



Photo By: Aaron C. Jors

A Letter from the Board President:

What a great summer it was at Point Betsie Lighthouse! We enjoyed another record year of visitors and tour tickets sold, our "Keeper's Quarters" apartment rental was almost sold out, and Gift Shop sales continued to climb. We are fortunate to be well-supported by our many visitors, by the community, and by our loyal volunteers and staff, for whom we are very thankful. (See Page 4 for our "Summer Report Card.")

Our biggest news is the success of our Capital Campaign. Along with the entire Board of Directors of the Friends of Point Betsie Lighthouse, I am honored, humbled and *thrilled* to announce that **we have surpassed the first hurdle in our \$1 million+ Capital Campaign and are approaching \$1.1 million in funds raised to date!**

We are grateful for gifts of all sizes, but an anonymous lead gift of \$1 million targeted specifically for the Shoreline Protection System (SPS) has allowed us to jumpstart that project. Given the extremely high levels of Lake Michigan, the urgency with which we must address this risk could not be more clear, and we are very thankful to be able to prioritize this effort.

Further funds raised will enable us to address the "+" part of our \$1 Million+ Capital Campaign. In addition to completing the safety and access improvements to our road-end and beach-entry areas, we will be able to expand our educational and outreach programs. These bring in both children and adults to learn about the historical significance of our local treasure and its impact on the history, development and commerce of our region. Additional funds will also allow us to begin the search for our first executive director and perhaps add a little cushion in the event of construction cost overruns. Please continue to prioritize the Lighthouse in your giving plans and help us complete these efforts, which are off to such a good start. You will find a donor envelop inside the newsletter.

Join me in celebrating this exciting news!

The Friends of Point Betsie Lighthouse

3701 Point Betsie Road | P.O. Box 601
Frankfort, Michigan 49635

Mission
To support Benzie County in the restoration and maintenance of the Point Betsie Lighthouse facility through advocacy, fundraising and volunteers. Our goal is to promote related educational opportunities for the benefit of all, while maintaining the historical and environmental integrity of the site.

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Summer Visitors Enjoy First Photo Competition

The first public photo exhibition began at the Lighthouse on July 3. Professional and amateur photographers submitted photos for consideration. Three thousand paid Lighthouse tour visitors voted for their favorite photograph throughout the month of July. A three-member panel of professional photographers selected one overall \$1,000 grand prize winner. The top vote getters (\$500 for first place, \$250 for second place, \$100 for third place) and the grand prize winner (\$1,000) were announced at a party at the Lighthouse on National Lighthouse Day, Aug. 7. Thank you to all who entered.

Take a look at the beautiful photos on these pages and consider shooting some yourself for our next contest!



Grand Prize Winner!
Point Betsie Light
Russell Barneveld



1st Place Winner
Point Betsie Winter Fury
Mark Darnell



2nd Place Winner
Aurora at Point Betsie
Brad Reed

3rd Place Winner
*Point Betsie
at Sunset*
Randall Nyhof





Point Betsie
Kristin Randall



Wrapped in Winter
Paul Waterstradt



Point Betsie Log
Russell Barneveld



Under Water at Point Betsie
Brad Reed



Point Betsie Splash
Todd Reed



Point Betsie Blues
Todd Reed



Point Betsie - Southward
Richard Smith



Point Betsie Ice II
Rodger Skinner

What We Did on our Summer 'Vacation' ...



Point Betsie Friends Jay Burt, Mark Lindsay and Steve Loveless (left to right) juried a photo contest that attracted hundreds of visitors to the Lighthouse this summer.

Point Betsie Lighthouse welcomed thousands of visitors this summer, thanks to the hard work of our staff and volunteers. Our summer report card from Memorial Day to Labor Day showed steady growth in all categories.

- Tours up 8%, following increases of 12.76% in 2018 and 25% in 2017
- Gift Shop sales up 10.7%, following 18.24% in 2018 and 47% in 2017
- Keeper's Apartment Rentals were up nearly 5% with bookings reaching a 90% fill rate

Visit www.pointbetsie.org to learn more about our efforts, and please consider joining us as a volunteer in summer 2020!

Point Betsie Gets a Makeover!

The Lighthouse and Tower, Storage Building, and Oil Storage Building all received fresh coats of paint and had rotted wood repaired this summer. The Lighthouse and the Oil Storage Building should look good for the next 10 years, and the wooden-sided Storage Building and the Tower, both of which take more of a beating from harsh weather than the face of the Lighthouse, should remain in good shape for the next five years.

Last year, we had the wooden shakes on the roofs of the Lighthouse and Storage Building painted, and the Fog Signal Building was repaired, re-plastered and repainted, too. They should be good to go for the next four years or so.

We're heading into winter with all our buildings shining!



The freshly painted Oil House (right), was bright and cheerful on a recent gray fall day. Once upon a time the structure stored extra oil for the lighthouse tower and the keeper's household lamps.



Point Betsie Lighthouse

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*Reflects donations received as of Oct. 29, 2019.

**Reflects gifts to the General Fund.

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Dear Community: We Want Your Feedback and Advice!

We are pleased to announce the creation of the first Point Betsie Lighthouse Friends Advisory Board.

"We are fortunate to have had many very capable individuals precede us on our Board," said President Dick Taylor. "We would be remiss if we did not leverage their knowledge and experience by formally creating this group to help us more effectively face our opportunities and challenges."

It is our hope and intent to include others from outside our Friends of PBLH circle who might also bring their valuable skills to Point Betsie.



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***Don't We Look Great? See Inside for More Images from
Our 2019 Point Betsie Photography Competition!***



Michigan Tropics
Brad Reed



Transition
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Point Betsie Lighthouse
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