

BUSINESS PLAN DOCUMENT
SQUAN BEACH LIFE SAVING STATION PRESERVATION COMMITTEE
(RELATIONSHIP BETWEEN THE BOROUGH OF MANASQUAN AND THE
PRESERVATION COMMITTEE: FINANCIAL, MANAGEMENT, AND USE
PARAMETERS)
May 13 , 2008

Purpose of the Squan Beach Life Saving Station Preservation Committee

- To preserve and maintain the Squan Beach Life-Saving Station as a historic site and maritime landmark in the Borough of Manasquan and to further the recognition of Manasquan's maritime heritage.

- **Building uses include but not limited to:**
 - The station's bay area will be used for a maritime historic museum and presentations. Estimated use includes 52 weekend access of museum that displays history of life saving with documents, artifacts, DVD continual showing of US Life Saving Service and life saving history.
 - The station's bay area will also be available for public meeting space for civic groups and other approved activities that are consistent with the intent and purpose of this historic location.
 - The station's bay area will provide meeting space for community civic groups and other approved activities that are consistent with the intent and purposes of this historic location.
 - Development of maritime historic museum displays and presentations for public education and interest. Estimated use includes 52 weekend access of museum that displays history of life saving with documents, artifacts, DVD continual showing of US Life Saving Service and life saving history.
 - Pound Fishing museum displays and history presentations.
 - Speaking presentations by invited historic maritime related experts approximately once a month.
 - Boat safety education classes sponsored by the Coast Guard Auxiliary approximately 6 times annually.
 - Coast Guard Auxiliary membership training programs approximately 6 times per year.
 - Local school tours and presentations of historic Manasquan life saving heritage anticipated 10 times annually.
 - Monthly meetings of the Preservation Committee Trustee Board and executive committee, MBIA, Senior Citizens Association, Girl Scouts, and other local organizations.
 - Weekly meetings of Senior citizen's knitting and activities, Manasquan Bridge Club, guided tours, Manasquan fishermen activities.
 - Monthly or bimonthly book reading meetings and/or presentations.
 - Art shows that display the local artist's work (e.g., the Manasquan River Artist Group)/

- Non museum uses will include office space on second floor (available in later phase) for the Borough Historian, Emergency Management Coordinator, and South Monmouth Alliance Director. (Presently these offices will be provided for on the northeast and **southeast** conference room areas of the station's first floor.)

Financial assistance to the Borough of Manasquan

- The Preservation Committee will assist the Borough by: grant applications to the state, county and federal agencies; applying for grants to corporations and other private organizations; fundraising activities such as membership drives, the sale of the Ruth Vail mural (PNC bank, Main Street, Manasquan) print, the Molly Monagle's print of the life saving station and sand buckets, sponsoring movies at the Algonquin theater, receptions at local venues/ restaurants, maritime presentations by noted speakers, and 50/50 raffles,.
- The Preservation Committee will assist in paying an equitable share of the building operating costs for use of space.

Facility management assistance

The Preservation Committee will assist in the following:

- Scheduling of the use of the museum area use. When the second floor is completed and the office space for Borough Historian, Emergency Management Coordinator, and South Monmouth Alliance Director is moved to the second floor, the Preservation Committee will assume scheduling **for** use and maintenance of the entire first floor.
- Daily operational maintenance and cleaning of the first floor (bathrooms, kitchen and museum areas).
- Minor repairs and upkeep of the museum area
- Activity and financial record keeping

Background of the Squan Beach Life Saving Station Preservation Committee

Founded July 2005 and incorporated October, 2005 the Preservation Committee received nonprofit 501c3 status December 2005. As outlined in the By Laws,

- "The purpose is to preserve and maintain the Squan Beach Life-Saving Station as a historic site and maritime landmark in the Borough of Manasquan. This includes the development of maritime historic displays and presentations for public educational interest and presentations, a maritime environment for training purposes, office space for the Borough Historian and the Emergency Management Coordinator, meeting spaces for community civic groups and other approved activities that are consistent with the intent and purposes of this historic location

- Membership of supporters over the time of the Committee's organization has steadily increased: 2006; 100 members, 2007; 275, 2008; anticipate 350. With dues at \$20 per year per member anywhere from \$1150 to ~\$4500 annual revenue for operating expenses.
- Financial summary:
 - December 2005 Federal gross income\$1150.00
 - December 2006 Federal gross income.....\$42,461.43
 - December 2007 Federal gross income.....\$27,949.23
 - Anticipated 2008 gross income.....(~\$23,000)
 - Net assets as of April 1,2008.....\$62,200.00
- **Accomplishments** Directly instrumental in acquiring the following funds through March 31, 2008
 - On record as donating \$30,000 toward matching NJHT grant
 - Received Monmouth County Historic Commission 2007 \$4180 for front porch of station
 - Received Monmouth County Historic Commission 2008 \$5000 for Bay doors of station
 - Received Gannet Foundation grant for \$2500
 - Received Spring Lake-Brielle Rotary Charitable Foundation 2007 donation of \$2000
 - Received Spring Lake-Brielle Rotary Charitable Foundation 2008 donation of \$500
 - Received NJHT Planning/Management grant in 2006 for \$32,000
 - Received NJHT Capital grant for \$450,000
 - Fundraising contributions from individuals, corporations, and events amounting to ~\$62,000
- **Business Plan**
 - **Assumptions:** The Plan takes effect when the building is ready to be open to the public namely, the following documents have been received - the Municipal C of O, architects and NJHT sign off of completed rehabilitation, and the station is appropriately furnished.
 - The Borough Mayor and Council agree to the Preservation Committee's role in the use of building, as outlined in this document and formalized by an agreement with borough.
 - **Scope of Plan**
 - ◆ During construction, assistance on application and implementation of grants to state, county and federal agencies and private entities. Note: It has been demonstrated and well recognized that joint grant applications with community nonprofit organizations backing get approved more often.

- ◆ Post construction – open to public: There is agreement that the area for use and management by the Preservation Committee. (Presently only the bay-boat room, kitchen and bathrooms with guided tours of the tower, however, eventually public access will be limited to the entire first floor).
- ◆ There is a calendar of dates for the use of the first floor that includes the weekly, monthly and annual meetings outlined above in the **Building uses include but not limited to** section. These and other events will require ability to use the first floor 365 days a year, however, use will depend upon scheduling, maintenance and preparation of the facility to accommodate the use. The Preservation Committee is expected to provide this scheduling, as well as scheduling for maintenance and preparation for functions. Tours of the tower facility will be by appointment, limited in the number of participants, and accompanied by a guide.
- ◆ Outside of building and parking area are excluded.
- ◆ Second floor is the responsibility of the Municipality and is excluded from the Preservation Committee's function.
- ◆ Perpendicular parking adjacent to the north side of the station is needed to provide for handicap parking as well as an estimated 10 other spaces for office use and visitors of the first floor facility.

- **Building uses**

In brief, the purposes and principal uses for the Life Saving Station include:

- Displays and tours, of artifacts from wrecks found off the NJ coastline Daily and weekly visitation of these aspects is anticipated depending on the time of the year. Summer time being the most frequented visits and winter being the least frequented.
- Presentations to students regarding the history of New Jersey's life saving stations, as well as Manasquan's own Squan Beach Life Saving Station #9, and specifics as to the life of the Guardsmen during their service days at this site. Student presentations and tours are anticipated, about 6 times a year while school is in session. In addition, youth groups, other community schools, clubs, scouts, will be able to enjoy the station as a historic resource.
- Schedule formal presentations to adult groups on wreck diving and the history of wrecks off of the New Jersey coast. Approximately one presentation monthly is expected.
- The museum bay room will provide a meeting space for Coast Guard Auxiliary Boating and Safety training. Approximately six classes per year, 2 days per class is anticipated.
- The museum-meeting room will provide a meeting area for borough clubs and organizations. Seniors activities, scouts, garden club, etc.
- See the "**Building uses include but not limited to**" section above for other possible uses.

- A gift table will provide opportunities to sell artwork of local historic structures and souvenirs of Life Saving History the proceeds of which will help support the financial commitment of the Preservation Committee to the Borough.

The Squan Beach Life Saving Station Preservation Committee Roles:

A designated member would be responsible for maintaining the schedule of uses within the Scope of this Plan. This includes maintaining records, collecting fees, communicating with a designated Borough official, as appropriate and meeting other requirements as stated by Borough Policies. The committee would insure appropriate room setup, security and cleanup is done.

- **Financial program.**

The specifics of the Financial Plan for the construction phase will be developed once the Borough's plan for reconstruction of the interior and exterior are known. The operational plan phase will be developed to support the operational role of the Preservation Committee based on the future agreement with the Borough.

- **Construction phases**

- As has been the case to-date, the Preservation Committee is committed to assisting the Mayor and Council in obtaining funding for the rehabilitation of the Life Saving Station.
- This assistance has included those aspects listed above under the accomplishments section of **Background of the Squan Beach Life Saving Station Preservation Committee.** Basically, the Preservation Committee has been directly responsible for acquiring approximately \$482,000 in state grants, approximately \$62,000 in fundraising which includes corporate and individual supporter donations, and also \$9180 county grants. In addition, the Committee has assisted the Municipality to acquire a county cultural grant for \$108,000.
- The Preservation Committee continues to be an active member of the grant implementation team, as required by the Grantee's.
- Where possible prepare and obtain other grants from agencies and private foundations.
- Raise funds for use as part of matching grant requirements, to reduce the cost to the taxpayers.
- Promote the Squan beach Life Saving Station in the community, county, and state to obtain financial support and maritime heritage recognition and meet the requirements of granting agencies for public supported projects.

- **Operational phases**

- As the building becomes open to the public, other costs will be incurred; utilities, cleaning and minor maintenance, supplies, furnishings, displays,

etc. The Preservation Committee is committed to providing financial assistance towards some of these expenses. The Preservation Committee would expect these costs to be shared by the building users, the Committee and the Borough, based on some allocation of space, amount of usage and fee structure. Major repairs to building, utilities, etc are not included.

- The Preservation Committee anticipates funding its share of these costs by:
 - ◆ Membership dues and fees
 - ◆ Building user fees
 - ◆ Fundraising events
 - ◆ Small grants –public agencies and private foundations
 - ◆ Estimate revenue \$20,000 to \$25,000 annually

Management Plan

- **Construction phase**

Grant management and implementation. Per grant requirements two members of the Preservation Committee are representatives on the Borough's Grant management committee

- **Operational Phase**

- The Preservation Committee will establish a small management committee responsible for implementing its usage agreement with the Borough. The Borough Councilman responsible for Parks and Property will be a member of this committee.
- The Preservation Committee will provide an annual plan to the Mayor and Council reporting:
 - ◆ Accomplishments and activities for prior year.
 - ◆ Plans for the coming year
 - ◆ Budgetary needs for the building
 - ◆ Suggestions for improvements to building and uses
- The Preservation Committee would anticipate sharing some of the roles in managing the Life Saving Station. The specifics need to be worked out in an agreement with the Mayor and Council
- *Some of the Functions and organizations involved/responsible in some part for this property:*
 - ◆ Public works – maintenance, outside and inside
 - ◆ Parks and Property Committee – utilities i.e. heat, electric, A/C and all maintenance for all systems as well as budgeting and furnishings
 - ◆ Borough Clerk – scheduling uses, and approvals

- Keys and security
- Supplies
- Cleaning
- ◆ Finance/Borough Administrator
 - Budgeting and payment of bills
 - Scheduling of maintenance and repairs
 - Historian space
 - Emergency Management function
 - South Monmouth Alliance Director function