

TOGETHER WE CAN

Build a NEW state-of-the-art HISTORY exhibit!

at the

Besser Museum for Northeast Michigan



The Besser Museum for Northeast Michigan Board of Trustees approved a **1.5-million-dollar capital improvement project** that will transform **3000 square-feet of exhibit space** into a contemporary, interactive, premiere history exhibit integrating modern technology. This exhibit space has remained unchanged for fifty-one years, and its renovation ranks as a top priority.



Audiences today are seeking unique, immersive experiences the whole family can enjoy. The new **Discover Northeast Michigan History** exhibit will provide family-friendly experiences using twenty-first-century museum design and technology and chronicle eleven unique time periods celebrating Northeast Michigan's heritage. This aligns with Besser Museum's mission to inspire curiosity, foster community pride, and cultivate personal legacy



Our Goals

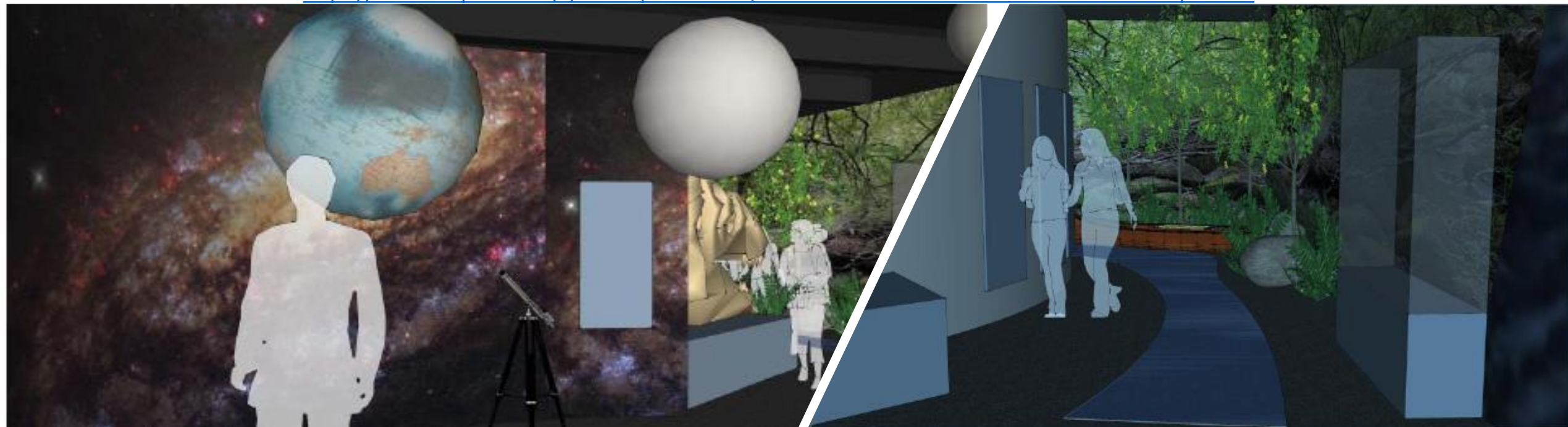
- Transform 3000 square feet of outdated museum exhibit space into a state-of-the-art experiential learning environment focused on the history of Northeast Michigan.
- Create access for all ages, interests, and abilities, from our littlest learners to our lifelong learners, through exhibit design elements that incorporate multi-levels of engagement.
- Elevate the story of Northeast Michigan's heritage in a dynamic, immersive exhibit chronicling eleven unique time periods.



Schematic Design by Cornerstone Architects



<https://www.dropbox.com/s/t27mapmsxthc6z8/20220614%20Besser%20SD%20animation.mp4?dl=0>



Project Budget

Besser Museum has an estimated budget set at **\$1,500,000** for the capital improvement project based on current standard industry costs per square foot to build new museum exhibits. The project will be completed in two phases over a two-year period.

Cornerstone Architects has provided the architectural plans and schematic drawings to support the varied exhibits planned for the new history gallery to guide the renovation project during **Phase 1**. Cornerstone's previous work includes the River of History Museum in Sault Ste. Marie, the Dennon Museum in Traverse City, and the Grand Rapids Children's Museum.

Phase 1 Expenses: \$370,500

Phase 1 is scheduled to begin January 15, 2023, and includes:

Museum staff and volunteers will dismantle the existing exhibit removing all museum artifacts from this gallery.

\$170,500 Renovation/Construction Costs: Working with the architectural drawings provided by Cornerstone Architects, a local general contractor will be hired to renovate the gallery space in preparation for the new exhibit components. The general contractor will be responsible for all subcontractors needed to complete the construction for **Phase 1**, including electrical and plumbing. This budget reflects the contractor's bid plus 10% contingency.

\$200,000 Specialized Exhibit Design/Builders: Specialized exhibit design/builders will work with Besser Museum's detailed exhibit plan to start creating the new exhibit. The exhibit company will work with the architectural drawings provided by Cornerstone Architects to create an exhibit display designed specifically for the newly renovated gallery space. There are several steps outlined in the attached proposals from two separate exhibit design and fabrication firms explaining all the necessary and specialized steps taken to complete a one-of-a-kind experiential museum exhibit.

Phase 2 Expenses: \$1,129,500

Phase 2 is scheduled to begin January 2024, and includes:

Final production of all fabricated exhibit components.

Shipping, installation, final clean-up.

Museum staff training and all manuals for exhibit.

PROJECT TIMELINE

January 2023

Dismantle Current Gallery

February 2023

Schematic Exhibit Design
Phase 1

February 2023

Construction
Gallery Build Out

March 2023

Schematic Exhibit
Design Phase 2

June 2023

Design Development
Phase 1

October 2023

Design Development
Phase 2

January 2024

Pre-Production of
Exhibit Components

2024 TBD

Production of Exhibit
Components

2024 TBD

Installation of Exhibit

2024 TBD

Grand Opening
Celebration

Exhibit Team

Christine Witulski, Executive Director

Sarah Honeycutt, Collections Manager

Johnathan Winckowski, Planetarium Coordinator

Matt Klimczak, Facility Manager

Mike Beaulac, retired Michigan Office of the Great Lakes, Besser Museum Board of Trustee

Claudia Chapman, retired APS Teacher, Besser Museum Board of Trustee

Gary Goren, retired AMA ESD Educational Administrator, Besser Museum Board of Trustee

Janet Young, retired APS Teacher, Author, Besser Museum Board of Trustee

Angela Bruning, AMA ESD Great Start Collaborator

Elly Diamond, retired Alpena Public Schools STEM Instructor

Judy Dawley, retired Alpena Public School Teacher

Marie Fielder, retired AMA ESD educator, Member of the Sault Ste. Marie Tribe of Chippewa Indians

Timothy Kuehnlein, Political Science and History Instructor, Alpena Community College

Sara Winter, retired Alpena Public School Teacher

Community Partners

Besser Museum will be working with local content experts:

Alpena Community College,

Alpena Public Schools,

Alpena County George N. Fletcher Library

AMA ESD Great Start Collaborative

STARBASE Alpena

Thunder Bay National Marine Sanctuary

Thunder Bay River Center.

Additionally, Besser Museum is working with members of the Saginaw Chippewa Indian Tribe, the Little Traverse Band of Odawa Indians, and the Sault Tribe of Chippewa Indians.

The Museum is also reaching out to local citizens to contribute pertinent content. We invite community members to ask questions, provide suggestions, and offer historical information, photos, and artifacts.

Giving Opportunities

The Besser Museum is providing TWO funding opportunities that allow you to leave a legacy, honor a loved one, or demonstrate your support and commitment to the community now and for generations to come. You can do this by choosing a **NAMING OPPORTUNITY** or by making a contribution to the **DONOR RECOGNITION WALL**.

Your generous support is pivotal. Together we can inspire curiosity, foster community pride, and cultivate personal legacy for generations to come. For more information contact Christine Witulski at cwitulski@bessermuseum.org.

Giving Opportunities		
Option # 1	Option #2	
Naming Opportunity (All Naming Opportunity Donors will also be listed on the Donor Recognition Wall according to their gift level.)	Donor Recognition Wall	
Legacy Donor Level \$100,000 +	Gift Amount	
NAMING AREA	GIFT AMOUNT	STATUS
<input checked="" type="checkbox"/> History Gallery Main Entrance	\$500,000	Reserved
<input checked="" type="checkbox"/> History Gallery Main Exit	\$400,000	Reserved
<input type="checkbox"/> Anishinaabe Exhibit	\$200,000	Available
<input type="checkbox"/> Thunder Bay River Exhibit	\$100,000	Available
<input type="checkbox"/> \$ _____		
Visionary Donor Level \$10,000 +	Gift Amount	
NAMING AREA	GIFT AMOUNT	STATUS
<input type="checkbox"/> Universe Exhibit	\$ 70,000	Available
<input type="checkbox"/> Timber Boom Exhibit	\$ 60,000	Available
<input type="checkbox"/> Industrial Revolution Exhibit	\$ 40,000	Available
<input checked="" type="checkbox"/> Fur Trading Exhibit	\$ 40,000	Reserved
<input type="checkbox"/> Great Lakes Exhibit	\$ 25,000	Available
<input type="checkbox"/> Ice Age Exhibit	\$ 25,000	Available
<input checked="" type="checkbox"/> Geology Exhibit	\$ 15,000	Reserved
<input type="checkbox"/> Farming Exhibit	\$ 15,000	Available
<input type="checkbox"/> Communities Exhibit	\$ 10,000	Available
<input type="checkbox"/> \$ _____		
Champion Donor Level \$5000 +	Gift Amount	
Name Recognized on Exhibit Donor Wall	<input type="checkbox"/> \$ _____	
Leader Donor Level \$1000 +	Gift Amount	
Name Recognized on Exhibit Donor Wall	<input type="checkbox"/> \$ _____	
Patron Donor Level \$500 +	Gift Amount	
Name Recognized on Exhibit Donor Wall	<input type="checkbox"/> \$ _____	
Friend Donor Level - All Gifts Under \$500	Gift Amount	
Gifts less than \$500 will be presented on a temporary donor recognition display in the new exhibit and on the museum website through 2025.	<input type="checkbox"/> \$ _____	

Methods of Donating

The Besser Museum is proud to have the Community Foundation for Northeast Michigan manage our Capital Campaign fund tax deductible donations and pledges for this project. This relationship ensures that your gift is managed with the professionalism your partnership deserves.

You can choose to make your donation payment all at once.

- OR -

You can choose to pay your donation in annual installments for 3 years.

CHECK Made Payable to:
Besser Museum
491 Johnson Street
Alpena, MI 49707

CHECK Made Payable to: CFNEM
MEMO: Besser Museum New Exhibit Fund
100 N. Ripley Street, Suite F
Alpena, MI 49707

CREDIT CARD
To donate using credit card call:
Besser Museum
989-356-2202

CREDIT CARD
To donate through CFNEM using credit card:
visit CFNEM.org and click on
Besser Museum New Exhibit Fund

**All gifts will help build the new, state-of-the-art
Discover Northeast Michigan History Exhibit
and are tax-deductible!**

TOGETHER WE CAN

INSPIRE CURIOSITY - FOSTER COMMUNITY PRIDE - CULTIVATE PERSONAL LEGACY

The Board of Trustees is proud and privileged to be part of the next step in the future of Besser Museum. This multi-dimensional, cutting-edge technology, hands-on exhibit will promote learning excitement for all. Once completed, the Discover Northeast Michigan History exhibit will enhance the Besser Museum experience for those who live and visit in Northeast Michigan. Please join us in making this project a reality.”

Michelle Miller
Board President