

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

**DNEM History Exhibit Update: \$1,800,000 budget
Total Raised as of 9.17.2024:**

- \$5,000 grant from Alpena County Youth and Recreation awarded
- MEDC Public Spaces Community Places Matching Grant campaigned approved and went live 9.16.2024. This online fundraising campaign through Patronicity will run through October 21st. IF we raise \$35K in 35 days, the MEDC will match that with \$35K.
- Kanarr Builders is starting to hang the drywall this week.
- 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. I have been sending many to the committee for review. I have also been working with Tim Kent on reviewing Areas C,D,E, and G.
- 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.
- There are still a lot of moving parts as we are in the homestretch. The delivery and installation are scheduled for the first week of December. This will be a 2-to-3-week process of working 7 days a week – 12-hour days.
- There has been discussion, with support from Mike Beaulac, to close the museum to the public for the month of December as staff and SRS work on the installation and preparation for the Grand Opening.
- **Marketing DNEM History Exhibit Fundraising Efforts:**
 - Besser Museum was awarded \$5,000 from the Alpena County Youth and Recreation grant application.
 - The Rotary Club awarded the Besser Museum \$1,000.
 - The MEDC Patronicity campaign will run through October 21.
 - An email blast went out
 - Press releases went out
 - The museum website was updated with the Patronicity link.
 - Facebook posts will continue
 - Carol Bobolts created graphics for this campaign
 - Postcards were ordered that will be mailed out and passed out at Fall Harvest Fossil Fest on October 5.
 - HitsFM radio interview will air Monday, September 23

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: \$1,514,310

| Private Contributions | |
|--------------------------------|------------------------|
| Besser Foundation | \$ 400,000.00 |
| Cook Family Fund | \$ 240,000.00 |
| Kent | \$ 55,885.00 |
| Park Family | \$ 100,000.00 |
| Donors & Business | \$ 678,425.00 |
| Fidelity - Museum Savings Fund | \$ 40,000.00 |
| TOTAL | \$ 1,514,310.00 |

Grants: \$200,750

| GRANTS | |
|--|----------------------|
| State Grants | \$ 101,150.00 |
| Local Grants (Older Persons/CFNEM/YAC) | \$ 19,600.00 |
| Youth & Recreation 2022 | \$ 75,000.00 |
| Youth & Recreation 2024 | \$ 5,000.00 |
| TOTAL | \$ 200,750.00 |

Legacy Endowments at CFNEM: \$150,041

| 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 |

TOTAL \$ 1,895,101

Besser Museum has \$101,489 in discretionary funds budget into the revenue.

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.

Miscellaneous:

Matt continues to work with Johnson and Woods concerning the cause for the higher power bills in July and August. Steps are being taken to pinpoint the problem.

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

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