



KEEP THE LIGHT SHINING

DEAR FRIENDS OF POINT BETSIE LIGHTHOUSE:

On behalf of the Board of Directors of the Friends of Point Betsie Lighthouse, I hereby announce the launch of the \$1 million+ **KEEP THE LIGHT SHINING CAPITAL CAMPAIGN**. Our mission is to restore, preserve, and maintain this historic lighthouse, and to provide relevant educational opportunities for both the young and the not-so-young. To fulfill that mission, we have two urgent capital needs that must be funded: Repairs to our crumbling protective seawall barrier that dates from 1944, and improvements to our access road. Before an emergency makes either of these problems tragic, we must act. Please help.

The Point Betsie Lighthouse not only represents a central and important aspect of our local history, but is the very symbol of Up North, our region, our State, the entire Great Lakes, and what was described a few years ago as "the most beautiful place in America." It is certainly one of the most famous and photographed lighthouses anywhere. It is the essence of "Pure Michigan," to which we must "Say Yes." Is it actually going to wash away in a storm? Hopefully not. Probably not. But we must make that a "definitely not!" It would certainly reflect poorly on all in our area if our actions were one storm too late. Thus, our needs are urgent, and substantial generosity is required.

The ownership of the Lighthouse was transferred to Benzie County in 2004, but it is managed by the not-for-profit Friends of Point Betsie Lighthouse group. While we expect some help from governmental entities and grants, the truth is that much of the necessary funding for these important projects needs to come from substantial contributions from private donors. Unlike many not-for-profits, we are blessed with some cash flow from tour ticket sales, apartment rentals, and our gift shop. They cover operating expenses, but not these capital improvement needs. With the successful completion of this Campaign, we will not expect to need to do any more future fundraising initiatives. So, with that in mind, we plead with you now to consider a most generous donation. Our beautiful lighthouse and beach are historic, iconic, important, significant, and sorely in need of these capital projects.

Please feel free to contact me with any more detailed questions. On behalf of my predecessors, our current Board, our region, and of course our historic Lighthouse itself, I express my most sincere thanks for your generous help.

Richard Taylor

President, Board of Directors

Friends of Point Betsie Lighthouse

**CAPITAL
CAMPAIGN
2019**



CAPITAL
CAMPAIGN
2019



Our 1944 vintage sea wall barrier is crumbling.



The road conditions are not only inconvenient, but unsafe.

“ There has been a transformation of the site from a rundown and uninhabited lighthouse to restored historic icon — in less than 20 years — now hosting untold numbers of visitors. It has taken large amounts of labor, money and goodwill. But work remains. The inland sea that is our beloved Lake Michigan encroaches upon our equally beloved Point Betsie Lighthouse. Rebuilding the seawall protection system is imperative, as is the proper management of everything that goes with the visitations, most specifically the flow of vehicular traffic. Join us in yet another new beginning as we mix with ghosts of the past, enjoy the present, and plan for future generations.”



Amy Ferris
President, 2003-2008



Jon Hawley
President, 2009-2012

“The road end project enhances safe access to Point Betsie for all, while reinforcing the seawall protection system protects the Lighthouse. Preserve, Protect and Share.”

“ For 130+ years, keepers, crews and their families cared for Point Betsie, even made the road. Now it's our turn. ”



Jim Radabaugh
President, 2013-2016



Nancy Weir
President, 2017-2018

“Be a part of the final step in restoring Point Betsie Light Station. Donate generously now to the road end and seawall protection system projects.”

“ Please be a part of saving and improving our historic, iconic and beloved Lighthouse with your most generous gift. We need your help! ”



Richard Taylor
President, 2019-Present



Joe Fitzsimmons
Fundraising Consultant

“ Point Betsie Lighthouse is a historic landmark for northwest Michigan. Many renovations have been completed in recent years with two additional improvements needed: a seawall protection system and some entry road repairs and enhancements. A Capital Campaign of \$1Million+ has been established to do this and the support of many in Benzie County and Michigan is highly recommended. ”

Our Vision.



The Friends of Point Betsie Lighthouse, Inc., a non-profit 501(c) organization, was founded to support the restoration, preservation and maintenance of this historic landmark.
Graphic Design services provided by Amy Martin



POINT BETSIE LIGHTHOUSE

Historical Significance

Located at the southwestern exit of the famed Manitou Passage, Lake Michigan's graveyard for both ships and sailors, Point Betsie is situated at an important crossroads of the Great Lakes. As one of the most important navigational aids for generations of mariners, our Lighthouse serves as a beacon of safety and security, both literally and figuratively.

To understand the historical significance of the Point Betsie Lighthouse, built in 1858, it helps to consider how goods and people were transported a century and more ago. To get from Detroit and points farther east to Chicago and the developing West, I-94 wasn't an option. Rather, one sailed up Lake Huron through the Straits of Mackinac and the Manitou Passage, exiting offshore from Point Betsie. At its peak, more than 100 ships per day sailed past our Lighthouse. It was an absolutely essential navigational route for most Great Lakes commerce.

Equally fascinating was the life of the Lighthouse Keeper, which might aptly be compared to that of a soldier; hours of boredom punctuated by moments of panic. Of course, those moments almost always occurred during the most horrific weather – raging storms, ice and snow, waves and darkness. And in the long and boring interludes, the beacon had to be unfailingly alight by constantly replenishing it with fresh oil.

There was also a Lifesaving station at Point Betsie, and lifesaving measures were nothing short of heroic. All this was done during an era when getting to and from Frankfort on horseback was no simple journey, and before other modern conveniences were available.

With this history that is so much a part of our local area and the broader region, we are today fortunate to be able to visit, learn about and enjoy this iconic Lighthouse and gorgeous beach. Our mission as the Friends of the Point Betsie Lighthouse is to be able to carry this on, to preserve and protect this facility, and to educate all about its significance and relevance.

We already offer the opportunity to stay in the period-appropriate Keepers' quarters, climb the tower on our popular tours, and browse our well-stocked gift shop. We have also created an on-site museum, complete with an authentic life-saving boat, numerous exhibits, and several videos, including a new one for this season narrated by historian and author Jon Hawley.

To truly fulfill our mission of care and preservation, we absolutely must repair our 1944-vintage Shoreline Protection System and improve our road access for the safety and convenience of our visitors. It is toward that end that we seek your most generous possible contribution.

Please give now to help us secure the future of this historic and treasured Lighthouse.



POINTBETSIE.ORG

POINT BETSIE | *A Beacon for the Future*

OUR STORY

Since 1858 Point Betsie Lighthouse has graced the sandy shore of Lake Michigan, focusing a beam of light 15 miles into the darkness. Standing 52 feet above water and buffeted by storm waves, the Lighthouse has long served as one of the most important landmarks in Benzie County. As the last manned lighthouse on Lake Michigan's eastern shore, Point Betsie has set a safe course for ships traveling through the Manitou Passage for over 150 years.

But Point Betsie has given us much more than her guiding light. The Lighthouse plays a fond and familiar role in generations of family stories. You may have had your first "s'more" in the shadow of Point Betsie. Almost certainly, you've enjoyed watching the sun set and listening as the waves come in at night. Perhaps you were married on the Point Betsie beach. Maybe you are a distant relative of one of the light keepers. Everyone who has spent time at Point Betsie recognizes it as special and meaningful, not simply for its history, but for the important place it holds in our community, in our lives and in our hearts.

In 2004, responsibility for Point Betsie was transferred from the U.S. Bureau of Land Management to Benzie County. The Friends of Point Betsie Lighthouse, a qualified 501(c)(3) organization, was founded to support the restoration, preservation and maintenance of this historic landmark.

Today, volunteers and a small staff manage the Point Betsie site. We are dedicated to supporting the facility through advocacy, fundraising and volunteerism. Our mission is to:

- Preserve and maintain the historical facilities at Point Betsie
- Develop Point Betsie as an educational resource for the community
- Promote a tradition of stewardship of the Great Lakes, the adjoining watersheds and the surrounding environment

BUILDING ON OUR PRESERVATION EFFORTS

Over the last 15 years the Friends have made significant improvements at the Lighthouse. The entire exterior and interior have been returned to historical grandeur, with close attention to authentic, high-quality restoration. The original Fresnel lens anchors an educational exhibit on the ground floor, while the beautiful second floor serves as a unique location for overnight and extended-stay lodgers. The Fog Signal Building has been restored as well, serving as a space for meetings and programs. Foundation and government grants, coupled with generous private support, have made what was once only a dream into a striking reality.

Through the generosity of an anonymous donor, in 2014 we constructed the new Boat House dedicated to the memory of Mollie and Jim Rogers. This building provided a new home for our Gift Shop, restrooms for the convenience of our visitors, a professionally designed museum space to showcase our historical artifacts and a spectacular mural based on a 1919 photograph depicting Point Betsie from the water. Around the same time, we focused on creating community support for our Beacon Endowment Fund. Through the generosity of enthusiastic supporters of Point Betsie, nearly \$2 million was raised to return Point Betsie to the remarkable condition we find it in today.

We are fortunate that the seasonal operations of the Lighthouse, including ticket sales, memberships, apartment rentals and gift shop sales, cover the cost of operations. As we look forward, however, there are two major projects that will enhance and sustain Point Betsie for years to come:

- The safety and convenience by making critical improvements to the end of Point Betsie Road
- The structural integrity of the Point Betsie Shoreline Protection System (SPS) that safeguards the property from erosion by Lake Michigan

Our challenge now is to raise the funds that will enable us to complete these projects.

THE 2019 POINT BETSIE CAPITAL CAMPAIGN

THE END OF THE ROAD? Point Betsie Road is the only means of land access to the Lighthouse, and it is demanding our attention and care. Although the Benzie County Road Commission is planning to repave much of the road in summer 2019, there are no government funds to make other significant changes that are needed. Adequate parking is a growing concern, as the volume of visitors attracted by the renovations to the Lighthouse has steadily increased to over 12,500 per year. And, this does not include the thousands who navigate the road each season to enjoy the natural vistas, stunning sunsets and pristine beach.

Parked vehicles in the busy season, usually positioned partly on the pavement and partly on the sandy shoulders, extend well to the east of the road end. This creates a very hazardous situation in which there is barely room for one vehicle to pass between the parked vehicles, usually intermingling with pedestrians. Additionally, if a bus or large recreational vehicle attempts to approach the road end, there is not enough space to turn around without excessive maneuvering, further congesting the road. Imagine the challenge on a busy day if an emergency vehicle needs to reach Point Betsie! Vehicles that become stuck in the sandy shoulders often need to be towed, adding to the congestion.

The original development plan addressed this issue by proposing an improved road end. Over the years, there have been several iterations of this plan, representing the collaboration of many constituents, including the Friends, Benzie County, Benzie County Road Commission, Michigan State Historic Preservation Office (SHPO), Michigan DNR, the National Park Service, The Nature Conservancy and the neighbors. In 2011, following a series of engineering studies funded by the Friends, a compromise plan was proposed to and accepted by SHPO, the agency entrusted by the U.S. Bureau of Land Management to make decisions on development of the property.

In 2016, after making some minor modifications to the plan approved by SHPO in 2011, we arrived at a solution that meets the needs of the Benzie County Parks and Recreation Commission and the Benzie County Road Commission. The plan calls for:

- A paved turn-around of 60 feet in diameter at the end of the road
- Wider pavement extending eastward approximately ¼ mile
- Twenty-five angled parking spaces on the north side of the road
- Four spaces on the south side of the road for larger vehicles
- Pedestrian walkways on the north and south sides of the road
- A passenger drop-off point, and
- Safer, easier beach access

SHORING UP THE SHORELINE: Point Betsie is protected from the harsh Lake Michigan climate by a Shoreline Protection System (SPS), a concrete apron that extends from the lighthouse into the blue Lake Michigan waters. Built in the 1940s, the SPS needs major renovations; as lake water levels rise, the need for these repairs has become a significant and urgent long-term challenge. Our next step is to re-evaluate and update the preliminary engineering study that was undertaken a decade ago. That proposal includes both the deployment of large boulders in the water to absorb wave energy, and repairs to the crumbling concrete apron and steel groins that jut into the lake. After the engineering work is completed and approved, we will need to obtain

multiple permits before initiating the actual work. Initial steps toward this goal have begun. We will soon be in a better position to understand the scope and timing of required repairs, the of level funding needed and what sources of funding might be available. We know that this necessary work will also involve the entire Point Betsie community.

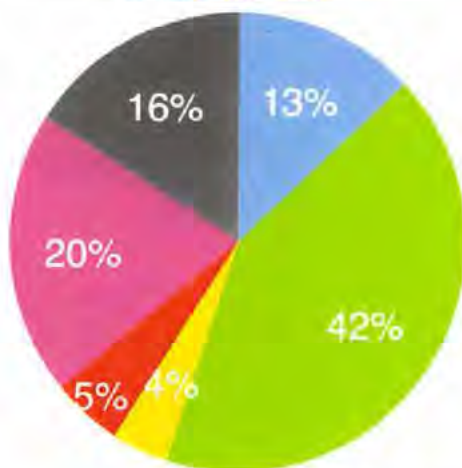
PLEASE JOIN US

Organizing a fundraising campaign for paving a road end and strengthening our SPS presents a difficult appeal to donors. It does not have the obvious advantage of proposing a beautiful new building or the rationale of building an endowment for future needs. Nonetheless, these important projects are vital to protect Point Betsie and to make her more accessible and safer for visitors.

This is an opportunity for all the Point Betsie supporters—the people who so passionately have pursued the restoration of this beautiful landmark—to be a part of these final major renovation projects. It is the most appropriate way for us as a group to share our treasure and to build the next generation of Point Betsie enthusiasts.

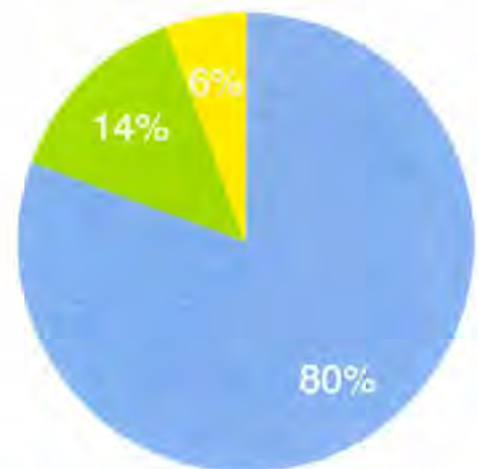
Can we count on you?

2018 Income



- Contributions/Memorials & Honors/Memberships
- Gift Shop Merchandise Sales
- Other (Interest, Insurance Refunds)
- Endowment Distribution
- Tour Tickets
- Apartment/Wedding Rentals

2018 Expenses



- Program Services
- Mangement, General Administration
- Fundraising