



Lighthouse Manager Report -- July 10, 2019

GENERAL MATTERS & MARKETING

The lighthouse gift shop/museum is open daily 10 to 5. I am fielding about 25+ calls and emails weekly for visitor, vendor, media and keeper questions, concerns and lost & found. Gift shop **net sales** (gross sales minus credit card fees & discounts) for this year through June 30 are \$48,800.49 total and \$23,572.00 of this is for tours. This is \$6008.68 more than last year's net sales. I think the increase in sales overall was due to many factors, new better traffic flow with gift shop moved, increased prices on items, higher numbers of visitors, and more social media. I am scrambling weekly with restocking for best merchandising options in the shop and updating the POS system.

August 11th will be the first Grand Traverse Area Lighthouse Challenge event. Visitors to both lighthouses Grand Traverse and Mission Point on this day will receive a special gift. We will give out new large wood magnets for the event. Any extra magnets will be sold in the lighthouse gift shop. Grand Traverse will give out commemorative coins from a previous event that they have on hand.

We have several dates on the calendar for Road Schoiar bus tour group visits this summer. Traverse City and the Mission Point Lighthouse will be featured on the show C-SPAN on July 20 and 21st. TC Tourism posted a short video about the lighthouse. We are having fun in the shop sharing with folks that the MP Lighthouse hat is lucky since the winner on Price is Right wore the hat the day he won – June 12 show. After posting a request, I received a nice redone drone photo from a local volunteer for the website. I had this photo idea from the recent MI Arts & Culture meeting I attended.

Still planning details with Marge Ellenberger for the 2020 MI Lighthouse Festival at Mission Point.

MAINTENANCE & REPAIRS

Lawn

The lighthouse lawn and new flower garden is doing well. The west side area is still closed off to visitors. I am meeting with the landscaper Oliver and Company today for the additional work and progress plan.

SHPO Report

The comments from Bryan at SHPO were good about the recent report on all the changes at the lighthouse.

Painting of the wood retaining wall and Well House

I have scheduled volunteer boy scouts to help with the outside painting projects.

Trash in the Park

I have collected at least one bag of trash on the party trail every week since end of April. I forwarded the comments on some of the issues in recent weeks.

GIFT SHOP/MUSEUM

After meeting with Angie from Old Mission Inn and Bill Cole from OM Historical Society, I am inspired to do a new museum board about the OMP in 1900. I am looking forward to the final product for this display. Still working on this museum board.

KEEPER/VOLUNTEER PROGRAM

The keeper program is going very well this season. I have many inquiries about 2020 season.