

ALPENA SPECIAL CITY COUNCIL MEETING  
ALPENA CITY HALL  
August 22, 2016 - 5:30 P.M.

AGENDA

1. Call to Order.
2. Pledge of Allegiance.
3. River Center Status Presentation Given by The River Center Board.
4. Public Comment.

Greg E. Sundin  
City Manager

# Memorandum

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Date: August 18, 2016

To: Mayor Matt Walligora and City Council

Copy: Greg Sundin, City Manager

From: Adam Poll, Planning and Development Director

Subject: Thunder Bay Watershed Interpretive Center Status Report

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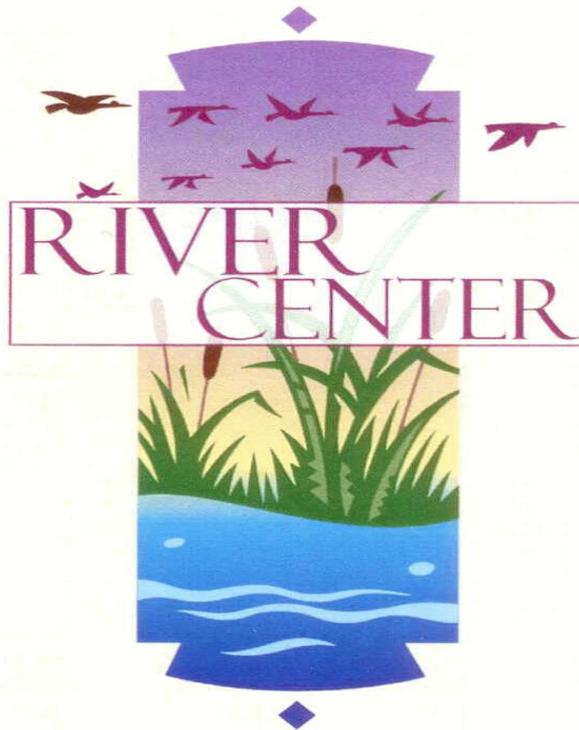
The Thunder Bay Watershed Interpretive Center (River Center) has been a goal of many members of the community for a number of years. To that end, a group of dedicated volunteers has been working hard to make the River Center a reality, through raising awareness, fundraising, and hard work, to the point where some of the events have become annual traditions in the community. The Reel Fun Ice Fishing Tournament regularly sells out all 1000 tickets and is considered by many to be the most exciting and family friendly ice fishing tournament of the year. Every year the tournament grows in popularity and is starting to attract anglers from all over the mid-west. The River Rats program run every summer has helped hundreds of kids learn about the natural environment while having fun.

The years of dedication and planning by these volunteers have laid the groundwork for the next step in the processes, obtaining the funding to build the River Center. It is expected that a majority of this funding is going to come from grants and foundations, but in order obtain these grants, there needs to be financial evidence of local support. To that end, the River Center Steering Committee has applied for non-profit status and will begin raising support from local businesses and individuals when that is finalized. In addition, the steering committee has requested assistance from the City. Knowing of all the other important programs and functions the City also must fund, the committee has requested that the City sets some funding aside for a number of years to combine with funds donated by businesses and individuals to provide the required match for the construction of the River Center.

Roger Witherbee and Judy Kalmanek have prepared a presentation to discuss the steps that have been taken, as well as what needs to be accomplished next in order to make the River Center a reality.



# Thunder Bay



# Why the River Center?

- ◆ Water is life
- ◆ Our river's life is our life
- ◆ Wildlife Sanctuary is unique part of the river within the city
- ◆ Conservation through education and exploration

# What is the River Center?

- ◆ An interpretive nature center building
- ◆ Built on the right side of Duck Park entrance
- ◆ Designed to be a demonstration of environmental sustainability
- ◆ A showcase of native landscaping
- ◆ Representative of the 5 county watershed

# What Happens in the River Center?

- ◆ Interactive exhibits showing water quality, invasive species control, impact of dams
- ◆ Aquariums promoting native river fish
- ◆ Electronic diorama of the watershed
- ◆ Enhanced experience of the Wildlife Sanctuary.
- ◆ Nature-based workshops: toddlers to adults.
- ◆ Interaction with artists-in-residence

# How Will We Build the River Center?

Funding will come from a variety of sources.

- ◆ Federal and State grants
- ◆ Support from local units of government
- ◆ Foundation grants
- ◆ Investment by companies/organizations
- ◆ Donations/pledges from community members.

# How will the River Center be Sustained?

Sustainability is a crucial part of the plan. The River Center must be able to generate enough funds annually to operate.

- ◆ Office space rental to select related agencies
- ◆ Program offerings like workshops, conferences
- ◆ Major annual fundraisers
- ◆ Building rentals: weddings, private parties
- ◆ Annual membership dues

## What Has Been Done

- 08-01-2013 Work began on preparing a temporary River Center exhibit at NOAA
- 06-21-2014 Opening of River Center exhibit at NOAA
- 09-30-2014 Application submitted to CFNEM for seed money for feasibility study (\$2500)
- 10-28-2014 Initial meeting of the Steering Committee appointed by WS Board
- 12-17-2014 Steering Committee meets with Mac West regarding feasibility study
- 01-09-2015 Application submitted to USDA Rural Development for feasibility study (\$15,000.00 awarded)
- 02-20-2015 Feasibility Study begins and continues through 6-30-2015
- 8-25-2015 Public presentation on results of Feasibility Study (56 people signed in)
- 09-15-2015 Steering Committee agrees to need for 501c3 status in name of River Center
- 09-20-2015 Work begins on the River Center business plan
- 09-25-2015 River Center becomes member of ANCA (Asso. of Nature Center Administrators)
- 10-01-2015 Programming subcommittee formed under leadership of Brandon Schroeder
- 01-19-2016 Articles of Incorporation and Bylaws adopted by Steering Committee for Thunder Bay River Center, Inc.
- 02-27-2016 Annual Festivus and Reel Fun raise \$13,000.
- 03-01-2016 Employer Identification Number obtained.
- 02-29-2016 S.W.O.T. analysis work session of Steering Committee facilitated by Katie Wolf
- 03-09-2016 Program design for River Center by inter-agency subcommittee. Brandon chaired
- 03-29-2016 Steering Committee transfers to River Center Board., regular monthly meeting dates are set.
- 4-26-2016 501c3 application is completed and approved by RC Board.  
Betsy Willis paints "Springtime in the Sanctuary". 100 prints will be made, numbered, signed as gifts to major donors.
- 05-01-2016 Friends of the River Center group was established (began recruitment 5-31-2016).
- 05-24-2016 Telephone survey of agencies/individuals conducted by Susan Nielsen. Written responses were obtained from various stakeholders (especially rental space)
- 06-28-2016 DUNS, SAM and CAGE number obtained (enable obtaining grants from U.S. government)  
Gordon and Vernie Nethercut have agreed to be Honorary Chairs of the River Center Capital Campaign.
- 07-25-2016 Bruce Johnson met with interested group to create conceptual design for the River Center which has "maximum impact for learning; minimum impact on the environment".
- 08-12-2016 Met with small group to review the architect's conceptual design.

## River Center Draft Revenue Generation Table

Item/Category	Cost per	Monthly Revenue	Annual Revenue
Admission Fee	3.00	300.00	3600.00
<b>Gift Shop Items</b>		400.00	4800.00
<b>Facility Rentals</b>		5 offices	24000.00
Weddings	700	12 per year	8400.00
Graduation Parties	700	12 per year	8400.00
Corporate Parties/Training	500	12 per year	6000.00
Research groups	300	12 per year	3600.00
Teacher/Professional Development	200	12 per year	2400.00
<b>Birthday Parties</b>			
Facility Rental	100	6 per year	600.00
Nature-themed parties	150	6 per year	900.00
<b>Adventure Programming</b>	25	10 persons each	2500.00
10 of these per year excluding schools; some offerings will by donation			
Donations from visitors			2500.00
<b>Workshops</b> (wine increases attendance)		500	6000.00
Rain Barrel Making, Food Preservation, Solar panels from recycled items, Edible Plants, Wood Carving, Making Backyard Compost Bins			
<b>Fundraising</b>			
Annual Memberships	35.00	100 per year	350.00
Corporate Memberships	100.00	10 per year	1000.00
Payroll deduction program			
Grant Opportunities (PNC for toddlers)			
On-line Giving (website) Giving Tuesday			5000.00
<b>Annual Fundraisers:</b>			
Reel Fun Ice Fishing Tournament	10,000.00		10,000.00
Festivus	3500.00		3500.00
Science Day in June	500.00		500.00
Midsummer in July	500.00		500.00
Autumnal Equinox in September	500.00		500.00

12 <sup>th</sup> Night in January	500.00		500.00
Bird Box Sale	500.00		1000.00
			97550.00

APLEX is \$1200 for one ballroom, \$1100 for the other total \$1700 for both. Upper is \$500. We'll try for the \$700 per wedding and other parties.

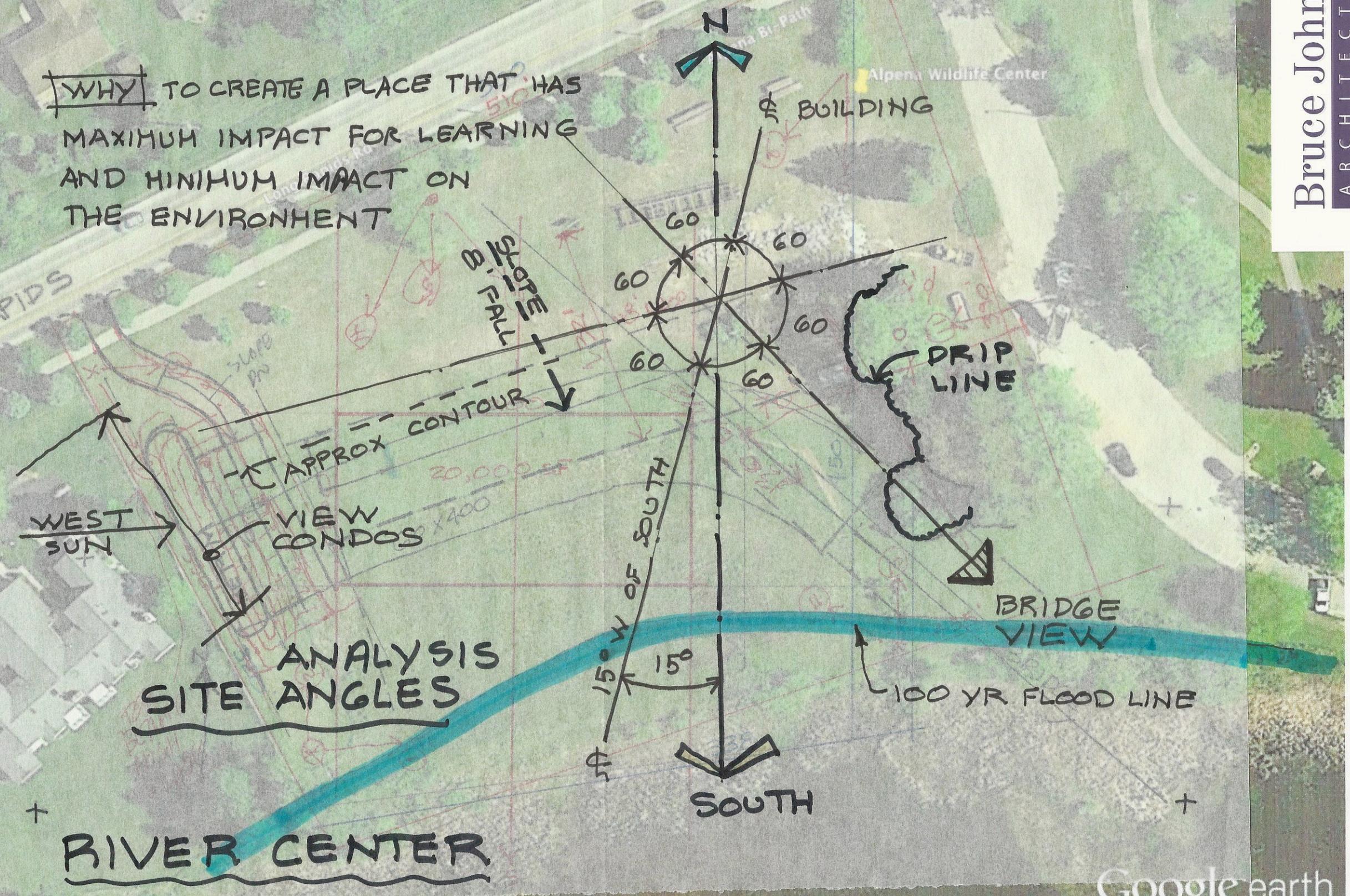
5 rental offices @ \$2.00 per sq ft. 10 x 15 space is \$300 per month plus access to conference rooms and other amenities \$100 per month added. Total \$400 per month. 5 offices \$24,000.00 per year.  
 Info estimated using rental costs in the area, and extra amenities provided at this location.

Adventure Programming: some will be by donation, others will have specific cost.  
 Survival Classes, Naturalist Courses, Pre-school programming, Elementary School Programming, Secondary School Programming, Adult courses (1-4 hour or all day), Amateur Naturalist programs, Outdoor Adventure Camps, Guided Nature Walks, Nature Photography classes.

These revenue calculations are figures that have been estimated based on existing comparables as best as currently possible. Some variation on in the final revenue numbers is anticipated.

# RIVER CENTER DESIGN, ALPENA, MICHIGAN

WHY TO CREATE A PLACE THAT HAS MAXIMUM IMPACT FOR LEARNING AND MINIMUM IMPACT ON THE ENVIRONMENT



**Bruce Johnson**  
ARCHITECTURE

Bruce Johnson, AIA

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Google earth

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feet 400

1" = 60'

SOUTH

**ELEMENTS**

- SHAPE - SITE ANGLES/VIEW/SUN
- SHELL - CONCRETE, GLASS
- STRUCTURE - EXPOSED LAM WOOD
- LIGHT - DAYLIGHT, LIGHTHOUSE
- WATER - IN/OUT
- (SOLAR ENERGY) - THERMAL WALL/DISPLAY
- THERMAL CHIMNEY
- GREEN ROOF
- NORTH BURIED

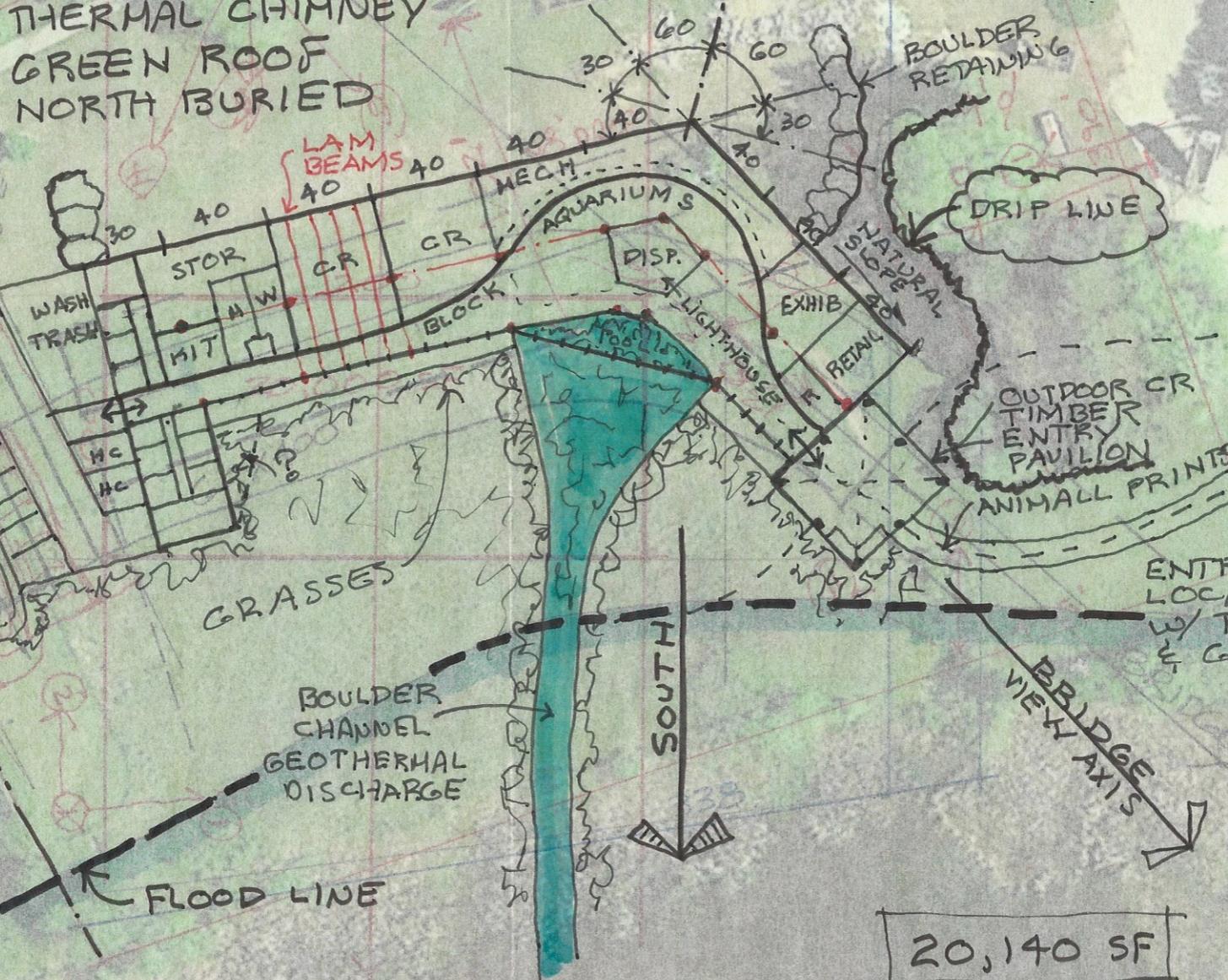
**TOPO/TREES**

**CURVING THERMAL WALL**

- PASSIVE STORAGE
- ART DISPLAY
- SCHOOL IMPRINTS
- SPECIES NICHES
- AQUARIUMS
- "TENSION" ELEMENT w/ RIGID BEAMS

LONG RAPIDS

PLANTED SCREEN  
TO MATCH



20,140 SF

1" = 60'

**RIVER CENTER SITE CONCEPT**

Google earth

**Bruce Johnson**  
ARCHITECTURE

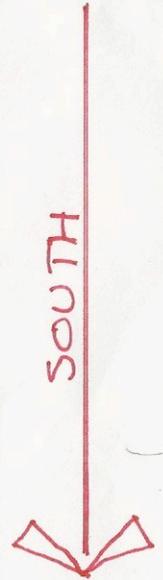
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# ROOF PLAN

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feet

400

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STRUCTURE



feet

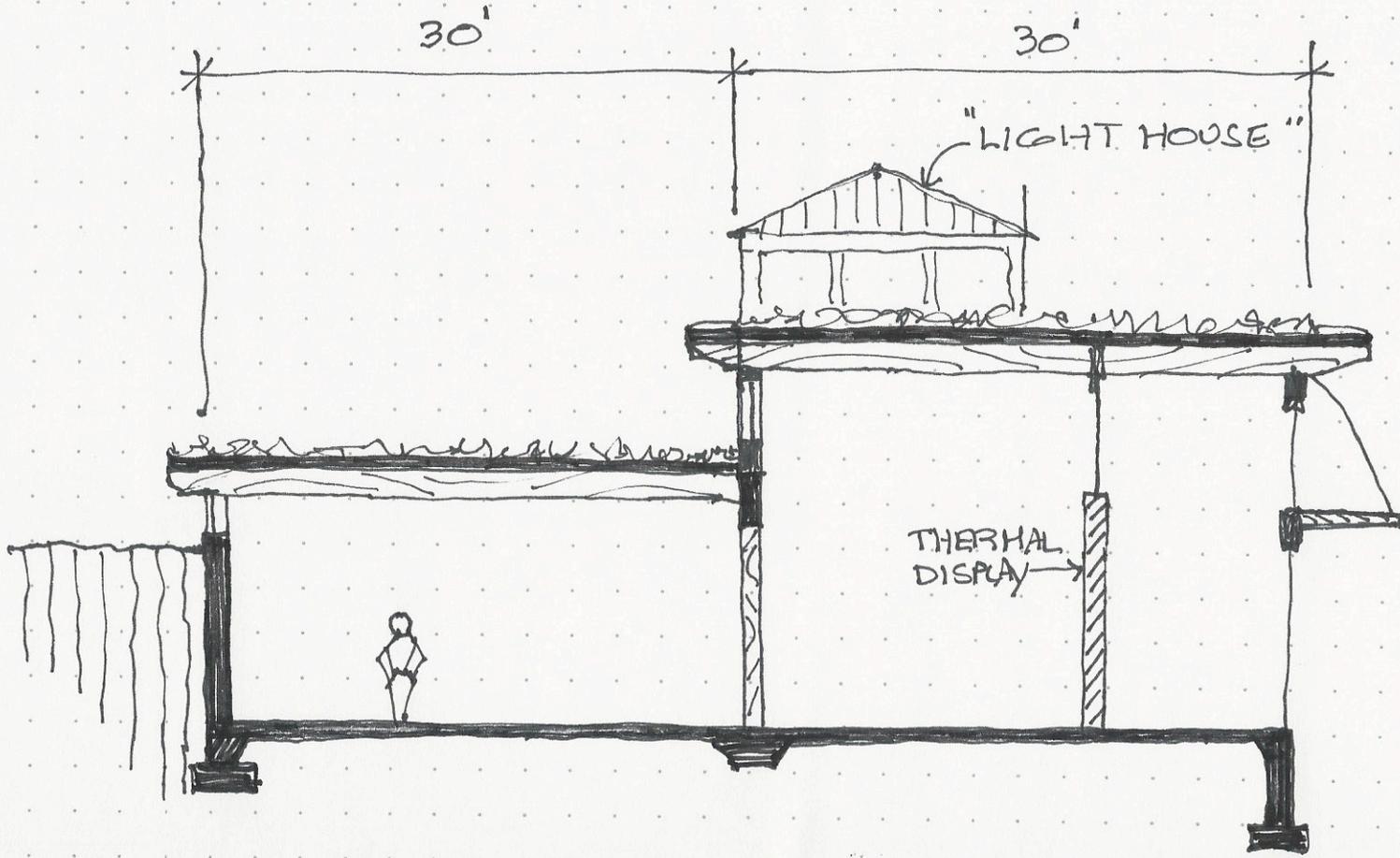
400

1" = 60'



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CONCEPT SECTION 1" = 10'