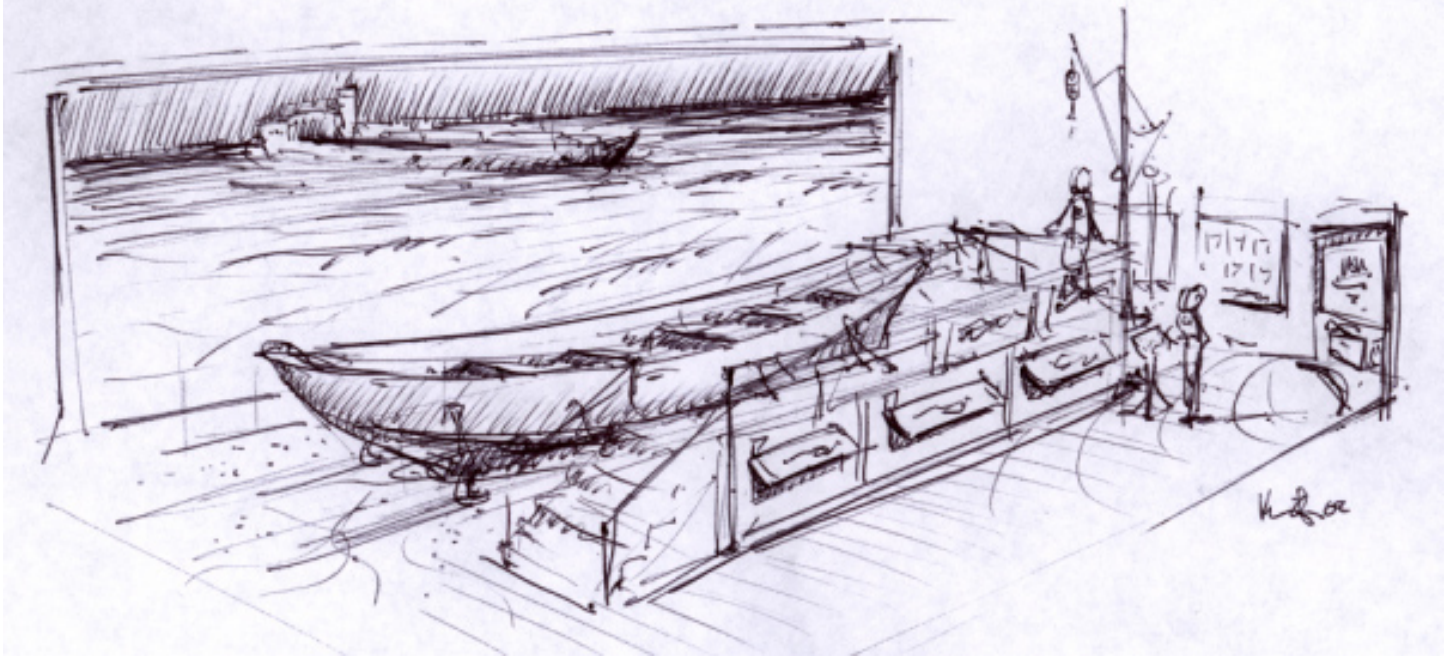


2. Project Design—“Rowing Them Safely Home: Shipwrecks and Lifesaving On the Great Lakes”



Concept Drawing for the Exhibit / Brian Alexander, exhibition designer/fabricator

Design / “Rowing Them Safely Home” has been designed to be an experience driven display, including the following components:

- The Francis lifesaving boat and support artifacts
- A multi-sensory “you are there” audio-visual backdrop for the storm and wreck
- A “launch site” context for the boat

Covering approximately 1,200 Sq. ft, the display is based on a system of display panels, which provide a front window and 3-panel display that wrap around the Francis boat (see concept drawing above). The panels are made of translucent Lexan and carry text and images relating to shipwreck and lifesaving history. One panel (approx. 26’ x 11’) is a large shipwreck image. The Lexan material allows diffused natural light to illuminate the images; additional artificial lighting adds a “special effects” visual experience at certain points along the narrative. An elevated boardwalk provides viewers with circulation and access alongside the boat, which rests on castors on a simulated beach. The designer-fabricator is Brian Alexander, an experienced Michigan exhibit builder and sculptor who specializes in metal and plastic material displays.

Project Activities / The project will consist of preparing and implementing the following artifacts, information, and activities that are associated with the display:

1. The restored Francis lifesaving boat, the “Gallinipper” (currently in storage).
2. “You Are There” computer presentation. The display will include an interactive electronic slide show based on the Society’s archival shipwreck images and with the theme “Dangers, Risks and Opportunities on the Great Lakes during the golden era of schooner and steamship travel”—with text.
3. “You Are There” voices—reporting of happenings at a shipwreck site by way of user-based IVR (Interactive Voice Response) System. (This component is being undertaken by Mr. Shaw’s English Composition class at Saugatuck High School.)
4. Related lifesaving and boat equipment (oars, life vests, ropes and etc.).

5. “The Francis boat restoration story”—with an IVR recording by the team of volunteers who worked 3-years on the research, documentation, and restoration of the craft.
6. Computer-based recording “Talkback” opportunity for visitors to register their information and thoughts on “risks and opportunities” during this lost age of Great Lakes travel.
7. A 3-fold (8.5x11”) information take-away pamphlet on the history of the Francis-Gallinipper boat.
8. Development of school curriculum “Shipwrecks and Lifesaving in the Saugatuck Area.” (for use by High School English Advance Placement Classes, 2009-2010), developed jointly by Dr. James Schmiechen, Museum Chair and Mr. Michael Shaw, Saugatuck High School teacher.
9. Specifications for seasonal maintenance logistics and schedule (provided by designer). Display and artifact upkeep to be maintained by SDHS.

Overall Goals and Desired Outcomes / The project activities above have been designed to fulfill the SDHS and Museum capacity building goals to engage a growing membership and develop deeper community understanding of coastal history and heritage tourism. Desired outcomes are as follows:

- *Educational Mission* / To more fully realize the potential and purpose of the Old School House property to advance the SDHS educational mission by using its largest and finest artifact, the Francis lifesaving boat, to engage a variety of audiences around the dangers and benefits of port-village life in the golden age of Great Lakes sail and steamship travel.
- *Economic Growth* /To serve as an economic development catalyst for Michigan’s and the Saugatuck-Douglas area’s critical tourism industry.
- *User Centered Feedback*: To continue building the local lifesaving story by engaging exhibit visitors in a web based ‘blog’ where they contribute new information.
- *User Interpretation: Talkback* / Encourage visitor thinking about historical change and “environmental time.” The display text/images/IVR “voices” will ask the visitor to consider situations relative to 19th century “risk decisions” about work, travel, and opportunities related to schooners and steamships. E.g., “Talkback” questions might include:
 - “Would you subject yourself to the risks of work as a deck hand on a dangerous wintertime steamship delivery of flour from Douglas to Chicago — for a trip wage that would support your family for one week?”
 - “How many hours did it take your steamboat to make the night voyage across the lake in average weather conditions from the port of Douglas to the Chicago fruit market in October of 1880?”
 - “Why is a storm environment on Lake Michigan often more dangerous than that on the Atlantic Ocean?”

Project Management, Process for Corrections and Adjustments throughout the Project /The Project Director and principal curator and writer, is James Schmiechen, Ph.D., historian, professor emeritus Central Michigan University, and Museum Chair. Grants Administrator is Fred Schmidt, SDHS staff, and Authorized Representative is Harold Thieda, SDHS President. Schmidt and Schmiechen have considerable experience in project-grant management, the latest being a 2007-2010 Preserve America grant. Mr. Schmidt will be responsible for monitoring, reporting and overseeing corrections and adjustments. Along with Dr. Schmiechen, Brian Alexander, the exhibit designer/fabricator, will be under contract for one year after display “opening” to monitor public use and access and undertake or recommend needed adjustments to the display.

Evaluation Process & Feedback / In addition to the above contractual agreements with Schmiechen and Alexander, the project will come under the SDHS established monthly review/reporting process by museum staff to Society’s Board of Directors (including financial monitoring and reporting by Stacy Honson, CPA, Treasurer)—during the time of its design/fabrication as well as from the time it is open to public access. The evaluation process includes the following reporting:

- Quantitative Data: The number of visitors, membership growth, and annual accounting on museum interest from the Saugatuck Area Business Association (SABA), *Qualitative date*: visitor evaluation via “Talkback” computer/voice recorder and an online “Shipwrecks discussion blog” on the SDHS website
- Maintenance and upkeep reporting, and
- In-house and external recommendations for improved public access and public interaction.

Plans to reach the intended audiences

- A projected audience (mixed ages) of 3,000+ visitors by second year of exhibition (based on recorded Museum exhibition attendance of 9,000 for its 2009 exhibition).
- Exhibition pamphlet—to introduce audience to the subject, with suggestions for further investigation.
- Reintroduction of SDHS book *Storm, Fire, and Ice. Shipwrecks of the Saugatuck Area*, by Jack Sheridan and Kit Lane (Saugatuck-Douglas Historical Society, originally published 2002) 72 pages, with index and 68 images.
- Classroom non-fiction writing/blog creation module: “Shipwrecks and Lifesaving: Creative writing about Storm, Fire, and Ice on the Great Lakes,” For select English Language and Composition classes, Saugatuck High School with emphasis on Advanced Placement (AP); Saugatuck Middle and High School, Mr. Michael Shaw, teacher. Fall term, 2010, in collaboration Dr. Schmiechen.
- Classroom museum visits (tours & talks), Douglas Elementary: all 3rd Grade Classes. Spring, 2011.
- “Tuesday Talks” (annual museum-based talks during July and August). “The History of Lifesaving on the Great Lakes,” Guest lecturer from the South Haven Maritime Museum.
- SDHS monthly lecture, June 2011: “The Francis Lifesaving Boat Restoration Project.” Speakers, Dave Mauger and Dick Lyon, leaders, restoration team.

3. Project Resources: Time, Personnel, Budget

- *Time allocated to complete project*: 1 year: September 1, 2010 - August 31, 2011
- *Personnel—key Staff*:
 James Schmiechen, project director, curator-writer
 Brian Alexander, designer-fabricator:
 Fred Schmidt, primary contact, grant administrator
 Michael Shaw, curriculum coordinator
 Jack Sheridan, digital image management
 Judy Hillman, exhibit design consultant
 Kristi Mueller, graphic designer

- *Budget allocation*

	Grant Funds	Cost Sharing	Total
Project Planning	\$6,000	\$6,000	\$12,000
Display Design	\$5,000	\$5,000	\$10,000
Story Creation	\$2,500	\$2,500	\$5,000
Display Fabrication	\$16,750	\$16,750	\$33,500
Story Panel Fabrication	\$8,500	\$8,500	\$17,000
Kiosk	\$1,750	\$1,750	\$3,500
Sign-In Display	\$500	\$500	\$1,000
Display Lighting	\$2,500	\$2,500	\$5,000
Display Installation	\$2,500	\$2,500	\$5,000
Story Content Installation	\$0	\$5,000	\$5,000
Brochure Creation	\$1,000	\$0	\$1,000
Docent Training	\$0	\$2,000	\$2,000
Feedback & Evaluation	\$0	\$2,000	\$2,000
TOTAL	\$47,000	\$55,000	\$102,000

Saugatuck-Douglas Historical Society

Budget Justification - Personnel

James Schmiechen, Ph.D., historian, professor emeritus Central Michigan University, and Museum Chair will serve as Project Director and principal curator and writer. He will be responsible for the overall direction of the project, Story Creation and, along with Brian Alexander, he will be responsible for Project Planning.

Brian Alexander, the exhibit designer/fabricator, will be responsible for the Display Design as well as overseeing the Display and Story Panels Fabrication.

Judy Hillman, Howard R. and Margaret E. Sluyter Associate Professor of Art and Design at Hope College will work with Dr. Schmiechen on text and image display for maximum visual impact.

Budget Justification – Supplies & Materials and Services

Period Boardwalk Display

Primary material is saw milled (rough sawn) true dimension lumber in the piling/planking style of typical great lakes docks. Local hardwoods will be used throughout supplemented with commercial timbers where applicable. All metal hardware and detailing will be cut by a computer controlled plasma cutting system from cold rolled mild steel and finished in a powder coated "veined" material which imitates the corrosion found on marine hardware yet provides long term protection on each component. Hands on artifacts includes; buoy rigging, cleats, chain, and 2" sisal rope.

Period Dry Dock Display

Primary material is saw milled (rough sawn) true dimension lumber in a seasonal dry dock form. The launch timbers are debarked local pines which are inset to the beach. Local hardwoods will be used throughout supplemented with commercial timbers where applicable. All metal hardware and detailing will be cut by a computer controlled plasma cutting system from cold rolled mild steel and finished in a powder coated "veined" material which imitates the corrosion found on marine hardware yet provides long term protection on each component.

Lake Panorama Panel, Shipwreck Narrative Panels, Artifact Display Cases, and Call-Out Panels

Primary material is inkjet vinyl over 0.25" P95 acrylic panels. All panels will have a steel support structure to maintain alignment and integrity and interface to the wall. Edges will be radius and Scotchbrite finish with pet U channel edging where needed. The artifact cases will follow the same construction with the exception of using tempered glass fronts and sides and low voltage DC interior lighting. All metal to be finished in IF59110 textured off white.

Kiosk and Sign-In Display

Primary material is mild tubular steel finished in IF59110 textured off white. Side and flat panels will be 0.25" P95 acrylic with stainless countersunk fasteners throughout. Perforated stainless will be used to allow air circulation for enclosed hardware, all edges to be grommeted for cable pass through.

Lighting

Altman fixtures will be used on the panorama image and the lifeboat itself for flexibility and flagging control. Par20 fixed location fixtures will be used on the panel displays and to highlight the dry dock and boardwalk displays. LVDC lighting will be used to edge light the artifact cases.

Display Installation

The displays will be completed and pre-fit in the final fabrication stage. All components will be broken down as needed for transport and final assembly completed on site. All temporary scaffolding and installation rigging will be rented through 3rd party suppliers on an as needed basis.

Story Content Installation

Story content installation will be completed by Society volunteers who have had experience with similar projects at the outdoor learning stations at the museum as well as that annual indoor museum exhibits.

Brochure Creation

Brochure design will be completed by the Society's graphic designer and printed by a local print house. The budget is based on similar brochures prepared for the annual museum exhibits, capital campaigns and membership drives.

Docent Training

Docent training will be led by the Society's volunteer docent trainer who annually trains over 50 docents that staff the Museum daily from Memorial Day through Labor Day and on weekends during September and October.

Feedback & Evaluation

Similarly, feedback and evaluation will be conducted by the docent trainer and his team of docents prior to and following completion of the project.