

HERITAGE

EVENTS SERIES

2015

ANNUAL REPORT

PRESENTED BY

STAFF OF THE

WyANDOTTE MUSEUMS

2610 BIDDLE AVENUE • WYANDOTTE • MICHIGAN • 48192

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2015 HERITAGE EVENT SERIES ANNUAL REPORT

OVERVIEW

Organized by the Wyandotte Museums through the Wyandotte Cultural and Historical Commission, the Museums' Heritage Event Series (HES) is a yearlong celebration of the culture and history of the City of Wyandotte.

Special event programs occur from April to December and offer a broad range of activities that appeal to a variety of audience demographics. This multiple event concept allows the Museums to expand program offerings beyond the expected history lecture format, and provide quality educational and entertainment value for Wyandotte families. Additionally, in our current economic climate, low to no-cost programs provide an important cultural resource for those seeking a local outlet.

We are proud to feature the Wyandotte Museums Cultural Center as a historic showpiece representing Wyandotte's unique and diverse past. The increased foot traffic afforded by HES events gives more of our citizens an opportunity to visit, enjoy and learn about our community heritage with frequent, diverse, and quality offerings.

The Heritage Event Series allows for freedom in taking advantage of different and exciting opportunities to expand our volunteer base and local audience. The Museum is further able to engage in cultural and tourism marketing opportunities that highlight the city and our many public event offerings, working with other city departments, commissions, and business organizations.

The Museums Cultural Center is the northern gateway to the Downtown Business District. Aesthetically appealing and vibrantly active, the grounds serves as a welcoming ambassador to the many exciting shopping, dining, and entertainment opportunities in the Downtown area. In addition, the special event programming and services we offer add not only to the quality of life for all citizens in and around our city, but add significantly to the arts and cultural tourism and economic revenue generation in the city.

This report was developed to evaluate the 2015 program offerings to determine the attendance, cost efficiency, and effectiveness as pertains to our mission statement. For evaluation purposes, we will use the finance reports in addition to post-mortem event analysis and visitor feedback to create a comprehensive document to be presented at the February 2016 Wyandotte Cultural and Historical Commission and April 2016 City Council meetings.

MISSION STATEMENT

The Wyandotte Museums are dedicated to inspiring and fostering public awareness, interest, understanding and appreciation of the unique history of the city of Wyandotte and its relationship to the Downriver region.

The Museums preserve our mutual heritage through its historic buildings, collections, archives, publications, exhibits, programs and special events using our shared past as a foundation for the future!



2015 HERITAGE EVENT SERIES

Schedule of Events

Local Artist Show	April 11 and 12 Saturday and Sunday
Spring Citywide Garage Sale	May 16 and 17 Saturday and Sunday
Munckin Market Mom2Mom Sale	June 20 Saturday
Y & ● Stars Annual Home Classic Tournament	August 29 Saturday
Fall Citywide Garage Sale	September 12 and 13 Saturday and Sunday
Historic Cemetery Walk	October 9 and 10 Friday and Saturday
Hallowe'en Open House	October 16 Friday (3rd Friday)
Fall Antiques Appraisal Clinic	November 7 Saturday
Christmas Open House	December 18 and 19 Friday (3rd Friday) and Saturday

Marketing

Marketing strategy for HES follows a diverse, low cost approach that takes advantage of in-house graphic design, in addition to local print and digital media resources.

Increased marketing efforts have resulted in increased event attendance and revenue generation since 2010. HES events marketing strategy is driven by brand building, public awareness, and revenue generation, and follows a diverse, low cost approach that takes advantage of in-house graphic design in addition to local print and digital media resources. Marketing pieces featuring the 2015 Heritage Event Series and general coverage consisted of the following far reaching and impactful outlets and formats:

- HES yearlong event poster
- HES individual event poster
- HES yearlong event postcard
- Event press releases to local newspapers
 - *Primary coverage in print via The News Herald*

- Social media in the form of the Museums Facebook and Twitter pages.
 - *Additionally, the City of Wyandotte and Downtown Development Authority social media updates*
- Verbal and written promotion at City Council meetings
- Wyandotte Museums web site (www.wyandottemuseums.org)
- Wyandotte Historical Society Newsletter
- City of Wyandotte web site (www.wyandotte.net)
- City of Wyandotte e-newsblast
- City of Wyandotte quarterly e-newsletter
- City of Wyandotte Special Events pocket calendar
- City of Wyandotte Special Events wall calendar
- City of Wyandotte electronic digital billboards
 - *Fort Street and Eureka Avenue, Eureka Avenue and Third Street*
- City of Wyandotte cable channels
- Web site event listings:
 - *Metrotimes, Free Press, Pure Michigan, Detroit News, Wyandotte Patch.*

A Word on Social Media. . .

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate or institutional message spreads from user to user. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Through social networking sites, organizations can have conversations and interactions with individual followers. This personal interaction instills a feeling of loyalty into followers and potential patrons. Also, by choosing whom to follow on these sites, messages can reach a very narrow target audience.

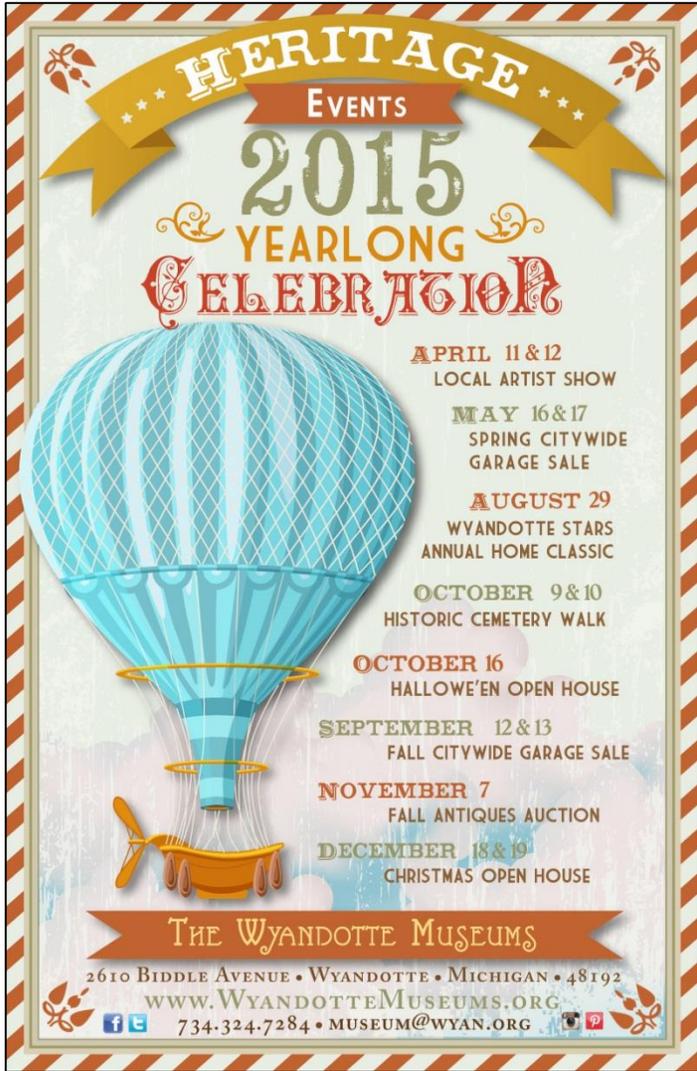
Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Since 2010, social media has become a useful and cost-effective way to market events, news and other information. The Facebook page for the Museum has accumulated the following statistics:

- 1,638 likes (increase of 168 or 11%)
- Highest demographic: Female, aged 35-44 (20%)
- 16% of fans from Wyandotte (decrease of 19%)

Facebook user comments left by 'fans' have consisted of the following:

- *"My Daughter Jen and her husband Jerry got married at the museum one Snowy December day. It was like a fairy tale."* November 24, 2015
- *"Wyandotte is a remarkable town. Glad I lived there for many years, glad I went to high school there."* April 3, 2015
- *"Thoroughly enjoyed the museum tonight! Christmas Carols by the fireside were my favorite part. The museum itself is absolutely immaculate, and the decorations set a whimsical tone throughout. Thank you for a wonderfully festive evening! ☺"* December 19, 2014, Christmas Open House
- *"Greatly enjoyed my tour yesterday!"* October 31, 2014
- *"We had fun (as usual ☺). I especially LOVED the attic. Great job guys. Missed the ghost lady & her boy tho lol."* October 17, 2014, Hallowe'en Open House
- *"Had a blast! Thank you for another great event!"* August 23, 2014, Y & ● Stars Annual Home Classic
- *"A great time to shop for spectacular items and deals!"* April 16, 2014, Spring Citywide Garage Sale
- *"This is Great!!!! I can't make it – but I was glad I happen to [be] there last August 2013 and the team was playing a game at the Hallow grounds at the Tiger Stadium site – that was cool!"* February 26, 2014
- *"What a fun time! Thank you for a fun afternoon! ☺"* December 21, 2013, Christmas Open House
- *"This is a fabulous museum! I highly recommend that people go see this fabulous mansion."* December 19, 2013
- *"Thank you so much for another well run, educational and fun event. I had a blast."* October 25, 2013, Hallowe'en Open House



Left: The 2015 Heritage Event Series yearlong poster. This marketing piece was in the windows of several storefronts for the majority of the 2015 season. In addition to this overview listing, most individual events have their own poster with event specific information. These individual event posters utilized the framing element (header and footer graphics and boxes) of the poster at left to maintain branding and consistency in all print materials.

Below & Right: HES 2015 glossy, double sided postcard, front and back. 5,000 of these postcards were printed and distributed at City and Museum events, as well as local businesses, throughout the year.



Below: HES 2015 City of Wyandotte Special Event Calendar sample pages. This includes the yearlong event listing, featured as the month of February, as well as individual months for Hallowe'en and Holiday programming, October and December respectively.

HERITAGE EVENTS
2015 YEARLONG CELEBRATION

APRIL 11 & 12
LOCAL ARTIST SHOW

MAY 16 & 17
SPRING CITYWIDE GARAGE SALE

AUGUST 29
WYANDOTTE STARS ANNUAL HOME CLASSIC

SEPTEMBER 12 & 13
FALL CITYWIDE GARAGE SALE

OCTOBER 9 & 10
HISTORIC CEMETERY WALK

OCTOBER 16
HALLOWE'EN OPEN HOUSE

NOVEMBER 7
FALL ANTIQUES EVENT

DECEMBER 18 & 19
CHRISTMAS OPEN HOUSE

The Wyandotte Museums
 www.WyandotteMuseums.org 734-324-7284
 2610 BIDDLE AVENUE • WYANDOTTE • MICHIGAN • 48192

WYANDOTTE MUSEUMS HERITAGE EVENTS 2015

CEMETERY WALK
 Friday, October 9th
 Saturday, October 10th
Best of Wyandotte - Historic Homes

HALLOWE'EN OPEN HOUSE
 Friday, October 16th
The Museum

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WYANDOTTE HERITAGE EVENT SERIES MUSEUMS

CHRISTMAS Open House
 12:00 PM - 4:00 PM
 5:30 PM - 9:30 PM
 DECEMBER 18 DECEMBER 19

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Below: City of Wyandotte Special Events Pocket Calendar with individual HES events listings and feature promotional space in the upper left hand corner.

HERITAGE EVENTS
2015 YEARLONG CELEBRATION
 THE WYANDOTTE MUSEUMS
 2610 BIDDLE AVENUE
 WYANDOTTE, MICHIGAN 48192
 WWW.WYANDOTTEMUSEUMS.ORG
 734-324-7284

SPRING

- APRIL 11 & 12 - Artistic Creator's Guild Art Show
- APRIL 11 & 12 - Lions Club Flea Market
- APRIL 17 - 3rd Friday
- APRIL 18 & 19 - NAMES Expo
- APRIL 20 to 25 - Restaurant Week in Wyandotte
- MAY 1 & 2 - John Paul II Festival - Yack Arena
- MAY 15 - WBA 3rd Friday
- MAY 16 - MS Walk - Yack Arena
- MAY 16 - Beautification Downtown Dig-in
- MAY 16 & 17 - Citywide Garage Sale
- JUNE 6 - Fishing Derby
- JUNE 11 - Farmers Market Opening Day
- JUNE 11 - Wyandotte RHIS High School Graduation
- JUNE 23 - Circus Pages at Yack Arena
- JUNE 19 - WBA 3rd Friday

2015 Wyandotte Music in the Park
 Thursday Nights 6:00 to 7:30 pm
 August 20th
 August 27th
 September 17th
 September 24th
 Bishop Park

SUMMER

- JULY 4 - Independence Day Parade
- JULY 8 - 11 - Wyandotte Street Art Fair
- JULY 17 - WBA 3rd Friday
- JULY 24 - Flicks on Bricks - Hook
- AUGUST 20 - Music in the Park
- AUGUST 21 - WBA 3rd Friday
- AUGUST 27 - Music in the Park
- AUGUST 28 - Flicks on Bricks - The Lego Movie
- AUGUST 29 - Y & Stars Annual Home Tour.

Flicks on BRICKS
 in downtown Wyandotte
 at the corner of First and Elm Streets
2015 OUTDOOR MOVIE SERIES
 July 24th - Hook
 August 28th - The Lego Movie

AUTUMN

- SEPTEMBER 12 & 13 - Fall Citywide Garage Sale
- SEPTEMBER 17 - Music in the Park
- SEPTEMBER 18 - WBA 3rd Friday
- SEPTEMBER 24 - Music in the Park
- OCTOBER 9 & 10 - Historic Cemetery Walk
- OCTOBER 16 - 3rd Friday
- OCTOBER 16 - Hallowe'en Open House - Wy Museum

All events take place in Wyandotte's Central Business District, main cross-streets: Biddle Avenue & Eureka. Wyandotte is located just 11 miles South of Detroit. Events subject to change.
 Sign up for our E-News Service to receive news, announcements and special event reminders.
 www.wyandotte.net

EVENT IMPRESSIONS

Local Artists' Show featuring the Artistic Creators Guild

April 11th & 12th

Promotion:

“The Artistic Creator’s Guild will hold their annual art show at the Ford-MacNichol Home. This 1896 Victorian residence offers a unique historical venue for this one of a kind event.

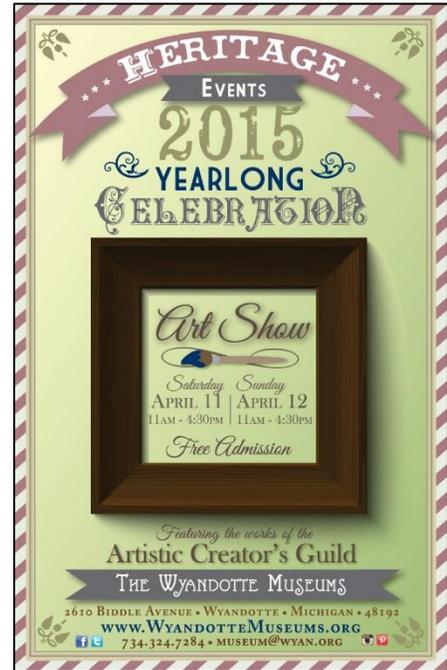
Art work will be available for purchase, with many of the artists on hand to share their insight.

The Local Artists’ Show, featuring the Artistic Creators Guild, will be open Saturday, April 5th from 11:00 am to 4:30 pm and Sunday, April 6th from 11:30pm to 4:30pm.

Free Admission to the Ford-MacNichol Home during this special event!

For more information, please contact us.

This event brought to you, in part, by: H. F. Thon Funeral Home”

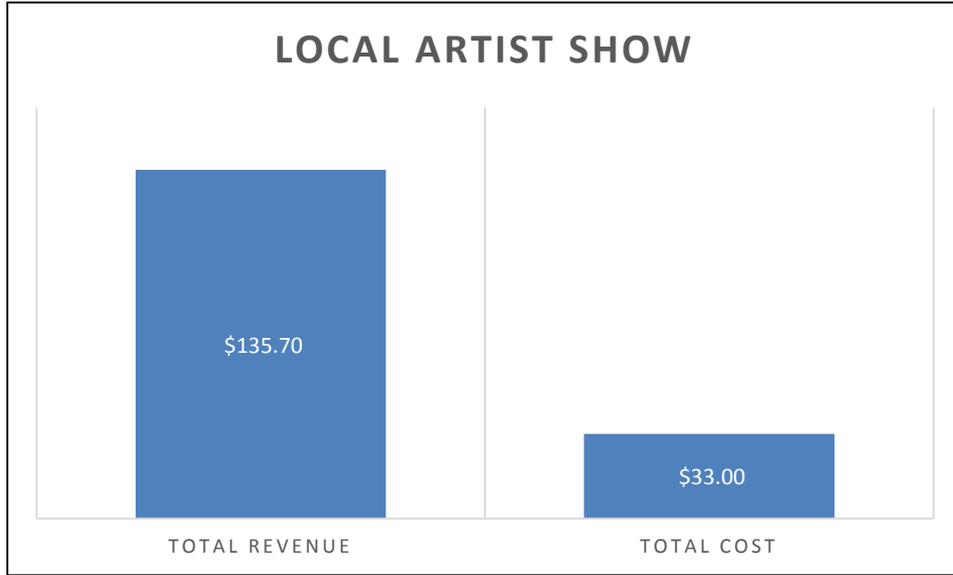


Synopsis:

Under the supervision of Museum staff, art work from members of the Artistic Creator’s Guild (ACG) is displayed in the period rooms on the first floor of the Ford-MacNichol Home. Visitors are encouraged to self-tour the rooms to peruse and purchase art. Museum docents are also stationed strategically throughout the home to provide information to visitors. ACG members collect funds from art sales, with representatives on hand for the duration of the event.

Finances:

Admission to the Museum during the art show is free. However, donations are accepted from the general public. Also, the museum receives a portion of art work sales from the Artistic Creator’s Guild. Expenses are solely event posters that are distributed downtown.



* A detailed spreadsheet of expenses and revenue for both events can be found at the end of this report.

Facilities Utilized:

Ford-MacNichol Home

Human Resources Utilized:

Staff of the Wyandotte Museums and volunteers

Demographics:

This event attracts primarily patrons 40 years of age and older, mostly female, as well as art connoisseurs and students. Repeat visitors are also a factor.

Staff Impressions:

Regarding the Local Artists’ Show featuring the Artistic Creator’s Guild, it is a low overhead event that generates a small profit. An additional benefit is that it provides a connection to the larger City of Wyandotte goal as becoming an “arts destination.”

In regards to event components and logistics, staff in previous years roped off the basement area and locked the back door. This was considered essential to site security, which was an issue in previous years, and seemed to work effectively since 2012. However, with the basement and third floors open again, it would be appropriate to staff those areas with volunteers to ensure they are open to the public. Having our core tour guides as volunteers this weekend is great, as they are extra sets of eyes and ears around the house, can provide information on the home to any interested patrons, and can allow staff to check in intermittently. Two guides were stationed on the first floor, one on the second floor, and one

on the third floor. Not only were docents available to answer guest questions, as there are no guided tours these days, but they were also an asset to site security.

Staff feels it best to continue the live art demonstrations by Guild members, which proved a great conversation draw for visitors and helped to stimulate a conversational group dynamic and memorable experience. Additionally, suggestions include a possible sponsored family art activity or souvenir, creating a take-home element.

Staff did not experience repeat issues which persisted in previous years with the featured art group. These formerly consisted of moving furniture and objects to jockey for the 'best' display areas when they were asked not to, placing art along the original wallpaper that lines the first floor hallway after repeatedly being reminded not to given its delicate nature, and as being generally difficult to direct and facilitate. The leader in the group managed to curtail such issues during setup.

Recommendation:

In regards to the annual Local Artists' Show, staff recommends this event continue to be a component of the Heritage Event Series, with the addition of new programming facets to stimulate interactivity and return visits. It is one of our more long-standing legacy events that has now been occurring for several decades. Additionally, staff recommends maintaining the volunteer staffing levels for the 2016 event, continuing the live demonstration in the kitchen, and possibly incorporating a take-home component to the event in 2016.

Application to Mission Statement:

The Local Artist Show highlights the Artistic Creator's Guild, an established fine arts club in the city. While showcasing a group important to Wyandotte and local history, the event also highlights Wyandotte's heritage by housing it in the Ford-MacNichol Home on the Museums' campus and further solidifies the City identity as an "arts destination."

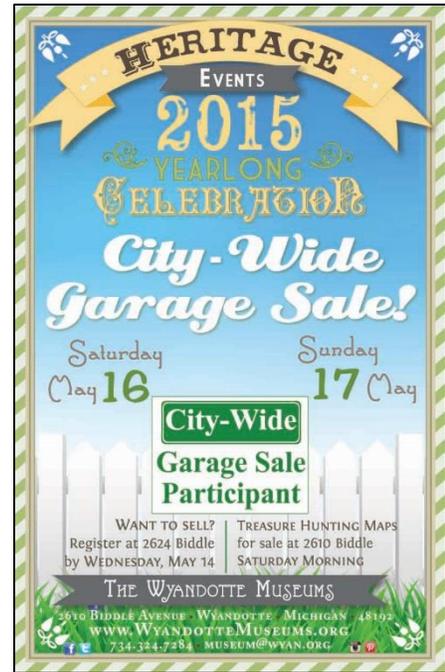
Spring City Wide Garage Sale

May 16th & 17th

Promotion:

“The City Wide Garage Sale is a bi-annual fundraiser for the Wyandotte Museums. Bring out your treasures from the attic and basement, and get ready to make some deals! To sell in the sale, you must be a resident of the City of Wyandotte. However, one and all are welcome to attend! Maps of participating sale locations along with a categorized listing of items will be sold for \$1 the days and hours of the sale at the Ford-MacNichol Home.

Total fee to participate as a seller in the Spring City Wide Garage Sale is \$20.00. This fee includes the Garage Sale License, City Wide Sale Participant fee, and a \$5 sign deposit. When participants return their sign to the Wyandotte Museums Office within 2 weeks after the sale, the \$5 deposit will be refunded. Signs must be returned to the Wyandotte Museums Office. The deadline to return signs and receive the deposit back is May 29, 2015, 5:00 PM.



Deadline for completed applications is Wednesday, May 13, 2015, at 5 PM. No applications will be taken after that date and time. Applications will be available on line here, or at the Museums Office. All completed applications must be returned to the Museums Office.

Wyandotte’s 15th Annual City-Wide Garage Sale will take place on Saturday, May 16, 2015, (9 am to 4 pm) & Sunday, May 17, 2015, (12 pm to 4 pm).

Also, please note that there will be a Fall City-Wide Sale! Follow this link for more information.

This event brought to you, in part, by: H. F. Thon Funeral Home”

Synopsis:

Wyandotte’s Annual Spring City-Wide Garage Sale took place Saturday, May 16, 2015, (9 am to 4 pm) & Sunday, May 17, 2015, (12 pm to 4 pm). This annual sale is organized solely by the Wyandotte Museums office. Responsibilities include placement of notification in *The News Herald*, solicitation of participants, compiling of application data, generation of garage sale map, printing of map, etc. Total fee to participate as a seller in the City-Wide Garage Sale is \$20.00. This fee includes the Garage Sale License, City Wide Sale Participant fee (totaling \$15),

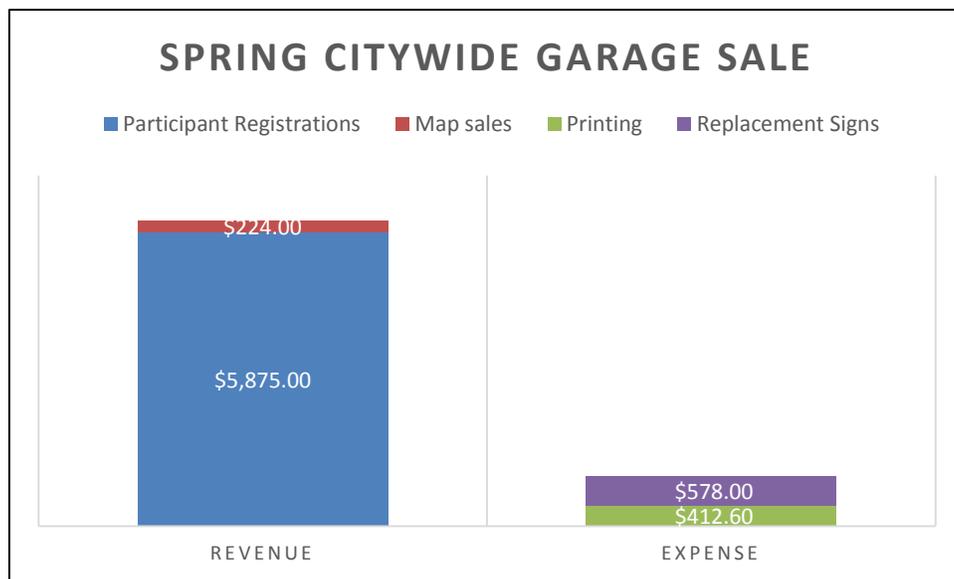
and a \$5 sign deposit. Deadline for participation in the 2015 season was Wednesday, May 13, 2015. No applications were taken after that date and time. When participants returned their sign to the Wyandotte Museums Office within 2 weeks after the sale, the \$5 deposit was refunded. Signs must be returned to the Wyandotte Museums Office by the appointed deadline for the given year. Upon sign return, the date is stamped on the form and the recipient signs the original application as evidence that their sign deposit was refunded to them. The deadline to return signs and receive the \$5 deposit was May 29, 2015.

Given the large amount of residents reusing their participant signs without registering, staff coordinated with the Clerk’s Office and Police Department to issue a license with each registered participant.

Finances:

The majority of revenue was generated from license fees, totaling \$5,875.00 from 289 participants. The number of participants shows decrease of 32 from 2014’s 321 participants. Participation from previous years is as follows: 353 in 2013, 310 in 2012, 343 in 2011, 333 in 2010, 319 in 2009, 357 in 2008, 332 in 2007, 266 in 2006, 252 in 2005. This year’s map sales (\$224.00) were slightly lower than 2014’s \$298.00. Previous map sales include \$365.55 in 2013, \$346.20 in 2012, \$359.00 in 2011, \$232.15 in 2010, \$252.00 in 2009, \$318.00 in 2008 and \$249.00 in 2007.

Expenses include purchase of additional garage sale yard signs, printing of garage sale reminder postcards for past sale participants. We purchased 200 new signs in 2015 to compensate for loss. Sign loss in 2013 was 120 (between both the spring and fall Citywide Garage Sales). Sign loss in 2012 was 160, 2011 was 56, 2010 was 58, 2009 was 65.



* A detailed spreadsheet of both expenses and revenue can be found at the end of this report.

Facilities Utilized:

Burns Home, Ford-MacNichol Home.

Human Resources Utilized:

Staff of the Wyandotte Museums and volunteers

Demographics:

Participants include young families, single individuals from the ages of 21 and above, retirees, and others representing both home owners and apartment dwellers. Garage Sale goers also represent a wide socioeconomic and age spectrum, with a noticeable concentration on young families.

Staff Impressions:

This is a great fundraising event. There is low over-head involved and limited time investment given the return. It is also a wonderful way to get the citizens introduced to the Heritage Event Series that might not otherwise have exposure.

Museum staff handled all garage sale registrations this year at the Burns Home. With the assistance of interns and volunteers, we were able to handle the influx and in turn, were able to continue to enjoy 100% of the profits.

For 2016, the sale will extend to three days: Friday, Saturday, and Sunday, to keep in line with the current garage sale permit at the Clerk's Office. Consequently, the deadline to apply will be pushed back to Tuesday, and maps will go on sale beginning Friday morning.

It is recommended that notice be given that license and participant sign must be picked up at the time of registration. Therefore, registration will not be processed online or via post. Participants, or their representatives, must come to the office during normal office hours (Monday through Friday, 8 am to 5 pm) to register and receive their license and participant sign. This notice will be included in all press release information, web media, and registration forms.

Maps should still be sold on the day of the sale, and not prior. This is only fair to the participants, even though those wanting maps are insistent in getting them as early as possible. A suggestion to curtail the displeasure at this is to include the reasons why we do not sell maps early on in the press release and web site.

Also, the signs and sign deposit fee were optional this year, and is suggested to continue as such next year.

Staff also suggests continuing to give out an HES postcard or city special event guide to all participants upon registration, and inserted in all maps sold. This was an effective means of distributing our marketing materials. Also, staff will generate a flyer to be distributed at the time of registration for drop off of unwanted vintage or antique garage sale items post event for a possible year end auction.

Recommendation:

As this is one of our top two fundraising events for the year, staff recommends continuing the sale for the next several years. The sale is locked into the third weekend of May due to the

Mother's Day holiday, and competition from other regional sales and city special events. Hence, it is suggested that we continue to hold the event the same weekend in May.

Application to Mission Statement:

The CWGS applies to the mission statement for the Wyandotte Museums indirectly, as participants explore our local neighborhoods engaging with material culture of a local history nature. Additionally, the increased foot traffic from those that would not normally patronize our institution creates awareness of our facilities and thus, other programmatic offerings. Due to the small amount of labor needed to operate the event, the CWGS has a large profit margin, and as such, these profits preserve Wyandotte's heritage by funding other special events and maintain the grounds and its special projects.

Munchkin Market Mom2Mom Sale

June 20th

Promotion:

“The Wyandotte Museums will host their first annual Munchkin Market fundraiser! A Mom to Mom Sale, the Munchkin Market will take place at the Yack Arena Saturday, June 20th, from 8:30 am to 1:30 pm (early bird entry at 8:00 am).

A Mom2Mom Sale is a large indoor event where parents can rent spaces to sell their children's outgrown gear to other parents. They are a great place to find gently used clothing, toys, and other items at a fraction of their retail price!

The Wyandotte Museums Mom 2 Mom Sale will feature 150 tables, in 10 foot square spaces, in addition to a Big Ticket item area for larger merchandise like strollers, bouncers, pack 'n' plays, etc.

Are your children growing up fast? Want to earn some extra cash? Clean out your children's closets and come be a show vendor at our Mom to Mom Sale! Items sold at this sale must be baby, child, or maternity related.

The Munchkin Market takes place rain or shine. Applications to participate as a seller are available at the Wyandotte Museums' Office located at 2624 Biddle Ave., Monday through Friday, 8 am to 5 pm through June 1st.”

Synopsis:

The Wyandotte Museums' first Munchkin Market Mom2Mom Sale took place Saturday, June 20, 2015, from 8:30 am to 1:30 pm, with an “early bird” sale from beginning at 8 am. The event was organized by the Wyandotte Museums office, with some set-up assistance from



Recreation, given the location at the Yack Arena. Initially, staff solicited participants, both parents and vendors featuring family-friendly products, using various methods including social media and web presence, advertising on specialized Mom2Mom listings, and distribution to Wyandotte Public Schools and local churches. The last day to register was June 1st. The cost to participate was \$25, which provided a 10' x 10' space, an 8' table, and two (2) chairs (*note: vendors had to provide their own tables and chairs to ensure enough supplies for parents*). Additional spaces and tables could be reserved for a small fee. This year, we featured 56 parents and 5 vendors.

Staff then generated a map for all participants using a set-up akin to the annual Lions Club Flea Market, also held in the Yack Arena. Parent participants were set-up in the center aisles and vendors were placed on the perimeter of the arena. However, space was reserved along the north and west walls for the Big Ticket area, a place for parents to sell larger items such as cribs, strollers, pack 'n' plays, walkers, high chairs, large play sets, etc.

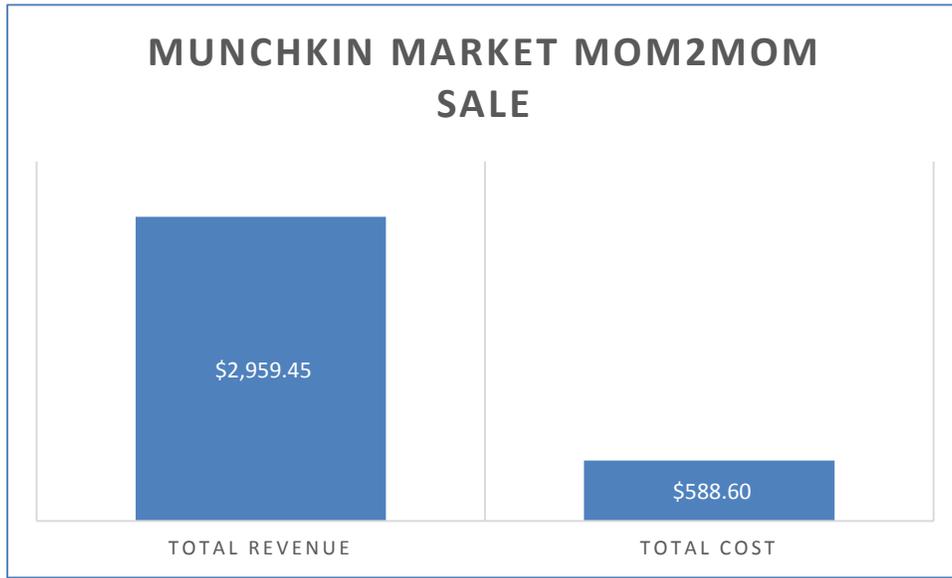
Participant check-in and set-up begin on Friday evening, June 19th, from 5:30 pm to 8:30 pm. Parents and vendors would check-in to receive their booth number and then had time to set-up their displays. In addition to setting up their booths, parents also brought in items for the Big Ticket area. Big ticket items were only dropped off on Friday night and not allowed to be dropped off Saturday morning.

On Saturday morning, doors opened up at 7:00 am for participants to finish their set-ups. The sale began at 8:00 am with an "early bird" admission of \$2 per person; after 8:30 am, admission dropped to \$1 per person. Volunteers assisted staff by handling admissions, and assisting with the Big Ticket area. Recreation staff had the concession stand open and collected the revenue from its sales.

At 1:30 pm, the Big Ticket area closed, and staff tallied the payout for each seller and distributed the appropriate funds from the ticket room. Parents were offered the option of leaving their leftover items as a donation to local women and children centers. After 2 pm, staff collected the remaining items and housed them at the Burns Home until they were disseminated to the appropriate charities.

Finances:

Revenue from the Munchkin Market Mom2Mom sale came from participant registrations and admissions to the sale, totaling \$2,959.45. Expenses (totaling \$588.60) were solely from marketing, including event posters, flyers and postcards to solicit participants and advertisements in publications.



* A detailed spreadsheet of both expenses and revenue can be found at the end of this report.

Facilities Utilized:

Burns Home, Yack Arena

Human Resources Utilized:

Staff of the Wyandotte Museums, Volunteers, and Recreation Staff

Demographics:

Participants are almost exclusively young mothers. Attendees were also primarily young mothers, with a noticeable group of daycare owners.

Staff Impressions:

Overall, the Munchkin Market Mom2Mom Sale proved to be a great revenue generator, even more impressive considering this is the first year for the event. As with each new event there are a handful of minor logistic changes that will help make a better experience for guests and participants, as well as creating a more streamlined process for staff.

We will have to increase our volunteers to help maintain security. This past year we had some instances of patrons sneaking into the event early to reserve items (*primarily big ticket items*) before any else. Thus, we need to have volunteers stationed at every entrance to ensure that only participants (*who are provided participant name badges during set-up*) are in the Yack Arena before the sale begins. Staff should also arrange meetings with volunteers prior to

the event to ensure that volunteers have received all the necessary information prior to the event.

Participant applications should be updated to ask if parents are selling primarily items for boys or girls, as that will help staff help to better place participants in the sale.

Finally, creating additional signage for the Big Ticket area will help staff and volunteers group like items together and make for a speedier set-up.

Recommendation:

Given the large profit margin in its first year, staff recommends to continue the Munchkin Market Mom2Mom Sale and utilize the funds to install the Children's Hands-On Room in the Ford-MacNichol Home. After that project is funded, staff can re-evaluate its effectiveness and potentially reallocate the funds for another special project.

Application to Mission Statement:

The Munchkin Market Mom2Mom Sale applies to the mission statement for the Wyandotte Museums indirectly. However, the increased foot traffic from those that would not normally patronize our institution creates awareness of our facilities and thus, other programmatic offerings. The Munchkin Market has a large profit margin, and as such, these profits preserve Wyandotte's heritage by funding other special events and maintain the grounds and its special projects.

Wyandotte Stars Vintage Base Ball: Annual Home Tournament

August 29th

Promotion:

“Join us as we step back in time to relive the good old days of America’s favorite past time - Base Ball! Enjoy a Saturday afternoon of old fashioned fun as The Henry Ford Lah-De-Dahs travel to Wyandotte to compete against our very own Star Club.

The Y & • Stars recreates the original team formed here in 1867, and they are taking the field again in this Annual Home Classic! Watch and learn how base ball has changed through the years as the teams compete by the historic rules of 1867 – including no mitts on the field and the principles of gentlemanly sportsmanship: ‘No Sliding. No Cursing. No Gloves.’

Match begins at 2:00pm.

Refreshments and merchandise available for sale on-site.

Join us at Memorial Field (23rd Street and Pennsylvania Avenue)!

Free Admission!

This event brought to you, in part, by: H. F. Thon Funeral Home”

Synopsis:

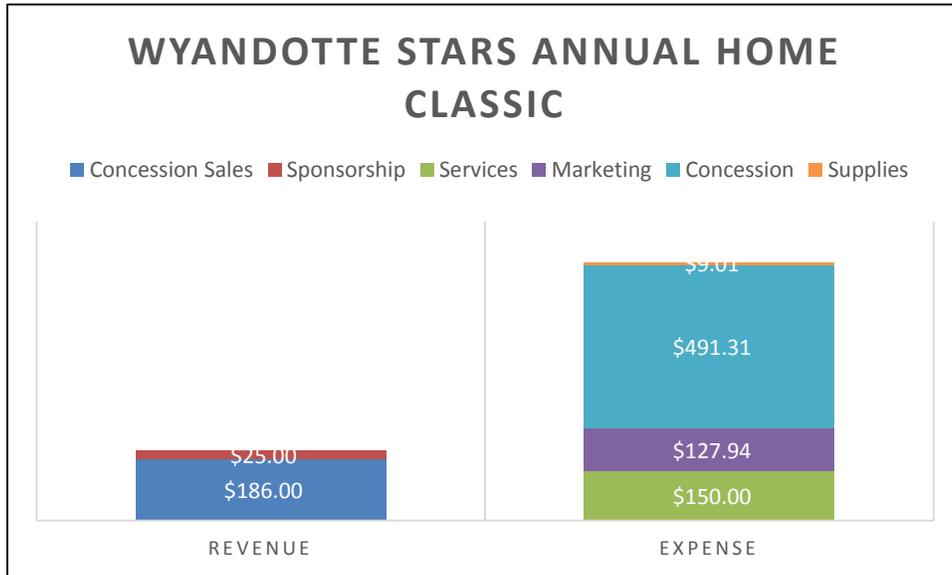
The Wyandotte Stars is a volunteer historic or vintage base ball club that recreates the rules and customs of 19th century baseball. As a yearlong program component of the Wyandotte Museums, the Wyandotte Stars travel throughout the region for matches, serving as ambassadors for the Museum and the City. The origins of the team hail from the first year of the Heritage Event Series wherein they were introduced in an exhibition match, which resulted in the initial formation of the club. The Annual Homes Classic is their largest home match of the season against The Henry Ford Lah-De-Dahs.

Taking place at Memorial Field off of Pennsylvania and 23rd, the site of their regular home matches, two 10X10 tents are set-up to serve refreshments. New for 2016, refreshments consisted primarily of pizza and pop. Staff generates a souvenir program guide that is distributed to the crowd. Staff mans the tents, and distributes program guides. A sound system is contracted for the paid umpire to use.



Finances:

The Annual Home Classic is free to the public as a component of the HES line-up. Income from this event consists of concession sales. Expenses consist of sound system, marketing, and concession supplies.



** A detailed spreadsheet of both expenses and revenue can be found at the end of this report.*

Staff Impressions:

Staff recalls the event running very smoothly. As Memorial Field is the home field of the Stars Club, it is the desire of the club that event attendees would become more familiar with their regular game locations for home matches throughout the season. We believe that this goal was accomplished to a degree, as those repeating attendance at the tournament from previous years were aware of the now established location.

The Stars diligently set-up directional signage each year at strategic intersections in the surrounding area, including Pennsylvania and Fort Streets. This helps address way finding for those seeking the event, both museum patrons and visiting players, and is employed for their weekly summer match schedule as well.

The installation of a permanent electrical box at the Memorial Field alleviated past logistical issues maintaining the contracted sound system and camera equipment for Wyandotte Municipal Services to film the match, should they have been there. Municipal Services was able to film the 2015 event with great success, and it ran repeatedly on local access in subsequent weeks post match. We feel that this is an added value to the Stars building a fan following, so it is necessary that they be included in 2016.

The Stars are developing a following of ‘cranks’ or fans. The inclusion of this event in HES supports the Stars, and highlights this match with yearlong marketing. Guests that are not normal base ball patrons are likely to attend the September match as it is marketed as an HES program, increasing the Stars fan base.

Maintaining improvements from past event seasons are imperative, as they are low-cost and effort, and extremely effective. Staff would like to continue to have the club attend City Council meetings in their uniforms and make a special announcement about the upcoming match, and post-game set-up an interactive area for kids and ballists to play catch with the equipment used in the match. It should also be noted that the Stars make appearances at local events including the Wyandotte Street Art Fair, parades, and Third Fridays, to promote their club in general, and this match as a component of their broader schedule.

New for 2015, staff severely limited the concession menu selection (through a partial, in-kind sponsorship) and post-match feast so as to cut back on cost and waste. Many players leave after their specific match was completed, and did not stay till the end if the event was a tournament. In order to continue to keep the cost of the post-match meal down, staff recommends working with the Wyandotte Stars and utilizing some of their funding.

In terms of the guidebook, more sponsors are needed to generate a profit for the event. Lower revenue may be the result of the Stars sponsorship solicitation throughout for their match season, and as a result, interested business owners may be oversaturated. Hence, an expanded mailing list should be generated outside of the traditional and consistent donors non-inclusive of those that are already HES yearlong sponsors. The little Stars passing out the guidebooks were a huge crowd pleaser. In 2015, the same number of guidebooks (55) should be printed.

Staff attends to the concessions and merchandise tables. To enhance this area, staff would like to pursue purchasing table linens and skirting and merchandise baskets, which will provide a more professional and esthetically pleasing element to every event.

An additional cost-cutting component may be the elimination of the sound system. However, the umpire does more than call the match, he also presents to and interacts with the crowd, which would be difficult to do without a sound system.

Adequate communication with the Recreation department, and solely through the Museum office spelled out in detail, proves a necessity, and is recommended for follow-through in 2016. Quantity of requested materials, as well as expected drop-off and pick-up times must be made clear and followed through with.

Finally, staff recommends the arrangement of a local 'celebrity' to throw out the first pitch in 2016, which will provide an additional marketing element, and inherently, another draw for attendees. Staff also recommends continuing to hire one of the professional umpires we have used in past seasons from Greenfield Village.

Recommendation:

Staff recommends this event continue to be a component of the Heritage Event Series. It is one of our inaugural HES events from the first season, with low overhead and excellent quality of life attributes for members of the community. It provides exposure for the Museum programs, while serving to highlight a program support group of the Wyandotte Museums, the Wyandotte Stars, while making connections with other regional clubs. Staff would like to see the addition of some enhanced value elements to the overall program.

Application to Mission Statement:

The Annual Home Classic encourages people to experience America’s favorite pastime in its earliest form. The event highlights a group of volunteers dedicated to preserving Wyandotte’s history by recreating the Wyandotte Stars Vintage Base Ball team, an actual team from 1867. The Y & • logo was used by Wyandotte sports teams in the 19th century, which is evidenced by archival images in our collection. While we do not have photographic evidence of the original Star team – only a score card survives to convey their existence - the uniforms on the field are reproductions of what was worn by organized clubs at the time. We believe this program and our dedicated players preserve the spirit of Wyandotte’s historic sports teams and bring to life the traditions and camaraderie of early base ball. The event also features the Henry Ford La-De-Dahs, which helps bring in guests from other communities to experience Wyandotte and make connections with our local history to that of the region.

Fall Citywide Garage Sale

September 12th & 13th

Promotion:

“The City Wide Garage Sale is a bi-annual fundraiser for the Wyandotte Museums. Bring out your treasures from the attic and basement, and get ready to make some deals! To sell in the sale, you must be a resident of the City of Wyandotte. However, one and all are welcome to attend! Maps of participating sale locations along with a categorized listing of items will be sold for \$1 the days and hours of the sale at the Ford-MacNichol Home.

Total fee to participate as a seller in the Fall City Wide Garage Sale is \$20.00. This fee includes the Garage Sale License, City Wide Sale Participant fee, and a \$5 sign deposit. When participants return their sign to the Wyandotte Museums Office within 2 weeks after the sale, the \$5 deposit will be refunded. Signs must be returned to the Wyandotte Museums Office. The deadline to return signs and receive the deposit back is Friday, September 25, 2015.



Deadline for completed applications is Wednesday, September 9, 2015, at 5 pm. No applications will be taken after that date and time. Applications will be available on line here, or at the Museums Office beginning Monday, August 3, 2015. All completed applications must be returned to the Museums Office.

Wyandotte’s 4th Annual Fall City Wide Garage Sale will take place on Saturday, September 12, 2015, (9 am to 4 pm) & Sunday, September 13, 2015, (12 pm to 4 pm).”

Synopsis:

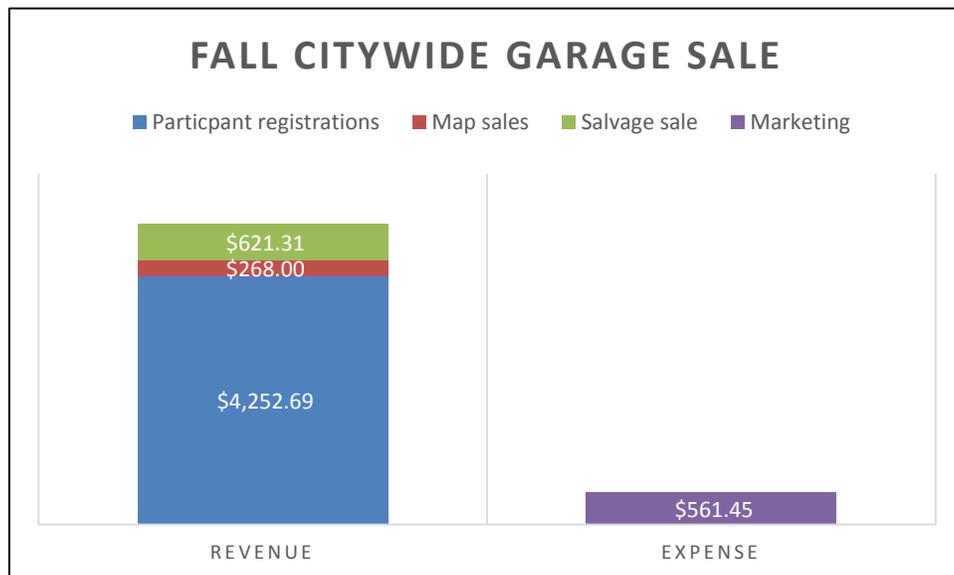
Wyandotte’s Fall City-Wide Garage Sale took place Saturday, September 12, 2015, (9 am to 4 pm) & Sunday, September 13, 2015, (12 pm to 4 pm). This now annual sale is organized solely by the Wyandotte Museums office. Responsibilities include placement of notification in paper, solicitation of participants, compiling of application data, generation of garage sale map, printing of map, etc. Total fee to participate as a seller in the City-Wide Garage Sale is \$20.00. This fee includes the Garage Sale License, City Wide Sale Participant fee (totaling \$15), and a \$5 sign deposit. Deadline for participation in the Fall 2015 season was Wednesday, September 9. No applications were taken after that date and time.

When participants returned their sign to the Wyandotte Museums Office within 2 weeks after the sale, the \$5 deposit was refunded. Signs must be returned to the Wyandotte Museums Office by the appointed deadline for the given year. Upon sign return, the date is stamped on the form and the recipient signs the original application as evidence that their sign deposit was refunded to them. The deadline to return signs and receive the \$5 deposit was September 25, 2015.

Finances:

The majority of revenue was generated from license fees, totaling \$4232.69 from 218 participants. The number of participants shows a very small decrease of 2 from 2014 (220 participants). Other years’ participation is as follows: 228 participants in 2013 and 245 participants in 2012. Map sales for the Fall Citywide Garage Sale generated \$268.00 in revenue. This year’s map sales were a sizable increase from 2014’s \$182.36. Other years’ map sales are as follows: \$201.00 in 2013 and \$187.80 in 2012.

Expenses include advertising in the form of classified notice in the News Herald, printing of garage sale reminder postcards for past sale participants and participant maps.



* A detailed spreadsheet of both expenses and revenue can be found at the end of this report.

Facilities Utilized:

Burns Home, Ford-MacNichol Home.

Human Resources Utilized:

Staff of the Wyandotte Museums, and volunteers to sell maps.

Demographics:

Participants include young families, single individuals from the ages of 21 and above, retirees, and others representing both home owners and apartment dwellers. Garage Sale goers also represent a wide socioeconomic and age spectrum, with a noticeable concentration on young families.

Staff Impressions:

As with the Spring City Wide Garage Sale, this is a great fundraising event. There is low overhead involved and limited time investment given the return. It is also a wonderful way to get the citizens introduced to the Heritage Event Series that might not otherwise have exposure. Staff feel that the Fall sale, despite lower participation than the spring sale, is really catching on. Even if participant numbers are low, the minimal overhead makes this event a winner all the way around.

All staff impressions cited in the Spring City Wide Garage sale are also relevant to the Fall sale as well. In 2013, staff generated a flyer to be distributed at the time of registration for drop off of unwanted vintage or antique garage sale items post event at Schleps.

Staff added wording to the garage sale agreement about not accepting permanently marked signs, and that did seem to help with the amount of dirty signs that we had returned.

Recommendation:

This is one of our top fundraising events for the year, given its popularity and low overhead/high return nature. Staff recommends continuing the sale for the next several years.

Application to Mission Statement:

The CWGS applies to the mission statement for the Wyandotte Museums indirectly, as participants explore our local neighborhoods engaging with material culture of a local history nature. Additionally, the increased foot traffic from those that would not normally patronize our institution creates awareness of our facilities and thus, other programmatic offerings. Due to the small amount of labor needed to operate the event, the CWGS has a large profit margin, and as such, these profits preserve Wyandotte's heritage by funding other special events and maintain the grounds and its special projects.

Historic Cemetery Walk

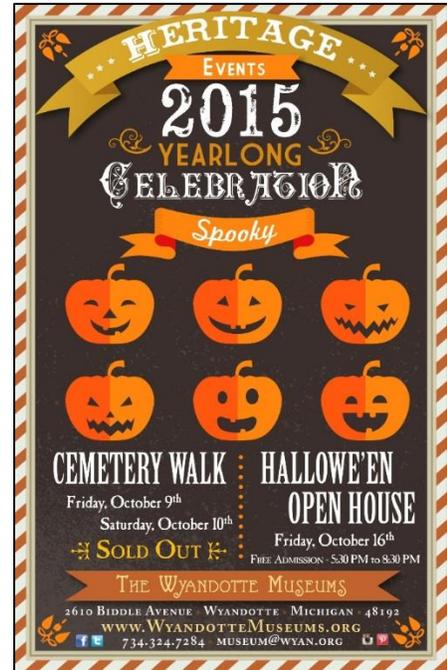
October 10th & 11th

Promotion:

“Join us at the Wyandotte Museums for one of our most popular events, as we celebrate the haunting traditions of times past!

Your evening starts at the Ford-MacNichol Home where you'll experience the peculiar customs of Victorian mourning as you view an authentic 19th century funeral in the parlor. Highlights include many intriguing artifacts from Thon's Funeral Home, which is celebrating 158 years in Wyandotte in 2015!

Then, hop on board the Trolley for a trip to Mount Carmel Cemetery, where a guided walking tour will introduce you to some of Wyandotte's most interesting citizens of the past 150 years! Candle glow and jack-o-lanterns light your way through one of the oldest cemeteries in the Downriver area.



After your adventure, enjoy light refreshments at the historic Marx Home as you learn about the art of 19th century spirit photography. Top off your evening with a visit back to the Ford-MacNichol Home to see our charming Edwardian Hallowe'en party.

A fun family event for all ages. Don't miss this exciting evening – tickets sell out quickly!

Tickets for the 2015 Walk are **SOLD OUT**. Tickets for the 2016 Walk go on sale Thursday, September 1, 2016 at the Wyandotte Museums Office. Mark your calendars!

Event is rain or shine, so please dress accordingly. No refunds or exchanges.

This event brought to you, in part, by: H. F. Thon Funeral Home”

Synopsis:

Guests begin their evening at the Ford-MacNichol Home wherein they are welcomed on the front porch by staff and volunteers. Upon entering the house at the exact time of their ticket, they are assembled in the Foyer for a presentation on 19th century American mourning customs. This presentation is given by costumed presenters dressed in reproduction full and secondary mourning attire from the period of 1905-1910. An exhibit display case in the Foyer showcases mourning ephemera and jewelry, including hairwork pieces, memorial cards, black textiles, post-mortem photography, and mourning letters. Many of these pieces are from local

private collectors. A portable casket back-drop from Thon's Funeral Home and portable folding undertaker chair are also featured.

At the conclusion of the approximately 15-minute presentation, guests were escorted by their tour guide to the Vinewood side of the Museum where a bus waits to take them to the cemetery. On the trolley, the guide explains the logistics of their walking tour of the graveyard. For the 2015 program, Mount Carmel Cemetery was featured.

The cemetery portion of the program is the most memorable for guests. Following a candle lantern and jack-o-lantern lit path, they are escorted through the grounds by their guide, meeting several 'characters' from Wyandotte's history. The characters are based on volunteer research of actual citizens and events from our past. Research is compiled and written into script form by each volunteer and delivered as a dramatic, first-person presentation. These 'ghosts' are dressed in period clothing (with no ghost make-up) and have props on site relevant to the characters they are portraying, i.e., a casket for Henry Thon, etc.. There were nine character stops in the program, denoted along the path with amber glass candle lanterns. Each ghost delivers a 5 to 6 minutes presentation.

The ambiance of the cemetery is further enhanced by the presence of 'silent spirits' or reenactors in period clothing that silently wander the grounds, providing small vignettes as an added background element. Campfires also dot the landscape.

After the cemetery portion of the event has ended, guests re-board the Trolley and are transported to the Marx Home. Once there, guests are handed a souvenir program guide and given a short presentation on Spiritualism and séances of the 19th and early 20th centuries. Guests are also provided refreshments (cider, coffee, and doughnuts). After resting in the Marx Home, guests are encouraged to revisit the exhibits inside the Ford-MacNichol Home.

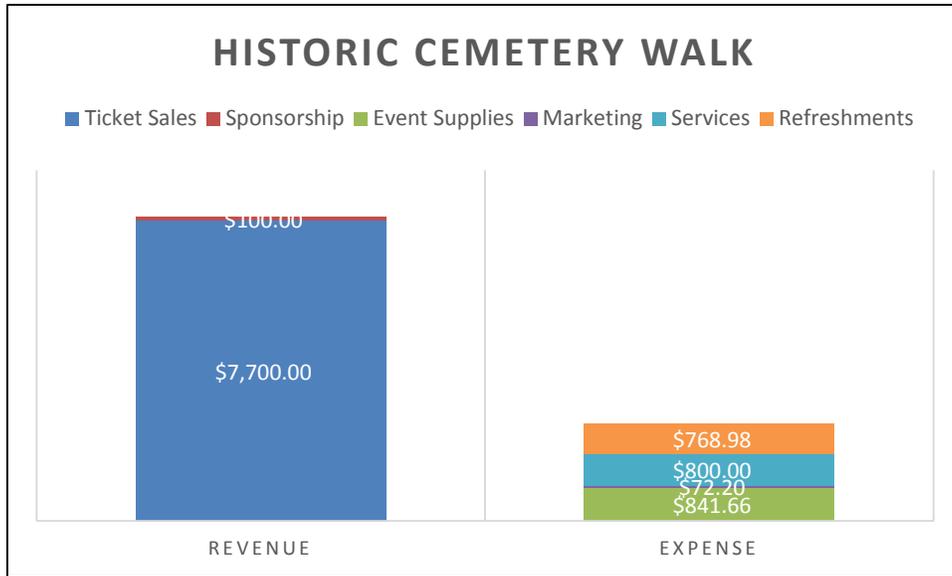
At this point in the program, guests are also able to view the parlor, set-up for a 19th century funeral complete with original Thon's casket, draping black mourning cloth, original photograph of a 19th century funeral, etc. This exhibit characterizes 19th century home funeral practices common in the United States. Thon's is a major sponsor for the event, and supplies the Museum every year with business artifacts relating not only the history embalming, but of the city as well. Also, guests can now see the embalming equipment in the library (on loan from Thon's), and the elaborate and extensive early 20th century Hallowe'en party decorations in the dining and music rooms.

Patrons now have the opportunity to speak directly to presenters, who are stationed throughout the rooms of the first floor, in period dress. The mourning presenters occupy the parlor and library displays, as well as costumed presenters in the Hallowe'en party rooms. In the dining room, visitors learn about early Halloween decorations using Dennison's Bogie Book, while in the Music Room, the Victrola plays a period tune adding an additional immersion element to the evening.

Finances:

The 2015 Cemetery Tour sold 386 tickets, at \$20 per ticket (with the exception of 2 sponsorship tickets), totaling \$7,700.00 in sales. Following the precedent set in 2011, this year's tour ran on a 20-minute interval, as opposed to the 30-minute interval of years past.

In terms of expenses, funds were allocated for general program supplies, pumpkins (which are carved and placed in the cemetery) and refreshments for visitors on their return to the campus. Expenses also included dinner for our volunteers for both Friday and Saturday (sandwiches, snacks and drinks) and a portalets for volunteers at the cemeteries.



**A detailed spreadsheet of both expenses and revenue can be found at the end of this report.*

Facilities Utilized:

Ford-MacNichol Home, Marx Home and Mt. Carmel Cemetery

Human Resources Utilized:

Museums Staff and Volunteers

Demographics:

Primarily middle aged adults, with representation by retirees. Few children were in attendance. Demographic surveyed at the event via the feedback forms consisted of 96 total responses, or 24.9% of guests, an increase from 2014.

- Mostly female (77 guests) → 2014: Mostly female (156 guests)
- Mostly aged 60+ (26 guests) → 2014: Mostly 50-59 (60 guests, 30%)
- Mostly from Wyandotte (27 guests) → 2014: Mostly from Wyandotte (50 guests)
- Most first time on Walk (57 guests) → 2014: Most first time on Walk (138 guests)
- Most rated event as excellent (65 guests) → 2014: Most rated event as excellent (145 guests)
- Most would return to museum (85 guests) → 2014: Most would return to museum (178 guests)

Visitor Comments:

Comments were gathered at the event via the feedback forms and consisted of 57 total responses, or 14.8% of guests.

- The New & Old Spirit cast are very good this year
- I loved this event! Perfect from Stem to stern.—The BEST
- Wonderful as usual ☺
- So glad I attended. Eula was excellent
- First time, enjoyed it!
- Great Event! Looking forward to next years. Thank you!
- Nice Spooky Weather. Spirits were very Good!
- Love it--gets better every year! But I miss the trolley
- Been living in Wyandotte 50 years. Enjoyed this event
- I loved everything! Thank you!
- Rushed. Séance portion was 5 min, 2 pics and done! Last year provided so much more info.
- Loved the donut and cider snack, houses looked fantastic. Maybe add more olden decorations to rooms (of 1880s era)
- If possible seating for everyone at the Marx house would be appreciated. Maybe put fire pits closer to road for warming other than that loved it as always! Thank you!!!!!! ☺
- Worse, had to wait too long for bus ☹
- Amazing! Wonderful research and details
- The characters acting out the lives were all very good
- The Transportation was horrible, a lot of standing around
- Seating at the areas where waiting is necessary for handicapped people would be helpful
- Undecided- last year was better. Cemetery was great. MacNichol home info great but Marx home was way too rushed & shorter than last year
- Very informative, very sufficient, gave a good look into the history of Wyandotte in a fun engaging manner
- Missed the trolley ☹
- I liked the histories of the many different spirits
- I especially enjoyed the actor who played the Polish boy & the ladies in mourning
- Took 3 years to get tickets was worth the wait & will do again-great job to everyone
- I was very impressed with the ghosts in the cemetery
- Rich & varied historic event. Made me want to research on my own
- Everyone had wonderful knowledge of the time period
- Didn't like that I had to wait for the bust to go back

Staff Impressions:

The Cemetery Tour is one of our most popular, engaging and effective events in terms of educational outreach, entertainment, and relevance. A sell-out crowd every year creates exclusivity amongst ticket holders and word of mouth regarding program quality spreads quickly. We began taking calls in April for requests of advance ticket sales, and the first morning tickets did go on sale, there was a line out to the sidewalk of anxious patrons.

This program would not be possible without the dedication and serious time commitment of a core group of Museum volunteers. Participants requested new pictures for the souvenir program guide, and staff followed suite by scheduling an earlier day in the weeks before to take tin types and digitals. These were seamlessly incorporated in the program guide.

This was the fourth year for six tours per night, and the first year this was executed in 2011 at Mount Carmel Cemetery. However, this was the first year using a different transportation company, as the City sold the trolley. There were *many* timing issues this year, given working with a new company and driver. Staff anticipated this and added an additional volunteer position to help guide the driver on the route. However, Saturday in particular experienced severe timing issues when the bus arrived 20 minutes late. Moving forward, staff recommends reinstating the 30-minute interval timing to help alleviate timing issues.

With the loss of the trolley, we now have to incur the cost of transportation (\$650.00). Staff recommends continuing to utilize the busses, as they can hold more people per tour. Not only will this allow more people to experience the program per year, but it will help to offset this additional cost.

There an entirely new cast of characters on the 2015 tour, including the repeat of the popular child 'spirit' concept as recommended from previous seasons. This was extremely well received, with many positive comments on the feedback forms. Additionally, the scripts generated by the speaking characters this year were exemplary this year and appreciated by our staff and guests alike. Characters on the 2015 walk consisted of the following: Henry Thon (portrayed by Bill Hanusik), Ignatious Hoersch (Jesse Rose), Daniel Haight (Marty Bertera), Joseph Gambicki (Clyde Granzeier), Magdalene Bittorf (Michelle Blankenship), Frank Lucas (Joe Taylor), Frank Marx (Ryan Gibson), Joseph Roeper (Mike Granzeier) and Vito Gianola (Jack Hickey).

For the 2016 season, volunteers performing speaking roles would like to continue the preliminary meeting before the Art Fair in July. Characters were researched by a volunteer earlier in the year in 2016 - late winter - and this helped tremendously. Staff and interns compiling the list of potential characters was very helpful, as well as being on hand to help with further character research. Thon's will be a repeat character as per the sponsorship with Thon's Funeral Home.

In terms of maintaining current standards for speaking characters, the policy for re-enactors not presenting wearing makeup to make them appear ghost or zombie-like should be upheld, as this is billed as a family friendly event and not meant to be scary. This will also be true for group guides and herders as well. Also, if there is no talking/interaction with guests as a rule, spirits will have to remain consistent and abide by this. Or, make the rules more flexible, as in

“most spirits don’t like questions, but if they ask you a question, feel free to respond.” As always, projection during a speaking part is necessary for all to hear.

For the 2017 return to Mount Carmel, enhanced lighting will be needed for speaking characters. The scale and scope of Mount Carmel allots for secluded pockets of darkness. Speakers require additional illumination beyond the lanterns we have in stock to accomplish this. It is suggested to purchase candle or oil lanterns with reflectors on the back that will actually reflect light onto the speaking spirit, similar to that of a spotlight. This will allow guests to see the spirit better and focus their attention appropriately, and maintain the necessary candle lit ambiance.

In order to assist the speakers in the timing of their presentations, we may want to include a silent spirit ‘plant’ that will actually time the speakers. In the past we have tried to communicate this with a simple gesture with a flashlight or similar item, but find that the speakers are so focused that they have a hard time registering the motion with the intent. Therefore, we may implement a system where in the silent spirit (a staff person) will politely ‘haunt’ each group and interrupt the spirit and send the group on their way. Prior communication will be important with this if implanted, as we do not want to unintentionally insult presenters.

The silent spirits were well received, as usual, and the addition of children to the silent spirit roster is always a hit. Staff would like to continue oversight over silent spirits, as there were some issues prior to 2012 with not all of them being in period clothing. All must be in costume dress, and there will be no visitors or hangers-out allowed. This was implemented with a notice to all participants, and alternate work for people not in period, or alternate clothing on hand such as a cloak. General period anachronisms should also be avoided: no water bottles, cell phones, hanging out, etc. Staff delineated all of this with written guidelines to be distributed to all at the start of program planning.

While guides and herders are not required to dress in a period appropriate costume, it is still recommended the absence of such that dark clothes are donned. The inclusion of Halloween make-up, costumes, props, or otherwise ghoulish/ghostly/zombie accoutrement is not appropriate for the program and should be avoided. It was also suggested by the post-mortem event analysis team that Herders carry punched tin candle lanterns to further differentiate them from the rest of the group. It could also help create a “barrier” at the back of the group and further prevent stragglers.

In terms of group management, an emphasis on strategic grouping should be integrated. Guides and herders should encourage groups to form more of a U-shape and not lines of people. For spirits with a surprise entrance, stopping about 6-10 feet from the spirit stop and pointing out something else of note to distract the guests retains the element of surprise. Allow for the stragglers to catch up and then proceed to the spirit. It was noted that talking spirits can also help bring the group together in the early phase of their presentation. As always, the 2015 Walk had its fair share of slow movers at the end of each group.

Pertaining to the Cemetery portion of the event, staff feels that stricter guidelines need to be maintained for several elements. In regards to campfires on the site, a specific allotment of

wood will be supplied, and fire size will be monitored so as not to create a dangerous bonfire by enthusiastic participants. In 2015, fires were started on time at 5:00PM. This should be maintained in the future. Additionally, any participants in the cemetery that are under age must be supervised by a parent/guardian at all times, unless the child is a presenter.

Logistically, clean-up at the cemetery required three people and with extra volunteers, everything works like a charm. Tommy's method worked really well of one person idling the truck while the others collect lanterns, hooks and mason jars, then pumpkins, fire pits and firewood. Fires need to be put out after the last group leaves the stop, not at the very end. Fire pits were too hot to move when staff waited until the end of the tour. Materials were stored in the shed on the grounds.

Staff and participants have mixed feelings as to camera use by guests on the tour. This can often times be quite disruptive, and many patrons are adamant about their desire to catch a real 'ghost' on film while in the cemetery at night and this may cause group stragglers. The use of flash is prohibited, but can be difficult to police while the event is in progress. Guides and herders will have to address this on a case-by-case basis.

New for 2015 was a projected spirit at the end of the Victorian séance presentation at the Marx Home, and it was very well received. This change provided a fresh interpretation for repeat patrons, while addressing noted logistical issues with overlapping tour times and refreshments. A PowerPoint show was generated by staff, with the projector being set up inside the box of an empty wet-plate camera. This gave the effect of a period magic lantern show (slide projection). A volunteer presenter was provided with the script for a short presentation, with information pertaining to the event, the topic, and each slide in the PowerPoint show. Guests were able to view the presentation, ask questions, eat, etc., and revisit the displays at the Ford-MacNichol Home if they so choose. Guidebooks were distributed at this portion of the event; however, feedback forms were moved to the Museum, but patrons were still encouraged to fill out their comments. A great deal of demographic and other useful information was gleaned which will help us diversify our programming and target our advertising. Staff will likely include such forms on ticketed events, if not all events in the future.

There were several overlaps in groups that coalesced at the Marx Home. Some groups were on the heels of others, and were forced to either wait outside or visit the MacNichol Home until the Marx Home was vacated and restocked. Staff feels that this is due to the above mentioned problems with transportation.

Staff would still like to develop a policy to address the inclusion of Press and reporters on the tour. Without a clearly conveyed expectation, their presence can be disruptive to other guests on the tour. Staff suggests that instead of interrupting tours during the course of the presentation, that they employ the same method as the News Herald in past years, and that is to photograph and interview participants between groups.

Staff utilized volunteers to staff House positions enabling them to go in between all aspects of the program. This was extremely beneficial in problem solving, program evaluation, and internal feedback. In the future, it should be noted that it is good policy to make sure that

there's at least one staff person somewhere on campus over the course of the entire evening to trouble shoot on that end, as the timing at the head end of the program is crucial to all subsequent aspects. We will seek to continue to switch out admin staff in the following years so that they are able to experience all aspects of the program.

Continuing from 2014, policies were implemented in the form of etiquette on the back of the ticket. This was helpful and we perceive curtailed on a lot of problems ahead of time. These 'etiquette rules' consisted of no children being allowed on the tours under the age of six. Crying infants were noted and displeasure at such expressed by guests on the late evening tours of 2013. Also, there was no smoking allowed in the cemetery. This was an issue that specifically arose in 2013. Additionally, the policy of no public restrooms in the Ford-MacNichol Home was implemented, and two portalets in the alley behind the Museum alleviated late trolleys and lines for the restroom inside the house. Notice was given to guests prior to being admitted into the Foyer by the tour guide that facilities were not available at the cemetery or in the house, and guests will need to avail themselves in the portable option prior to leaving for the cemetery.

Recommendation:

The Cemetery Tour is an excellent event, now considered a signature amongst our program line-up. Staff recommends continuing the Cemetery tour, as it is one of our most popular, engaging and effective events in terms of education outreach, entertainment, and relevance. In addition, the revenue generated by ticket sales compared to the expense makes this event very profitable.

Application to Mission Statement:

The Cemetery Walk is a fun and educational event that highlights the rich history of Wyandotte citizenry and businesses, as well as 19th century American culture – a direct reflection on our city's rich history. Guests are educated on the many facets of common mourning customs, embalming methods practiced by Thon's Funeral Home, and early Edwardian Hallowe'en party customs. The Thon's family business is highlighted by exhibiting several integral artifacts in the Ford-MacNichol Home. Additionally, meeting Wyandotte's past citizens essentially brings history to life as our past is brought to the fore-front in this immersion experience.

Hallowe'en Evening Open House

October 16th

Promotion:

"In cooperation with Wyandotte's Third Friday festivities, join us at the Ford-MacNichol Home for a special October Evening Open House!

Carved jack 'o' lanterns and festive decorations greet you as you stop in for a glimpse of the celebrations of Hallowe'en evenings long past. Enjoy the charm and fun of an Edwardian Hallowe'en party, and get some historical decorating ideas for your next event!

Also, learn about the customs of Victorian mourning as we display a 19th century funeral in the parlor, using many artifacts from Thon's Funeral Home - which is celebrating 158 years in Wyandotte!

Exhibit up for the entire month of October during our normal tour times.

Open House times are from 5:30pm to 8:30pm.

Free admission during this event!

Photos from our 2013 event can be found on our Facebook page by clicking [here](#)."

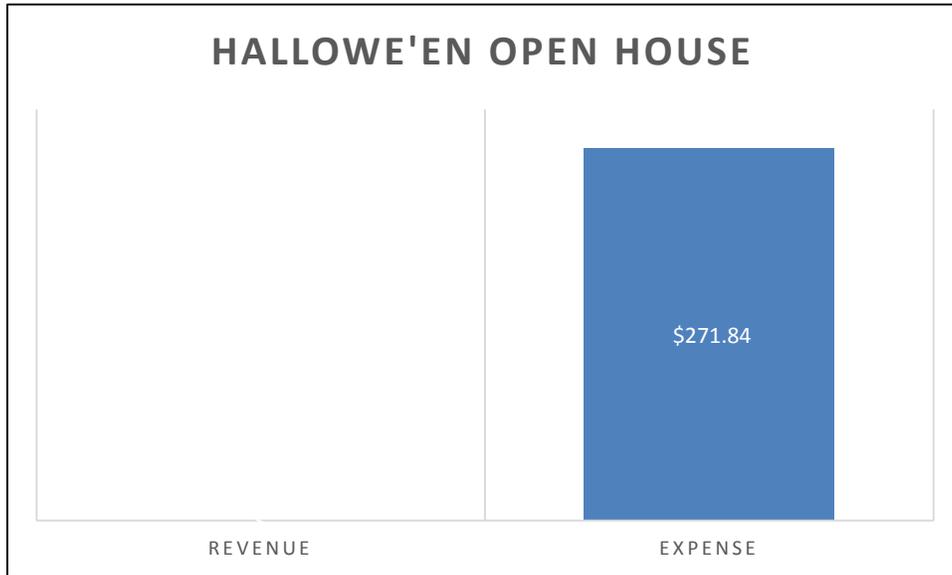
Synopsis:

The Hallowe'en Evening Open House is held in conjunction with the Wyandotte Business Association's Third Friday event. As opposed to a guided tour, volunteers and staff are stationed at specific locations to deliver presentations regarding the seasonal exhibits or general history of the home.

The first floor is the main focus of the event with the following special exhibit components: foyer containing mourning ephemera, a 19th century funeral with associated paraphernalia in the parlor, embalming equipment in the library, and early 20th century Hallowe'en party decorations in the dining and music rooms. Artifacts from Thon's funeral home and local private collectors are featured. The basement, second floor, and attic of the building were displayed as usual.

Finances:

Expenses consist of decorations for the Home. As the Open House is free admission, there is no revenue generated for the event. There were an estimated 500+ guests who attended the open house in 2015.



**A detailed spreadsheet of both expenses and revenue can be found at the end of this report.*

Facilities Utilized:

Ford-MacNichol Home

Human Resources Utilized:

Wyandotte Museums Staff and volunteers

Demographics:

The open house draws a wide variety of age, gender, and socioeconomic groups. A concentration on families with young children was particularly noted.

Staff Impressions:

The Hallowe'en Open House is one of our more largely attended events. The intriguing seasonal display, as well as its coinciding with Third Friday, bring hundreds of people to the Ford-MacNichol Home. This event is a spin-off of the cemetery walk, as most of the intense display set-up and preparation is orchestrated for the earlier event. The open house has very little preparation time, and the exposure we receive through attendance makes it well worth the effort. We have more first time visitors with these open houses than with any other events.

Staff also welcomes the assistance of volunteers this evening. For the 2015 event, more volunteers were scheduled to man the facility, specifically two in large scale rooms. While there were some concerns with monitoring the integrity and security of the site in this regard, two presenters in each of the smaller rooms proved to be too crowded in 2012. Hence,

this was cut back to one person in each of the smaller rooms, a greeter in the Foyer, a presenter at the Foyer display case, and two volunteers in the larger rooms. Staff functioned as a floater position, going between rooms to check on things throughout the evening.

In terms of refreshments, due to expense and concern for spills, staff has replaced refreshments with various small toys as a take-home component of the event.

With the trolley no longer available, there was no transportation to and from the museum. However, staff did not notice a drop in attendance.

This event also serves an important purpose in terms of general PR. As the Cemetery Walk sells out, the Open House is offered as a 'consolation prize' for those that were unable to attend. As the displays at the Museum are an important component of the Cemetery Walk program, we are able to offer visitors the ability to see the seasonal exhibits that ticketed guests were able to experience as well.

Staff is also exploring expanding on the 'consolation prize' concept in the future by way of offering cemetery tours during the daylight which would examine monument architecture as a reflection of society at the time of their construction, i.e., social values, overall design, religious/group affiliation, etc.

Volunteer staffing at both this and the Cemetery Walk should best be carried out by an experienced recruiter.

Recommendation:

Staff recommends continuing with this extremely popular event. Although income is low, the attendance is great. Cooperation with the Downtown merchants is also integral to our viability as a cultural destination. For this return, it requires little effort on the part of staff, comparatively.

Application to Mission Statement:

The Halloween Open House is a fun and educational event that highlights the rich history of Wyandotte businesses, as well as 19th century American culture – a direct reflection on our city's rich history. Guests are educated on the many facets of common mourning customs, embalming methods practiced by Thon's Funeral Home, and early Edwardian Halloween party customs. Wyandotte's history is brought to the fore-front with the event highlighting the Thon's family business by exhibiting several integral artifacts in the Ford-MacNichol Home.

Fall Antiques Appraisal Clinic

November 8th

Promotion:

“Did you ever wonder how much that old lamp tucked away in the attic was worth? How about that dusty old record? Bring in your attic treasures and family heirlooms and join us on Saturday, November 7th, at the Historic Ford-MacNichol Home on the Wyandotte Museums Campus to find out. Bring in your attic treasures and family heirlooms and join us at the Wyandotte Museums as appraisers from Doug Dalton Auctioneers will be on hand from 10:00 AM to 4:00 PM to provide a verbal estimate of the items based on the age, condition, and fair market value of each. It’s like “Antiques Roadshow,” only on Biddle Avenue in Wyandotte!

Participants can bring up to three items for each 15 minute appointment with a certified appraiser. Those with more than three are encouraged to make a second appointment. Additionally, those interested in bringing an item should limit the size to something that can be carried by hand.

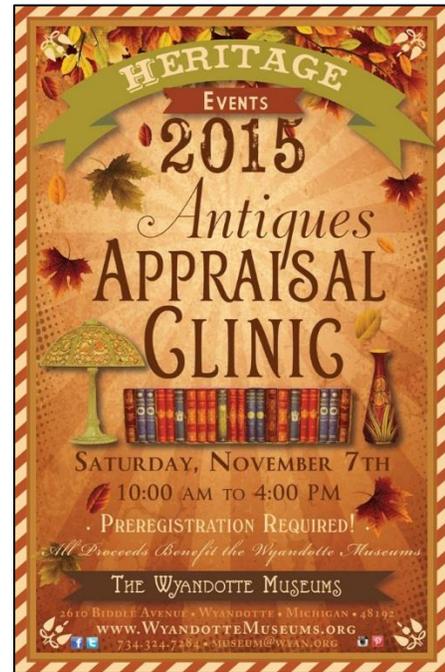
The fee for each item is \$10. Proceeds from the clinic benefit the Wyandotte Museums. To secure your appraisal appointment, come into the Museums Office, located at the Historic Burns Home at 2624 Biddle Avenue, Monday through Friday from 9AM to 5PM to register!

For more information regarding the Fall Antiques Auction, please contact us.”

Synopsis:

Following the trend set by last year’s event, the Appraisal Clinic returned to the event lineup. Guests registered their items and scheduled an appointment time at the Museums Office prior to the clinic. Approximately one week before the event, staff compiles a list of items to send to our appraisers to give our appraisers a chance to research the items prior to the clinic. Appraisers from Schmidt’s Antiques of Ypsilanti, and Doug Dalton Auctioneers, who facilitated our 2012 auction, returned again for this year’s clinic.

The Ford-MacNichol Home is set-up to accommodate this event. The appraiser was stationed in the dining room and supplied with wireless internet access. Along with the reference material he brought and personal expertise, he used these resources to relate the value of items brought in by participants. Appraisals are only verbal; this component is meant to be a fun and informational fundraiser for the museum. However, if a customer is interested in a

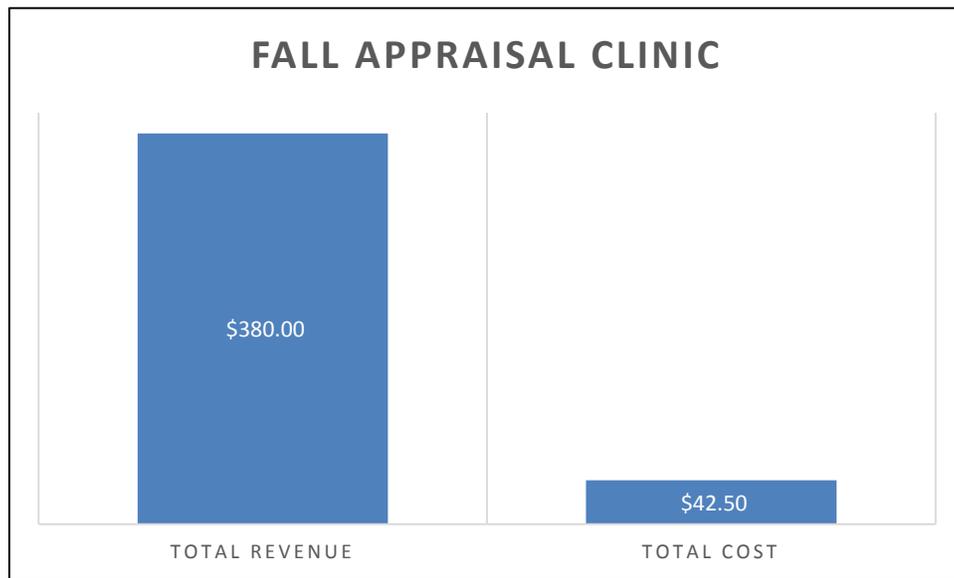


written appraisal, the appraisers are available to give information on having the item formally appraised, sending an item to auction, etc.

With only one appraiser available participants were limited with only 17 participants having 38 items appraised this year. There was so much interest, that there was a wait list at the door for possible opportunities to speak with the appraiser, which we were able to accommodate a handful of wait list appointments.

Finances:

The Fall Appraisal Clinic brought in \$380.00 from registrations. The only expense associated with the event was to print posters (\$42.50).



**A detailed spreadsheet of both expenses and revenue can be found at the end of this report.*

Facilities Utilized:

Ford-MacNichol Home, Burns Home

Human Resources Utilized:

Museum staff and volunteers, Doug Dalton Auctioneers

Demographics:

Mainly adults, both male and female, aged 40-59. Another notable group included antique dealers.

Staff Impressions:

This event was a success on a variety of levels. In terms of attendance, the appraisal clinic was well received, but appointments were limited with only one appraiser. The appraisal clinic saw excellent interest, with guests on a 'wait list' for a chance to get their items looked at. Staff believes this has a lot to do with the quality of the appraisers, being well known in

the area for their auction houses and friendly, down to earth demeanors. They also market their appearance via their individual mailing lists, which also helps us increase our attendance.

That being said, appraisers were easy to work with and cordial. Having the appraisal clinic at the MacNichol Home was a vast improvement over the Marx Home. The environment inherently provides an appropriate backdrop, and the segregated rooms allot for privacy and a more one-on-one feeling for the guest. Receptionists at the front foyer checking in visitors and volunteers delivering patrons to the appraiser worked out very well. Supplying the receptionist position with a cash box and change proved invaluable.

The success of the appraisal clinic could also be due to the marketing for the event, as enhanced signage along Biddle Avenue was particularly effective; a sandwich board was prominent, along with the 'permanent balloons' we introduced in 2013 like those used at car dealerships.

Recommendations:

All in all, the Fall Appraisal Clinic proved to be a decent, albeit small, fundraiser in terms of event quality, visitor experience, and overall impact, in spite of being affected by circumstance beyond staff control. Staff recommends we continue with the Appraisal Clinic in 2016.

Application to Mission Statement:

The Fall Appraisal Clinic helps bring new audiences to the community, and more specifically, the Wyandotte Museums. Many patrons were not familiar with the area, and specifically came for the event. The Appraisal Clinic proves to be an excellent introduction the Museums and its programs, using an interest for antiques as its base.

Christmas Open House

December 18th & 19th

Promotion:

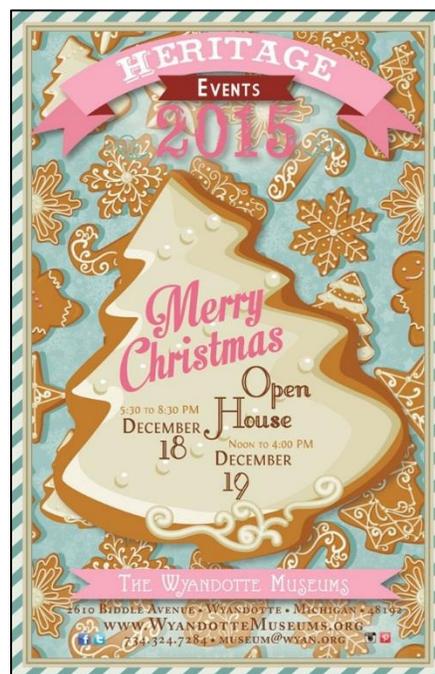
“Join us for a special holiday celebration at the Ford-MacNichol Home. Step back in time with us as we recreate a turn-of-the-century Christmas with the custom and décor of days gone by.

Warm yourself by the fire as you enjoy the traditions of holiday yesteryear!

Friday, December 18th from 5:30pm to 8:30pm and
Saturday, December 19th from 12pm to 4pm.

Free Admission to the Museum during the event!

Holiday decorations up the entire month of December during our normal tour hours.”



Synopsis:

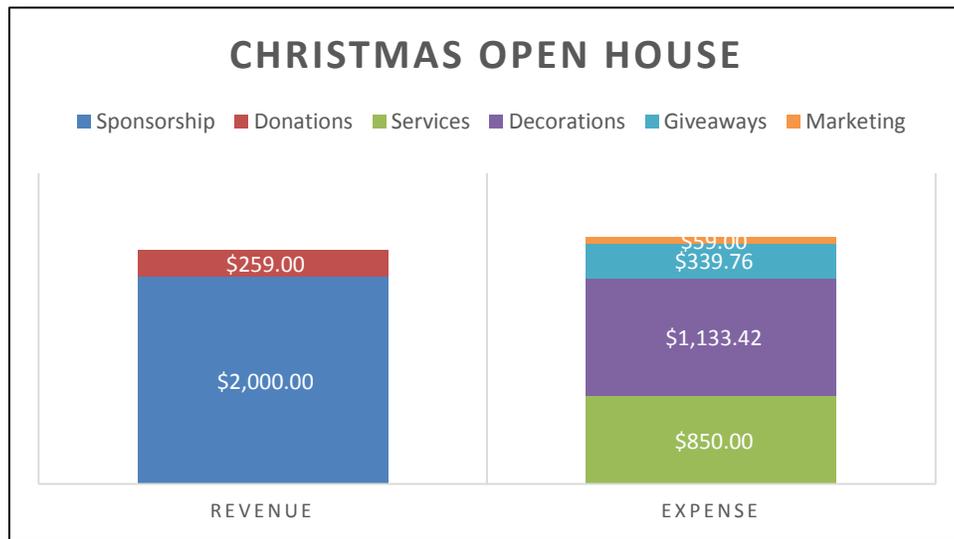
There are two open house dates for our holiday program. Similar to our Hallowe'en Evening Open House, the Friday date for this event is held in conjunction with the Wyandotte Business Association's Third Friday. The Saturday open house event caters to our elderly patrons who are uncomfortable driving in the evening, as well as repeat visitors who make it an annual tradition for their families. The first and second floors are open for tours during the evening. As opposed to a guided tour, volunteers and staff are stationed at specific locations to deliver presentations regarding the seasonal exhibits or general history of the home. Volunteers were provided with informational/fact sheets beforehand.

The first floor is the main focus of the event with the following special exhibit components: first floor decorated with an authentic Victorian Christmas display, and the rest of the building is displayed as per usual in a functional manner. This is the fourth year that we have not had the third floor Christmas Wonderland with modern holiday lights and décor. This was due to the installation of the new permanent city history exhibit portion on the third floor. Santa is not present at our open houses – he was only a component of our ticketed event. This is purposefully done to avoid confusion and conflict with the Downtown Santa House.

New for 2015 was a giveaway component: miniature teddy bears, reminiscent of the presents under the tree in the parlor. Reintroduced from the Victorian Holiday Evening program, we welcomed back live reindeer to the grounds on Friday evening. Both of these components were made possible through a sponsorship and thoroughly enjoyed by guests.

Finances:

The expenses associated with this event are the live green holiday decorations and popcorn and cranberry stringing supplies, as well as the live reindeer and giveaway toys, and minimal marketing expenses. It should be noted that decoration expenses are partially financed by the Wyandotte Historical Society via an annual line item in their budget. This is covered with a check later in 2016. Income is acquired in the form of donations collected during the hours of operation from the collection box.



*A detailed spreadsheet of both expenses and revenue can be found at the end of this report.

Facilities Utilized:

Ford-MacNichol Home

Human Resources Utilized:

Museum Staff and volunteers

Demographics:

All age groups were represented, as the open house draws a wide variety of age, gender, and socioeconomic groups. A concentration on families with young children was particularly noted on Friday night, and more senior citizens on Saturday morning.

Staff Impressions:

Hand-in-hand with the Hallowe'en Open House, our Christmas open house is one of our more largely attended no-cost events. As with its October sister, the Friday evening event brings many more first time visitors through the Museum. However, staff noticed a considerable drop in attendance on Friday evening and attribute it to the lack of trolley transportation from the Wyandotte Business Association.

For the evening open-house, staff lined the sidewalk of the Ford-MacNichol Home with candle-lit lanterns, a component of the Victorian Holiday Evening, as well as electric candles in

the each window. This created an ambiance that was much appreciated by open-house attendees.

Staff also welcomes the assistance of volunteers this evening. Staff directly followed up with all volunteers before the start of the program to ensure everyone had the appropriate information. Interpretive materials were emailed or mailed to volunteers, with additional hard copies available on site.

Santa is not present at our open houses – he was only a component of our ticketed event, Victorian Holiday Evening, which ceased in 2010. This is purposefully done to avoid confusion and conflict with the Downtown Development Authority sponsored Santa. This was agreed upon by the DDA Director, City of Wyandotte Special Events Coordinator, and Museum staff.

The Christmas Open House event also serves an important purpose in terms of general public relations. As a free admission event it lends quality of life element to the community. The displays at the Museum are an important component of holiday programming here, and we are able to offer visitors the ability to see the seasonal exhibits that normally only ticketed guests are able to experience.

Recommendation:

Staff recommends this event continue to be a component of the Heritage Event Series. Although income is low, the lack of expenses and good attendance compensates for this. Cooperation with the Downtown merchants is also integral to our viability as a cultural destination. For this return, it requires little effort on the part of staff, comparatively. It is one of our more long-standing legacy events that have now been occurring in some form or another for several decades. It has excellent quality of life attributes for members of the community and provides outstanding exposure for the Museum programs.

Application to Mission Statement:

The holiday programs of the Heritage Events Series bring guests to the Museums to experience the holiday traditions and customs Wyandotte's past. The late-19th century saw the city in the golden years of its success, and that mirror image is reflected in our step back in time experience and grandeur of the Museum homes for this program. Authentic exhibits and intricate displays use museum artifacts to tell the story of Christmas festivities common in Wyandotte, and the region, at the time. The event serves not only to attract new visitors, but provide the framework for a family tradition and repeat patrons for years to come.

2015 SUMMARY SHEET

Event	Month	Revenue	Expenses	Balance
General HES		\$ 2,450.00	\$ 530.00	\$ 1,920.00
Local Artist Show	April		\$ 33.00	\$ 102.70
Spring Citywide Garade Sale	May	\$ 6,099.00	\$ 990.60	\$ 5,108.40
Munchkin Market Mom2Mom Sale	June		\$ 588.60	\$ 2,370.85
Wyandotte Stars Vintage Base Ball Match	August	\$ 211.00	\$ 778.26	\$ (567.26)
Fall Citywide Garage Sale	September	\$ 5,142.00	\$ 561.45	\$ 4,580.55
Historic Cemetery Walk	October	\$ 7,800.00	\$ 2,482.84	\$ 5,317.16
Hallowe'en Open House	October	\$ -	\$ 271.84	\$ (271.84)
Fall Appraisal Clinic	November	\$ 380.00	\$ 42.50	\$ 337.50
Christmas Open House	December	\$ 2,259.00	\$ 2,382.18	\$ (123.18)
	Total	\$ 24,341.00	\$ 8,039.67	\$ 16,301.33

General HES

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Allegra Marketing				\$ 120.00	Office Supplies	75 double-sided yearlong posters
2	Allegra Marketing				\$ 410.00	Reserve	5,000 yearlong postcards
3	R. J. Nixon Funeral Home	\$ 2,000.00		Reserve			Yearlong sponsorship
4	Steven H. Schwartz & Associates	\$ 50.00		Reserve			Sponsorship - Ad Book
5	E.W. Smith Agency	\$ 400.00		Reserve			Yearlong sponsorship

Total Revenue	\$	2,450.00
Total Cost	\$	530.00
Total Balance	\$	1,920.00

Local Artist Show

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Allegra Marketing				\$ 33.00	Printing	Event posters
2	Artistic Creators' Guild	\$ 50.00		Reserve			MacNichol Home Rental
3	Artistic Creators' Guild	\$ 85.70		Reserve			10% of sales

Total Revenue	\$	135.70
Total Cost	\$	33.00
Total Balance	\$	102.70

Spring Citywide Garage Sale

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Allegra Marketing				\$ 204.75	Reserve	325 participant maps and keys
2	Allegra Marketing				\$ 33.00	Printing	50 event posters
3	SS Graphics				\$ 578.00	Reserve	200 replacement yard signs
4	Allegra Marketing				\$ 174.85	Printing	1,800 reminder postcards
5	Participant registrations	\$ 5,875.00		Reserve			Cash - \$5,170, Checks - \$705
6	Map sales	\$ 224.00		Reserve			5/16: \$186, 5/17: \$38

Total Revenue	\$	6,099.00
Total Cost	\$	990.60
Total Balance	\$	5,108.40

Munchkin Market Mom2Mom Sale

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Allegra Marketing				\$ 104.00	Reserve	2,700 flyers for school and church distribution
2	Allegra Marketing				\$ 51.00	Reserve	60 event posters
3	Mom2Mom.com				\$ 23.00	Reserve	Event listing
4	Lamai McCartan via Esty				\$ 15.60	Reserve	Graphics for poster
5	Allegra Marketing				\$ 40.00	Reserve	Event postcards
6	Mom2Mom Registrations & Admissions	\$ 2,959.45		Reserve			
7	Facebook				\$ 30.00	Reserve	Marketing
8	Wyandotte Today				\$ 325.00	Reserve	Ad for sale

Total Revenue	\$	2,959.45
Total Cost	\$	588.60
Total Balance	\$	2,370.85

Annual Home Classic

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Dollar Depot				\$ 9.01	Reserve	Table covers
3	Chicken Coop				\$ 270.00	Reserve	Post game meal for players: 170 pieces of chicken, cole slaw, potato wedges
4	Sportsman's Pizza				\$ 50.90	Reserve	Concessions: 2 party pizzas
5	Allegra Marketing				\$ 85.06	Reserve	55 Souvenir guidebooks
6	Sam's Club				\$ 170.41	Reserve	Food and supplies for concessions and post-game meal: Cotton candy, pop, cookies, peanuts, etc.
7	Allegra Marketing				\$ 42.88	Reserve	50 event posters
8	Concession sales	\$ 186.00					
9	Sportsman's Pizza		2 party pizzas				
10	Jim Zang				\$ 150.00	Reserve	Sound for event
11	Now N Then	\$ 25.00		Reserve			Guidebook ad

Total Revenue	\$	211.00
Total Cost	\$	778.26
Total Balance	\$	(567.26)

Fall Citywide Garage Sale

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Allegra Marketing				\$ 209.75	HES	325 participant maps and keys
2	Digital First Media				\$ 120.30	Reserve	Ad for News Herald
3	Allegra Marketing				\$ 184.56	Reserve	1,900 reminder postcards
4	Allegra Marketing				\$ 46.84	Reserve	55 event posters
6	Participant registrations	\$ 4,252.69		Reserve			
7	Map sales	\$ 268.00		Reserve			
8	Salvage sale	\$ 621.31		Reserve			

Total Revenue	\$	5,142.00
Total Cost	\$	561.45
Total Balance	\$	4,580.55

Historic Cemetery Walk

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Trinity Transportation				\$ 650.00	Reserve	Transportation for 10/9 & 10/10
2	Michael's				\$ 13.77	HES	Event supplies
3	Jay's Septic Tank Services				\$ 150.00	HES	1 handicap portalet
4	Symon Rental				\$ 54.00	HES	Linens for Marx Home: 3 tablecloths and one table skirt with clips
5	Jimmy Johns				\$ 131.38	HES	Food for presenters: 2 party platters and 6 vegetarian subs
7	Walgreens				\$ 12.70	HES	Welcome back poster
8	Walgreens				\$ 15.87	HES	Thank you cards
9	Tim Hortons				\$ 32.20	HES	Coffee for presenters
10	Dollar Tree Stores, Inc.				\$ 10.60	HES	Votive candles for pumpkins
11	Lowe's				\$ 73.44	HES	Firepit and fire quickstarts
12	Allegra Marketing				\$ 59.50	HES	70 event posters (includes Hallowe'en Open House)
13	Dollar Tree Stores, Inc.				\$ 12.72	HES	Emergency candles for lanterns
14	Nibo's Pizza				\$ 246.50	HES	Donuts for refreshments
15	Block's Stand and Greenhouse				\$ 123.56	HES	2 bins of pumpkins, indian corn, and decorative pumpkins
16	Sam's Club				\$ 270.90	HES	Plates and napkins, snacks and drinks for presenters
17	Atmos Fx				\$ 87.16	HES	Files for ghost apparition in Marx Home
18	Lehman's Hardware and Appliances				\$ 139.54	HES	Oil lamps and wicks
19	Hood's				\$ 23.35	HES	Lighter fluid and event supplies
20	Hood's				\$ 28.48	HES	Lamp oil and event supplies
21	Hood's				\$ 59.17	HES	Lamp oil and extension cords
22	Ticket sales	\$ 7,700.00		Reserve			Cash: \$5,780, Checks: \$1,920
23	Sportsman's Pizza				\$ 88.00	HES	Pizza for Cemetery Walk participants
24	Donna Casaceli				\$ 200.00	Reserve	Costume for mourning presentation
25	Allegra Marketing		Printing souviner guidebooks				
26	EmbroidMe of Wyandotte	\$ 100.00		Reserve			Guidbook ad

Total Revenue	\$	7,800.00
Total Cost	\$	2,482.84
Total Balance	\$	5,317.16

Hallowe'en Open House

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Target				\$ 15.90	HES	Hallowe'en decorations
2	Hobby Lobby				\$ 57.13	HES	Hallowe'en decorations
3	Pat Catan's				\$ 6.32	HES	Hallowe'en decorations
4	Michael's				\$ 44.18	HES	Hallowe'en decorations
5	Oriental Trading				\$ 141.97	HES	Hallowe'en decorations and giveaway gifts
6	Michael's				\$ 6.34	HES	Ribbon for parlor chairs

Revenue	\$	-
Expense	\$	271.84
Total Balance	\$	(271.84)

Fall Appraisal Clinic

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Allegra Marketing				\$ 42.50	Printing	50 event posters
2	Registrations	\$ 380.00		Reserve			Cash: \$320, Checks: \$60

Total Revenue	\$	380.00
Total Cost	\$	42.50
Total Balance	\$	337.50

Christmas Open House

		Financial Info					
Index	Business Name	Donation \$	Donation In-kind	Deposited In	Cost	Paid From	Product Purchased
1	Rooftop Landing Reindeer Farm				\$ 850.00	Reserve	Two live reindeer and handlers on 12/18
2	Allegra Marketing				\$ 42.50	Reserve	50 event posters
3	Sam's Club				\$ 70.98	B, M & S	Batteries for window candles
4	Moose & Squirrel				\$ 1,028.75	Reserve	Live greens for indoor and outdoor decoration
5	Walmart				\$ 26.70	HES	Cranberries and popcorn for garland
6	Lehman's Hardware & Appliances, Inc.				\$ 6.99	HES	Ribbon candy
7	Oriental Trading				\$ 339.76	Reserve	Candy and giveaway gifts
8	Central Corporate Credit Union	\$ 2,000.00		Reserve			Event specific sponsorship
9	iStock				\$ 16.50	Reserve	Graphics for poster
10	Donation box	\$ 259.00		Reserve			

Total Revenue	\$	2,259.00
Total Cost	\$	2,382.18
Total Balance	\$	(123.18)