

Museum at Portland Head Light
Board of Directors Meeting
Monday, July 12, 2010
7:00 p.m.
Cape Elizabeth Town Hall

1. Review of Financial Results for Fiscal Year 2010
2. Request from Fort Williams Charitable Foundation to Contribute to Battery Blair Study

**Museum at Portland Head Light
Revenue Since Inception of Project**

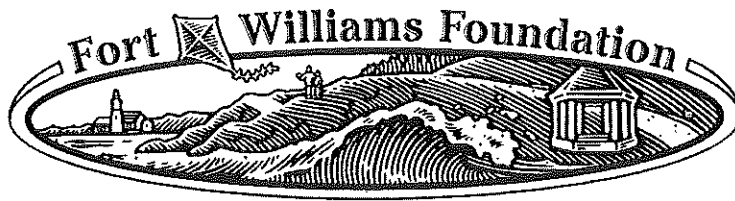
Revenue	FY 2000		FY 2001		FY 2002		FY 2003		FY 2004		FY 2005		FY 2006		FY 2007		FY 2008		FY 2009		FY 2010		Total Since FY 1992	
	Actual		Actual		Actual		Actual		Actual		Actual		Actual		Actual		Actual		Actual		Actual			
Museum Admissions	\$ 39,940		\$ 41,339		\$ 43,529		\$ 41,826		\$ 40,943		\$ 35,756		\$ 36,893		\$ 36,268		\$ 38,342		\$ 39,685		\$ 45,507		\$ 663,831	
Shop Sales	\$ 465,949		\$ 497,669		\$ 484,516		\$ 506,042		\$ 501,905		\$ 467,794		\$ 460,558		\$ 479,987		\$ 508,334		\$ 458,200		\$ 501,919		\$ 7,251,101	
Other	\$ 2,778		\$ 3,122		\$ 3,203		\$ 2,800		\$ 4,937		\$ 1,793		\$ 2,122		\$ 2,035		\$ 2,033		\$ 4,548		\$ 2,022		\$ 38,551	
Apartment Rental																						\$ 68,150		
	\$ 508,667		\$ 542,130		\$ 531,248		\$ 550,668		\$ 547,785		\$ 505,343		\$ 499,573		\$ 518,290		\$ 548,709		\$ 502,433		\$ 549,448		\$ 8,021,633	
Expenditures																								
Gift Shop Costs	\$ 260,992		\$ 269,883		\$ 267,203		\$ 273,068		\$ 267,120		\$ 258,918		\$ 274,094		\$ 252,738		\$ 270,131		\$ 238,983		\$ 264,955		\$ 3,971,447	
Operations	\$ 140,069		\$ 147,883		\$ 100,581		\$ 128,680		\$ 176,290		\$ 149,771		\$ 195,216		\$ 198,167		\$ 215,494		\$ 254,971		\$ 239,260		\$ 2,503,270	
Projects	\$ 157,946						\$ 10,416		\$ -		\$ 230,767				\$ -		\$ 166,500		\$ 160,000				\$ 862,203	
Debt Service	\$ 38,846		\$ 38,605		\$ 40,585		\$ 38,548		\$ 2,935						\$ -								\$ 396,147	
Net Before Projects	\$ 597,853		\$ 456,371		\$ 408,369		\$ 450,712		\$ 446,345		\$ 639,456		\$ 469,310		\$ 450,905		\$ 652,125		\$ 653,954		\$ 504,215		\$ 7,733,067	
Net to Fund Balance	\$ 68,760		\$ 85,759		\$ 122,879		\$ 110,372		\$ 101,440		\$ 96,654		\$ 30,263		\$ 67,385		\$ 63,084		\$ 8,479		\$ 45,233		\$ 1,105,536	
Fund Balance	\$ (89,186)		\$ 85,759		\$ 122,879		\$ 99,956		\$ 101,440		\$ (134,113)		\$ 30,263		\$ 67,385		\$ (103,416)		\$ (151,521)		\$ 45,233		\$ 243,333	
Gift Sales as % of Cost	178.53%		184.40%		181.33%		185.32%		187.89%		180.67%		168.03%		189.91%		188.18%		191.73%		189.44%			

Rev #	Revenue Name	MTD Receipts	YTD Receipts	Est'd Rcpts	Adjustments	Adopted Rev	Bal of Est	% Coll'd
Fund	70							
R0555	PHL DONATIONS	65.00	825.00	1200.00	.00	1200.00	375.00	68.75%
R0556	PHL ADMISSIONS	6380.00	45507.40	40000.00	.00	40000.00	-5507.40	113.77%
R0557	PHL GIFT SHOP SALES	66295.31	501919.13	490000.00	.00	490000.00	-11919.13	102.43%
R0558	PHL BINOCULAR REVENUE	.00	874.11	1200.00	.00	1200.00	325.89	72.84%
R0560	PHL INTEREST	.00	.00	.00	.00	.00	.00	
R0561	PHL-NON-TAXABLE SALES	322.50	322.50	.00	.00	.00	-322.50	
Fund	70 Totals	73062.81	549448.14	532400.00	.00	532400.00	-17048.14	103.20%
GRAND TOTALS		73062.81	549448.14	532400.00	.00	532400.00	-17048.14	103.20%

Revenues Added to Adjusted

Dept Description	----- Appropriations -----			----- Expended -----			Unencumb Balance	--- \$ Expended ---		
	Initial	Adjusted	Corrected	Encumb	A/P	Paid		Last Yr	Yr Bef	%Enc
Department 0870 PORTLAND HEAD LIGHT										
1001 FULL TIME PAYROLL	64585.00	.00	64585.00	.00	.00	64563.21	21.79	60919.60	60716.80	100
1002 PART TIME PAYROLL	53315.00	.00	53315.00	.00	.00	52658.31	656.69	47696.50	46699.08	99
1020 SOCIAL SECURITY	9020.00	.00	9020.00	.00	.00	8523.50	496.50	8831.72	7615.62	95
1023 ICMA 401A RETIREME	6200.00	.00	6200.00	.00	.00	6200.00	.00	6180.00	5941.00	100
1024 UNUM DISABILITY PL	.00	.00	.00	.00	.00	.00	.00	.00	.00	0
1025 HEALTH INSURANCE	15000.00	.00	15000.00	.00	.00	15000.00	.00	15000.00	15000.00	100
2001 TELEPHONE	3500.00	.00	3500.00	.00	.00	3952.28	-452.28	3552.03	3345.73	113
2002 POWER	3500.00	.00	3500.00	.00	.00	3022.47	477.53	3085.33	3167.04	86
2004 PRINTING AND ADVER	10500.00	.00	10500.00	.00	.00	5349.12	5150.88	11120.11	5440.95	51
2005 POSTAGE	300.00	.00	300.00	.00	.00	78.10	221.90	87.87	41.00	26
2006 TRAVEL/MEETINGS	200.00	.00	200.00	.00	.00	.00	200.00	.00	.00	0
2007 DUES AND MEMBERSHI	800.00	.00	800.00	.00	.00	660.00	140.00	310.00	755.00	83
2008 TRAINING	3250.00	.00	3250.00	.00	.00	3625.48	-375.48	3368.94	2752.68	112
2009 CONFERENCES AND ME	200.00	.00	200.00	.00	.00	.00	200.00	.00	.00	0
2010 PROFESSIONAL SERVI	1000.00	.00	1000.00	.00	.00	1025.00	-25.00	1741.70	1301.65	103
2013 COLLECTIONS	1500.00	.00	1500.00	.00	.00	.00	1500.00	.00	.00	0
2014 RESEARCH & DEVELOP	150.00	.00	150.00	.00	.00	.00	150.00	.00	.00	0
2034 OFFICE EQUIPMENT	1000.00	.00	1000.00	.00	.00	224.96	775.04	950.31	1420.38	23
2035 BUILDING MAINTENAN	10000.00	.00	10000.00	.00	.00	7152.11	2847.89	5917.42	9817.70	72
2036 GROUNDS MAINTENANC	30000.00	.00	30000.00	.00	.00	28564.38	1435.62	32928.45	27850.95	95
2062 CONTINGENCY	1000.00	.00	1000.00	.00	.00	.00	1000.00	.00	.00	0
2063 ALARM SERVICE	500.00	.00	500.00	.00	.00	.00	500.00	.00	.00	0
2089 INSURANCE	3800.00	.00	3800.00	.00	.00	3309.00	491.00	3558.08	3284.00	87
3001 OFFICE SUPPLIES	600.00	.00	600.00	.00	.00	387.02	212.98	332.38	358.05	65
3003 HEAT	3000.00	.00	3000.00	.00	.00	3211.44	-211.44	5240.61	3911.30	107
3006 MISCELLANEOUS SUPP	100.00	.00	100.00	.00	.00	.00	100.00	.00	.00	0
3007 CLEANING SUPPLIES	200.00	.00	200.00	.00	.00	71.27	128.73	117.87	95.19	36
3020 BOOKS	200.00	.00	200.00	.00	.00	.00	200.00	.00	47.25	0
3022 AUDIO VISUAL MATER	500.00	.00	500.00	.00	.00	.00	500.00	.00	.00	0
4001 OUTLAY	20000.00	.00	20000.00	.00	.00	15825.15	4174.85	19812.07	.00	79
4002 MUSEUM DEVELOPMENT	6000.00	.00	6000.00	.00	.00	709.40	5290.60	1031.73	8671.44	12
4006 LANDSCAPE DESIGN P	.00	.00	.00	.00	.00	.00	.00	35000.00	.00	0
4010 GIFT SHOP COSTS	265000.00	.00	265000.00	.00	11.42	264955.78	32.80	254970.00	270131.40	100
6010 TOWN GENERAL FUND	15147.00	.00	15147.00	.00	.00	15147.00	.00	7200.00	7261.00	100
Department 0870 Totals	530067.00	0.00	530067.00	0.00	11.42	504214.98	25840.60	528952.72	485625.21	95
GRAND TOTALS	530067.00	0.00	530067.00	0.00	11.42	504214.98	25840.60	528952.72	485625.21	95

 REPORT COMPLETE



May 23, 2010

To: Cape Elizabeth Town Council

I am writing to tell you about an exciting project that the Fort Williams Charitable Foundation and the Fort Williams Advisory Commission are undertaking together.

The Advisory Commission proposes conducting an engineering planning study to determine the underlying condition and the feasibility of uncovering Battery Blair. The planning study would be the first step to a much broader project that would eventually involve excavating the site, creating historical displays and restoring public access to portions of the fortification. I have enclosed a background piece on the history of Battery Blair.

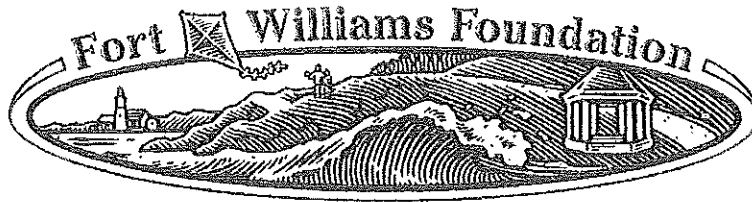
The estimated cost of the study is \$37,000 and the Fort Williams Charitable Foundation has pledged \$18,000 in support of the study if the remaining funds can be raised from the greater Fort Williams and Cape Elizabeth community. With this support we can make the first phase of the project a reality and take the next step to give visitors to the Park a historical experience that presently only exists in books and pictures.

The FWCF is requesting a gift of \$10,000 from the Portland Head Light Fund to make the engineering feasibility study possible. We are most grateful for your consideration.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Carol Fritz", written in a cursive style.

Carol Fritz
President



Battery Blair at Fort Williams Park

When President George Washington commissioned building Portland Headlight in 1793, little did the farmers, fishermen, sea captains and other early settlers dream of the park that would surround the light more than 200 years later. Today's Fort Williams Park was an important military facility for the defense of Portland Harbor through two world wars.

The Town of Cape Elizabeth purchased Fort Williams in 1965, but with limited funds to invest in the Fort, it lay dormant for 10 years. However, in 1975 a major sewer project generated a huge amount of fill that the Town government used to build roads and playing fields in the Park, and cover the gun batteries along the shoreline. Two of the batteries were covered completely but Battery Blair's north gun emplacement was left uncovered. To celebrate the 100th anniversary of the 1899 naming of Fort Williams, the FWAC and a volunteer committee raised funds to turn this one exposed platform into an interpretive center. Located just behind Portland Head Light, Battery Blair is now one of the most visited areas in the Park.

For the past two years the Fort Williams Advisory Commission (FWAC) has been studying the existing infrastructure in Fort Williams Park. As part of that process they looked at the remaining gun batteries for potential improvements and restoration. After careful review of these batteries, they decided that Battery Blair had the best potential for restoration.

In 2009 the Fort Williams Advisory Commission created the Battery Blair Committee to study the feasibility of removing a portion of the earth cover from the battery and using it as a location to present the history of the battery. In the 35 years since the batteries were buried, there has been a growing belief that the Park's rich history, especially military history, is important and that educating the public on the importance of preservation and interpretation of historical areas is critical.

The Commission believes that Battery Blair is a unique structure worthy of deeper study for restoration. The rehabilitation of Battery Blair would enhance the military history of the Fort and it would be a strong partner with the Portland Head Light Museum and its focus on the history of the lighthouse.



Fort Williams Park Projects: Arboretum and Battery Blair

History & Overview

A “Uniquely Maine” Place

Fort Williams Park is a treasured oceanfront park with matchless scenic, natural and historic qualities. Its features include rocky coastline and a beach, sports areas and open fields, a pond, woodlands, various historic structures, and of course the Portland Head Lighthouse.

Since 1963, the town of Cape Elizabeth has maintained the Fort as a public park, athletic fields, and venue for community events. It attracts hundreds of thousands of visitors each year – everyone from neighbors walking their dogs, to busloads of foreign tourists, runners in the Beach to Beacon 10K road race, kite flyers, school sports teams, locals’ friends and family from away, and more.

Working Together for the Future

The *Town Council* appoints concerned citizens to a group called the *Fort Williams Advisory Commission* to make recommendations – based on the Master Plan – regarding the Town’s operation, preservation and improvement priorities. The Advisory Commission does not raise money, but plays a key decision-making role.

The Fort Williams Charitable Foundation, with nonprofit 501(c)(3) status, focuses on raising private funds for projects that preserve and improve the Park. The Foundation functions as a community-supported “Friends of the Fort” group; it currently has two priorities for fundraising:

- The *Arboretum at Fort Williams Park* is a recently-formed, volunteer-staffed project which is dedicated to creating an arboretum with environmental, recreational, and educational goals.
- The *Battery Blair* project team will determine the cost and feasibility of uncovering part of the most visible gun emplacement and developing it as a historical interpretive center.

Progress to Date

- The *Arboretum* project has received \$_____ in cash donations, \$_____ in pledges, and \$_____ in in-kind donations, against a first-phase project plan and budget that expects to raise \$350,000 by 12/31/2010. Overall, the project is likely to cost \$3 million or more.
- The *Battery Blair* project has received \$_____ in cash donations and \$_____ in pledges, which will pay for a \$36,600 feasibility study.
- Both projects have approvals from the Town Council, Planning Commission, Fort Williams Advisory Commission, and Fort Williams Foundation. Both have also won the support of some key members of the community, including Joan Benoit-Samuels (Arboretum).

The Arboretum Project's Mission and Goals

Mission Statement

The Arboretum at Fort Williams Park will enhance and preserve the beauty of Cape Elizabeth's historic site by using primarily native and non-invasive plantings. As a legacy for future generations, the Arboretum will inspire, educate and be a continual reminder of the importance of the natural world in our everyday lives.

Goals

Environment: Create native/ sustainable landscapes

Impenetrable thickets of invasive plant species, which are currently destroying the park's natural ecosystem, will be cleared away and replaced with mostly native trees, shrubs and groundcovers. Future generations will enjoy a healthy, beautiful, and accessible setting that showcases the unique natural and historical environment of coastal northern New England.

Recreation: Enhance access, safety, and views

Spaces, pathways and a perimeter trail will be designed and cared for in a way that enhances both ocean and woodland views and encourages visitors to experience all of the park's diverse environments. In support of the "Take It Outside" initiative, an improved landscape will encourage a wide range of outdoor recreation activities.

Education: Inform visitors about the natural world

This project will teach through example as well as educational programs. The Arboretum will serve as a model for implementing the Environmental Literacy Plan project, supporting the "No Child Left Inside" Act of 2009. Students, homeowners, landscapers and other groups will learn why and how to use sustainable landscape practices in a shore land environment, control invasive species, incorporate edible crops into a landscape, and attract birds and other beneficial wildlife.

The Plan

A respected local landscape architect, Mitchell & Associates, donated considerable time and expertise to develop a conceptual master plan (following page) and an initial plan for the first, highly visible site (B) in the Cliff Walk area. Clearing and surveying is scheduled for the fall of 2010, final designs will be drawn up during the winter, and construction will begin in the spring of 2011.

Ongoing fundraising for subsequent sites will leverage visible progress, site events, and volunteer involvement. Expanding community support and obtaining sponsorships from well-known Maine individuals, families and companies will all be critical to the project's success.

Master Plan of the Arboretum Site

DRAFT

Arboretum Project Steering Committee

Advisory Committee

Battery Blair Mission & Study Goals

We propose to uncover, restore, and interpret part of Battery Blair at Fort Williams Park in Cape Elizabeth, Maine. The project will create new exhibits to complement the Portland Head Light Museum, which focuses on the lighthouse, fort and maritime history of the region.

Battery Blair is one of a series of well-preserved historic coastal defense batteries in the Park. Completed in 1903 as part of a complex coastal defense network protecting Casco Bay and Portland Harbor, Battery Blair was equipped with two 12-inch guns on disappearing carriages. Cape Elizabeth purchased the fort in 1964, and in 1975 the gun batteries were buried. Part of the upper level of Battery Blair was left exposed, and in 1999, interpretive signs were installed.

The partial exposure of one gun emplacement at Battery Blair does not reveal the true scale, function, and majesty of the coastal defense installations at the fort. Since few of the many original fort structures still exist, it is impossible to fully understand its historic significance.

Photo

We are seeking \$36,600 for a detailed feasibility study, which is the critical first step toward revealing and interpreting Battery Blair's historic artifacts and areas, as well as its role in the region's coastal defense system. Walking tours and public access facilities are also planned. The feasibility study will accomplish the following:

- Investigate and document the current condition of the Battery.
- Research best preservation practices.
- Determine the scope and cost of repairs and restoration.
- Develop conceptual designs and determine the cost of site improvements.
- Develop and prioritize interpretive themes, stories, displays, and exhibits.
- Investigate the possibility of creating a replica of a disappearing gun.
- Develop a phased, cost-effective budget and schedule for the project.
- Explore possibilities for initial and long-term funding for both construction and operations.
- Establish a process for documenting the project in conformance with the requirements of the Historic American Engineering Record.

Fort Williams Foundation Board Members

Scope of Impact & Demographics

Based on tour information and a Greater Portland Council of Governments traffic study, we have estimated that **people visit Fort Williams Park approximately 750,000 times annually.**

Visitors include cruise ship and tour bus/trolley passengers; individual tourists from all over the world, the U.S. and Maine; student and university groups; sports teams and recreational clubs; residents of the surrounding Portland area and their guests from away; cyclists, runners and other athletes. As mentioned, the park hosts events such as the Beach to Beacon 10K road race, art shows and family fairs, and other gatherings.

An Arboretum will attract tourists with horticultural interests who might not otherwise visit the park. These visitors are very likely to explore the garden sites, and linger there. We hope that, by showcasing environmentally sound horticultural practices in the Arboretum, this project will affect what people do in hundreds of thousands of back yards and public spaces around the world.

Information-rich historical features such as a redeveloped Battery Blair may also attract additional tourists to the park.

Our Requests/Your Benefits

1. A Full-Page Ad in the September 2010 Issue & on the Down East web site

Placed in proximity to your September lighthouse feature, a full-page ad outlining the Fort Williams Charitable Foundation's mission, goals and projects – and announcing Down East magazine's support – would help publicize the projects and the magazine's participation in them.

2. Cliffside Landscape Sponsorship

Our landscape sponsors agree to fund two thirds of the estimated cost to construct one of the sites (shown in green, prior page) on the Arboretum Master Plan. Your gift of \$200,000 would cover:

- Excluding invasive plants within the Cliffside Landscape site
- Designing the space for optimum use, including pathways, walls, sitting areas etc.
- Establishing and maintaining a tree canopy, shrub layer, and/or ground covers

3. Your Benefits

In return for this very generous gift, we agree to:

- Include Down East Magazine in the name of the site
- Affix a bronze name plaque to a boulder at a prominent location in the site
- Include your name on any central sponsor-recognition installation at the park
- Use your name in Arboretum brochures, maps and other promotional materials for 10 years

For the highly visible, scenic, steeply sloped and severely infested first site (which includes part of the popular Cliff Walk), estimated total expenses are over \$300,000. A \$200,000 sponsorship could mean that park visitors would see the Down East Magazine name 7.5 million times over the 10-year time period – on signs at the park, on event materials, on trail maps, and in advertising.

In addition, postcards including the Down East name could be produced and distributed throughout southern Maine. Our web site, www.fortwilliams.org, will be comprehensively updated in the near future, and a hot link to Down East's site could be easily accommodated as well.

Down East magazine's employees may wish to participate by:

- Designing brochures, maps, invitations, postcards and other promotional items
- Organizing the "Down East Magazine Cliffside Landscape" grand opening event in 2011
- Assisting with fundraising and other volunteer activities
- Supporting the Battery Blair project

Repeated associations with an environmental project dedicated to preserving a uniquely Maine landscape would solidify and perpetuate Down East Magazine's identity as THE publication representing Maine to the world.

Please join us in this effort!

Attachments:

1. Copy of IRS 501(c)(3) letter
2. Sponsorship Levels

DRAFT