - All donations must be in by September 15th to be included on the donor board.
 - Besser Museum hosted the Chamber of Commerce Luncheon, which resulted in a \$5,000 from HPC Credit Union.
 - I will present at the Rotary Club on Monday, August 19th. I submitted a grant request for \$5,000.
 - I submitted a grant to the Youth and Recreation Mini-grant program for \$7,500. They meet September 5th.
 - I will be presenting at DKG on September 25th.
 - Ads are running on the radio stations and in the Alpena Newspaper.
 - I will be a guest on Talk of the Town (WBKB)

Budget Narrative as of 8.18.2024

Total Budget: \$1,800,000

Phase 1 Budget: \$531,398 (completed)

Phase 2 Budget: \$1,268,602 (completed by December 2024)

Project Revenue Budget: \$1,800,000

The Besser Museum has secured **\$1,621,211** through grants, foundations, and private donations. We need to raise **\$178,789** to reach our **\$1,800,000** budget goal.

Private Contributions: \$1,245,420

Private Contributions	
Besser Foundation	\$ 400,000.00
Cook Family Fund	\$ 240,000.00
Kent	\$ 55,885.00
Park Family	\$ 100,000.00
Donors & Business	\$ 409,535.00
Fidelity - Museum Savings Fund	\$ 40,000.00
TOTAL	\$ 1,245,420.00

Grants: \$195,750

GRANTS	
State Grants	\$ 101,150.00
Local Grants (Older Persons/CFNEM/YAC)	\$ 19,600.00
Youth & Recreation	\$ 75,000.00
TOTAL	\$ 195,750.00

Legacy Endowments at CFNEM: \$149,290

Legacies at CFNEM	as of Oct. 2024
Granum	\$ 118,552.00
Smith	\$ 13,751.00
Johnson	\$ 17,738.00
TOTAL	\$ 150,041.00

Cash Match: \$30,000

CASH Match	
Besser Museum Endowment Fund at CFNEM	\$ 30,000.00
TOTAL	\$ 30,000.00

Other: \$178,789

The Besser Museum still needs to raise **\$178,789** to meet our **\$1,800,000** budget.

Project Expense Budget: \$1,800,000

Supplies: \$23,716

Besser Museum has budgeted \$20,000 in museum supplies used for mounting thousands of artifacts in the new exhibit. The supply budget also includes \$1,132 for the fake food for the lumbering exhibit, \$975 for the beaver mount for the river exhibit, along with miscellaneous supplies needed to support the exhibit.

Professional Consultant Fees: \$47,270

Besser Museum employed Native American consultants, a museum professional archivist to help process and catalogue a collection of over two-thousand artifacts, professional genealogy services to identify Indigenous family members from Northeast Michigan, and an architect and design firm services needed to launch the renovation project and capital campaign.

Printing: \$56,262

Split Rock Studios is subcontracting Omega Electric and Sign of Alpena to print and install all the graphics for the Discover Northeast Michigan History exhibit. This includes all the large wall murals and exhibit reader rails.

Purchasing Equipment: Exhibit Design and Fabrication: \$1,320,990

Besser Museum contracted with Split Rock Studios. They will be designing the exhibit, creating all graphics and text, programming the electronic and audio devices, and fabricating and installing all specialized exhibit components for a budget of \$1,320,990. *(Additional \$50,000 was added to budget for SRS for items that have been discussed but not reflected in estimate).*

Fundraising Expense: \$15,956

Besser Museum contracted professional grant writer, Katie Wolf for services from March 2024 through July 2024 for a total of \$10,129. To date, \$5,827 went to marketing through direct mailings, newspaper ads, and radio ads.

Construction Costs: \$227,137

Besser Museum contracted local contractors to prepare the 3,000-square-foot of gallery space in preparation for the installation of the exhibit components.

Meridian Construction completed the demolition of the old exhibit.

Kanarr Builders is constructing the new interior walls.

Omega Electric installed the new lighting and electrical supplies needed.

Total Fire installed a new fire suppression system.

TRC roofing repaired the leaking roof over the exhibit space.

Ideal Painting painted the repaired and painted the concrete ceiling.

Mike's Powder Coating

Prell's Sawmill

Young's Carpet One

Native Ways Traditional Arts LLC to construct the birchbark structure.

Contingency Reserves: \$108,669

Besser Museum budgeted a contingency reserve for any unforeseen construction costs, additional exhibit fabrication costs, or change order costs that may occur during this project.

This contingency reserves are currently \$108,669.

The Great Lakes Fisheries Exhibit update.

Work is ongoing on the Great Lakes Fisheries Exhibit. The DNR grant ends April 2025.

1. Good Design supplied a bid of \$19,900 to design the new exhibit space. John Metcalf is working with Jim Johnson on details for the new exhibit display.
2. Jim Johnson continues to work with GVSU to complete videos for the new exhibit.
 - a. Jim played one of the video loops during Log Cabin Day. It was well received.
3. Tuffy and his crew started building a dock around the backside of the Chinook for safety and maintenance uses. They are almost done.

Miscellaneous:

The Alpena Power was unusually high in July. I placed a call to the Power Company. They came over immediately and put a gauge on our meter to take readings. They found that we are experiencing extreme power usage hikes every 15 minutes. Matt contacted Control Solutions about the HVAC system to see why this is happening. We hope to resolve this issue quickly.

Besser Museum will be co-hosting the Michigan Historical Society Michigan State History Conference in 2025.

Besser Museum held four educational programs this summer in conjunction with Alpena Public Schools Summer Programs. The programs will start at 9:30 and end at 11:00. APS students going into 4th, 5th, or 6th grades need to pre-register. Programs will be held July 24, July 31, August 7 and August 14.

Exhibit Schedule

Juried Art Exhibit: August 10 – October 30, 2024.

Linda Beeman Solo Exhibit : August 10 – October 30, 2024.

Fall Harvest Fossil Fest Event is Saturday, October 5 – planning has started for this event.

Season of Light: November 17 – January 6. – planning has started for this event.

Joe Donna Solo Exhibit: February - ?

Pam O'Neil Solo Exhibit: February - June