August 18, 2009

Attn: Board of Directors of the Griggs County Historical Society

I want to present this proposal for your consideration

I would like to see the museum adopt the same schedule as the Ronald Reagan Minuteman Missile State Historic Site.

I believe the missile site will be open for 1,548 hours over 201 days next year. I attached a rough schedule on the missile site season schedule

I think it is very reasonable to project 50 visitors per day x 203 days or 10,000 visitors to the missile site next year. I believe it is also reasonable to project that about 50% of the visitors or about 5,000 would visit the museum if it were open the same hours. This would be about 25 museum visitors per day.

I also think that raising the entrance fee to $5.00 per person would be reasonable. This would make annual membership dues much more attractive to Griggs County residents.

That would bring in 5,000 visitors times $5.00 per person or $25,000.

If Museum tour guides were paid $8.00 per hour the cost would be 1,548 times $8.00 per person or $12,384. That would leave the museum a profit of $12,616. The tour guides could also be required to do other work when there were no visitors present.

The break-even point would be 2,477 people or about 25% of the 10,000 missile site visitors. The museum might want to ask the Historical Society or EDC or City Council if they would be willing to help out with any shortfall, if it occurred.

I also believe the Museum and missile site have a very symbiotic relationship. Having the Museum open the same hours could easily attract more visitors to the missile site. The State Historic Society could advertise that the Cold War Museum would be open and available to all missile site visitors. The Historical Society might want to consider asking for a grant of $1.00 per missile site visitor to help the museum during the first year.

If having the Museum open increased the missile site visitors by 10% (from 10,000 to 11,000) the missile site revenue would increase by $10,000. This would easily justify them granting the Museum about $10,000 to stay open.

I would be willing to volunteer 40 hours of my time as a non-paid volunteer during that time period. I'm sure others could pledge to volunteer a certain number of hours during the season, especially on Saturdays and Sundays.

Thank you very much for any consideration of this proposal.

Numbers

1. I calculated the Ronald Reagan Minuteman Missile Site State Historical Site will b open for 1,548 hours next year.
2. I estimated 10,000 visitors to the museum next year. This should be a very conservative number.
3. I estimated 50% of the missile site visitors would also want to see the Cold War Exhibit and Museum.
4. I believe a $5.00 admission charge is reasonable and would not deter any potential visitors.
5. Potential revenue would be 50% x 10,000 missile site visitors x $5.00/visitor = $25,000.
6. I estimated that tour guides could be paid $8.00/hour.
7. I estimated the cost to keep the museum open at $10.00 per hour including tour guide costs and electricity costs.