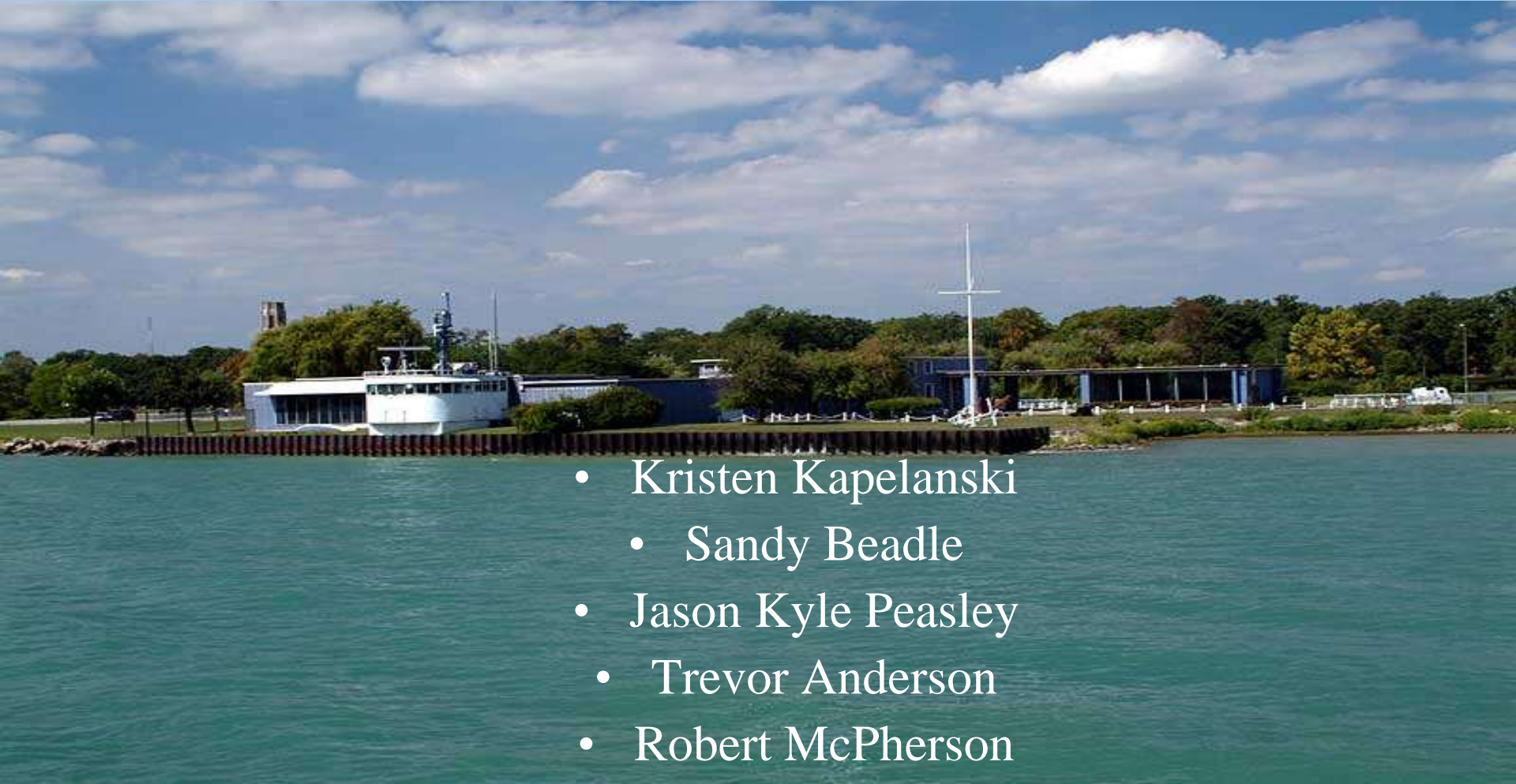




DOSSIN GREAT LAKES MUSEUM




- Kristen Kapelanski
- Sandy Beadle
- Jason Kyle Peasley
- Trevor Anderson
- Robert McPherson



Goals & Objectives

- **Goal:** The overall goal is to create a more dynamic situation for the Dossin in order to increase their attendance and to reach out to a broader and more diverse audience.
- **Objective 1:** To assess the current profile and status of the Museum.
- **Objective 2:** Conduct a comparable assessment of single purpose museums with similar characteristics.
- **Objective 3:** Collect and assess primary data on how to improve the Museum.
- **Objective 4:** Provide Recommendations.

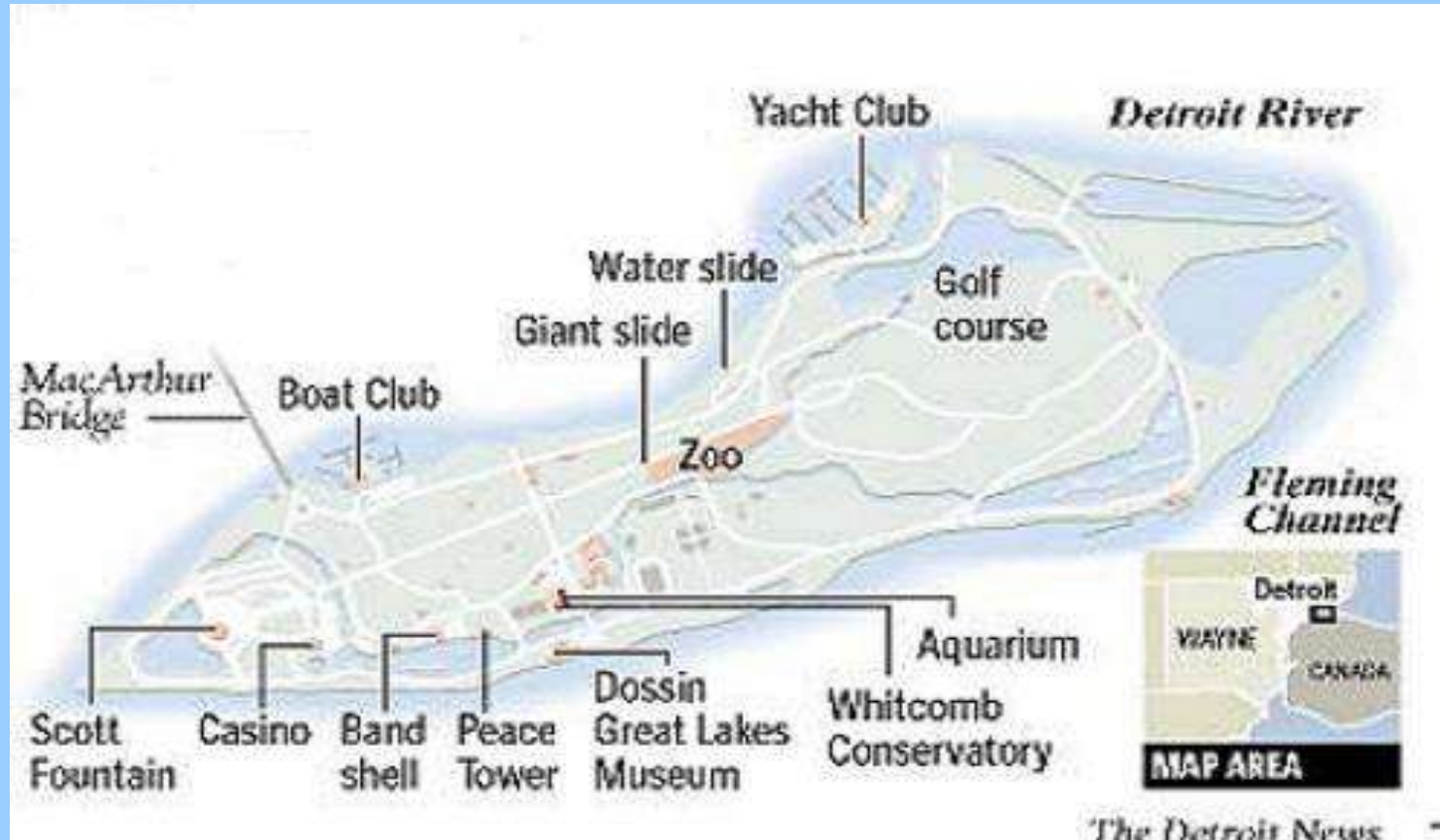


Data Gathering & Analysis Methods

- Conducted Public Surveys at the Detroit & Novi Boat Shows
- Conducted 3 Focus Groups (a SWOT analysis was done for each)
 - Employees and Board Members
 - Dossin Affinity Groups
 - Education Stakeholders
- Established Comparable Criteria with other similar Museums



Belle Isle



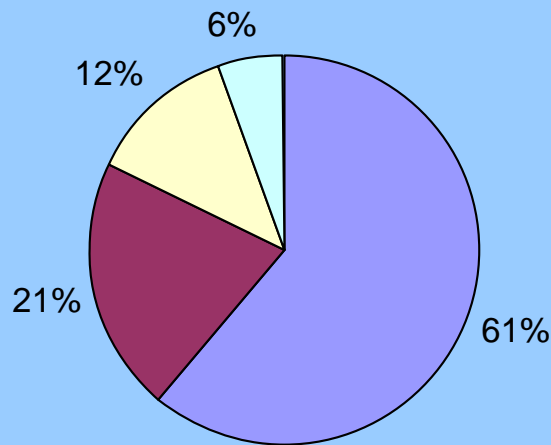


Dossin Facts

- ❖ Opened in 1960
- ❖ Part of the Detroit Historical Museums.
- ❖ Dedicated to the maritime history of the Great Lakes and the Detroit River.
- ❖ Attracts approximately 7,000 general attendance visitors annually.
- ❖ Open Saturday and Sunday from 11:00am – 5:00pm.

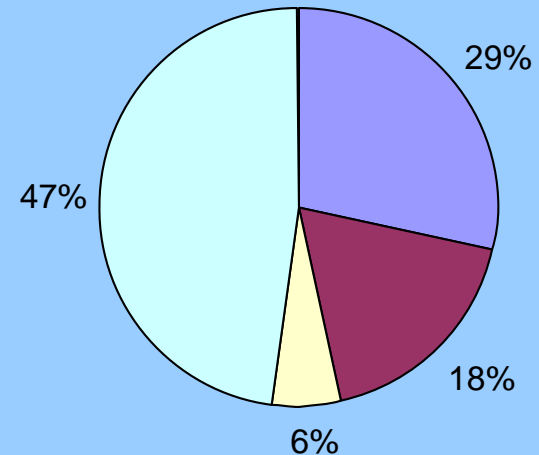
Dossin Attendance

02-03 FY Attendance Breakdown



•Average Monthly Attendance: 1,138

03-04 FY Attendance Breakdown



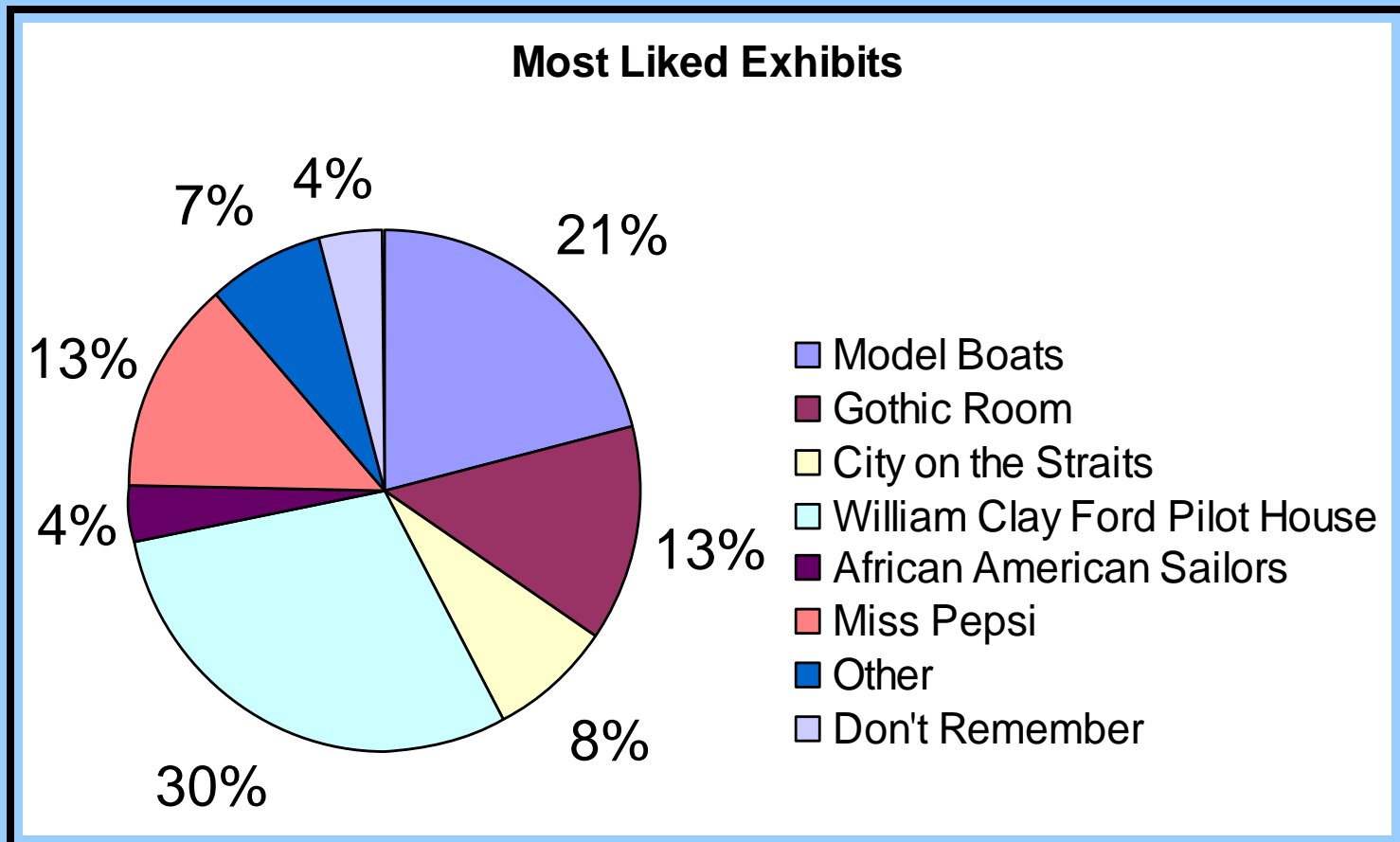
•Average Monthly Attendance: 977



Boat Show Survey Analysis

- 205 Surveys Completed
- 64% have heard of the Dossin
- 29% heard of the Dossin through word of mouth
- 43% have already been to the Dossin
- 80% would make a visit to the Dossin.

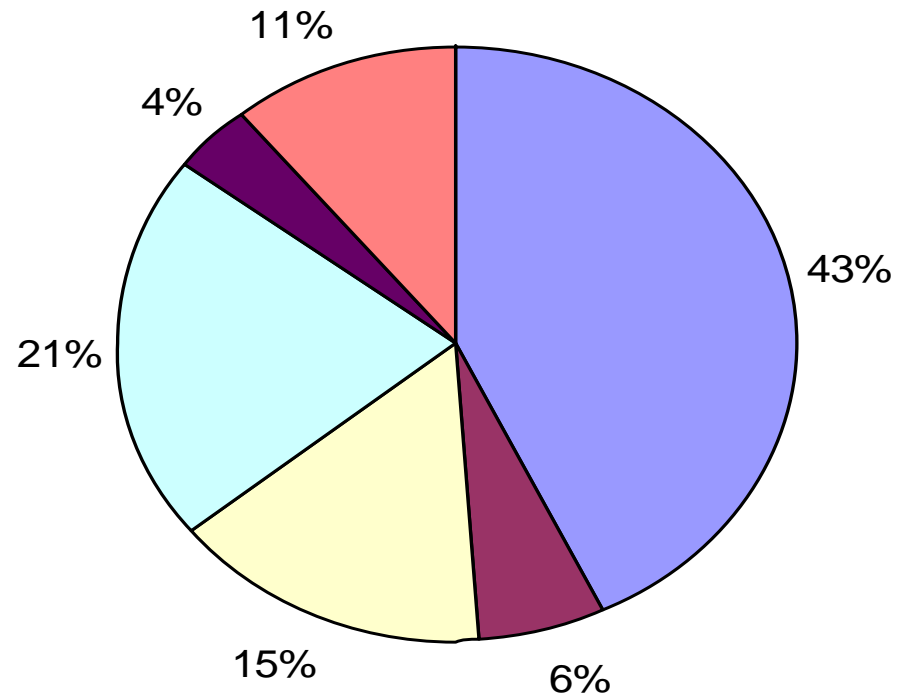
Boat Show Survey Analysis



Boat Show Survey Analysis

Type of Advertising That Best Reaches Potential Dossin Visitors

- Media (TV, Radio, Newspaper)
- Billboards
- Internet
- Magazines
- Other
- N/A



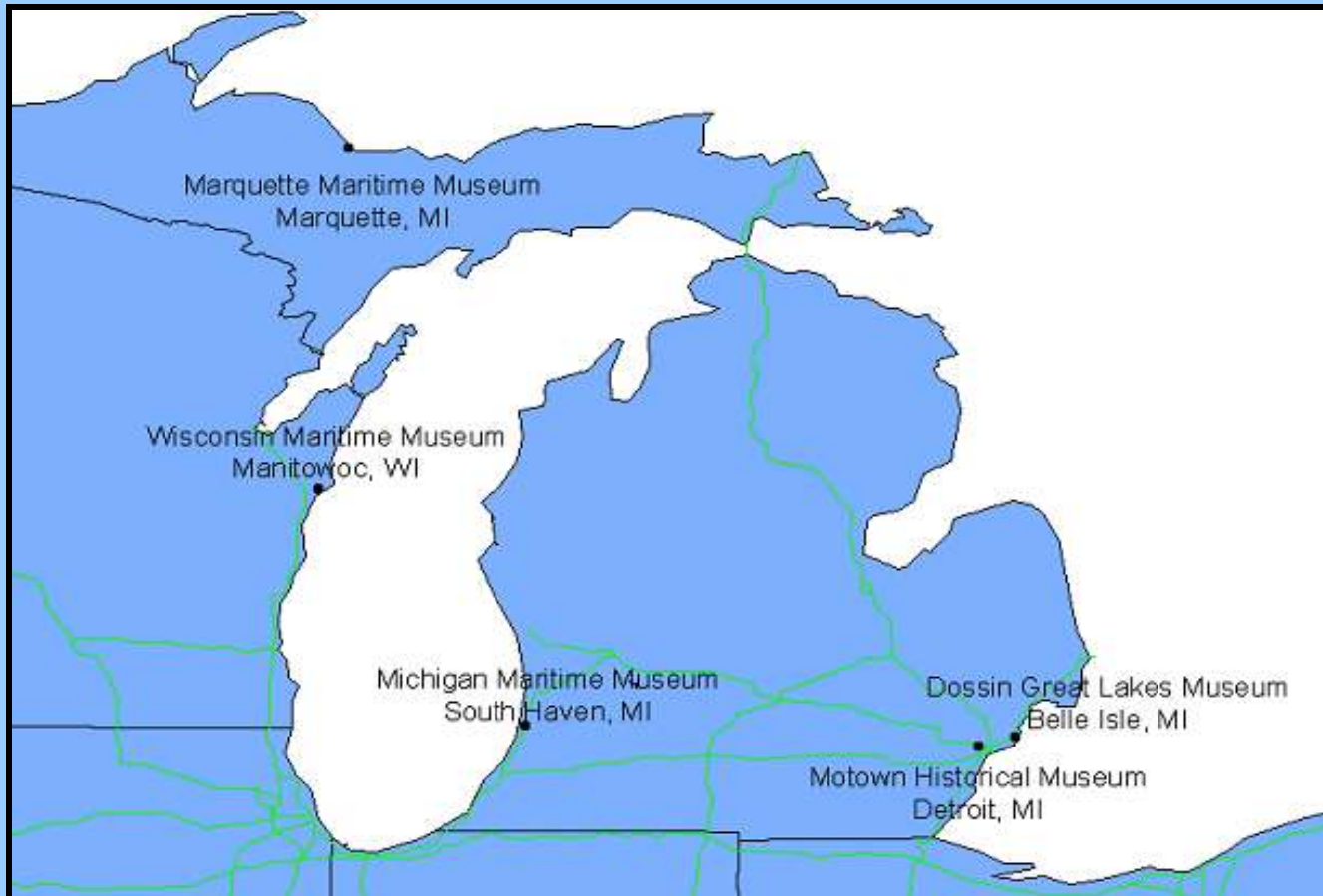


Focus Group Summary

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Location• Unique History• Reputation	<ul style="list-style-type: none">• Relationship of Detroit Historical Museums with City of Detroit• City of Detroit support• Size	<ul style="list-style-type: none">• Collaboration with Educational Facilities• Volunteers• Private Funding Sources	<ul style="list-style-type: none">• City Receivership• City Funding• Negative Image of Belle Isle



Museum Comparables





Museum Comparables

- Dossin is the only museum without its own board of directors.
- Museum Full-time Staff:
 - Michigan Maritime Museum.....18
 - Wisconsin Maritime Museum.....13
 - Motown Museum.....7
 - Marquette Maritime Museum.....2
 - **Dossin Great Lakes Museum.....0**



Museum Comparables

- Dossin has the least number of operating hours.
- Museum Attendance:
 - Wisconsin Maritime Museum.....43,380
 - Motown Museum.....40,000
 - Michigan Maritime Museum.....30,000
 - Marquette Maritime Museum.....12,000
 - **Dossin Great Lakes Museum.....7,062**



Challenges of the Dossin

- Funding
- Management and Staff
- Maintenance
- Advertising
- Exhibits and Space Availability
- Critical Mass
- Belle Isle Image



Short Term Low Cost Goals

- Establish Board of Directors
- Adopt Strategic Plan
- Create fundraising partnerships
- Create a more active volunteer program
- Tap into the visitors to Belle Isle & Detroit
 - Increase signage
 - Media promotion



Recommendations

1. Funding

- Create fundraising partnerships with local and maritime institutions
- Private fundraisers
- Federal & State funding

2. Management & Staff

- Create a Board of Directors
- Active volunteer outreach program
- Create a full-time staff



Recommendations cont.....

3. Maintenance

- Building maintenance and project schedule prepared
 - Yearly schedule to ensure maintenance upkeep
- Upgrade in outside appearance

4. Advertising

- Create marketing partnerships with local and state travel publications
- Affiliation with the new Michigan Travel initiative
- Advertising through self promotion in media
- Better directional signage



Recommendations cont.....

5. Exhibits and Space Availability

- Expansion in current location
 1. Facilitate new museum layout
 2. Create space for museum art/model boat Gallery
 3. Opportunities for more interactive exhibits
- Interactive workshops
- Long term goal: acquisition of historical boat or ferry

6. Critical Mass

- Tap into the people traveling to Belle Isle
- Collaboration with other institutions on island to create higher turnouts



Recommendations cont.....

7. Belle Isle Image

- Work to repair the image of Belle Isle
 - Accomplish this by working with the City of Detroit and the several Belle Isle stakeholder groups
 - Best interest to all organizations on Belle Isle



Thank You...

Questions?