

Saugatuck-Douglas Historical Society
PROJECT PROPOSAL

Submission date: January 16, 2009
April 20, 2009 Revised

Project Title: Big Pavilion Book

Project Leader: Ken Carls (with Kit Lane)
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Project Start Date: January 17, 2009
Project End Date: May 23, 2009

Brief Project Description: In connection with this year's Museum exhibition and in keeping with the SDHS 2009-2010 theme "Leisure in Saugatuck-Douglas," the project consists of publishing a book on Saugatuck's most famous and beloved building, the Big Pavilion, "The Brightest Spot on the Great Lakes," which in many ways from its construction in 1909 to its demise by fire in 1960 symbolized leisure and put Saugatuck on the map. Thus, the Big Pavilion is arguably the most socially/culturally important structure in the town. The centerpiece of the exhibit will be a 3-D model of the Big Pavilion.

The book will be modest in scale (8.5x11, approx. 48 pages + cover). Project goals are as follows:

- 1) to maintain our award-winning publication program, which has distinguished the SDHS statewide as a leader in building Michigan's historical record;
- 2) to provide historical documentation that lives on after the exhibit closes;
- 3) to produce a book with popular appeal that can attract underwriting and grant funding
- 4) to earn sales revenues sufficient to restore health to the Publications Fund.

BUDGET SUMMARY

Revenue:	Projected 2009 Book Sales:		
	Hard Cover	50 copies @ \$75	\$3,750
	Soft Cover	100 copies @ \$18	<u>\$1,800</u>
	Total Projected 2009 Sales		<u>\$5,550</u>

Expenses:	Authorship	Kit Lane	<i>In-Kind</i>
	Image Preparation	Jack Sheridan	<i>In-Kind</i>
	Book Design	Ken Carls	<i>In-Kind</i>
	Printing	750 copies (unit cost = \$4)	\$3,000
	Hard Cover Binding	50 copies @ \$30 (on demand)	<u>\$1,500</u>
	Total Expenses		<u>\$4,500</u>

Net:	(2009 Payback Upfront Print Loan)		(\$3,000)
	2009 Increase to Publication Fund		\$1,050
	2009 Increase in Inventory	600 unsold copies @ \$4	\$2,400
	Future Increase to Publications Fund	600 copies @ \$18	<u>\$10,800</u>

Brief Description of Space/Facilities Needs: We will use our regular distribution channels: Books will be sold at the Museum Shop, at the OSH, local retail shops, and through our distributor, Wayne State University Press.

Brief Description of Equipment Needs: None.

Brief Description of Other Needs: ISBN number

Names of Project Work Team: CONFIRMED: Kit Lane (Author), Jim Schmiechen (Exhibit Curator), Jack Sheridan (Image Technology), Ken Carls (Design)
(incl. staff, volunteers & duties) PROPOSED: Bill Hess (Marketing/PR), Steve Hutchins (Merchandising), Harold Thieda (WSUP Liaison)