DOSSIN GREAT LAKES MUSEUM

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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

- General Visitors: 61%
- Education: 21%
- Facility Use: 12%
- Special Events: 6%

03-04 FY Attendance Breakdown

- General Visitors: 29%
- Education: 18%
- Facility Use: 47%
- Special Events: 6%

• Average Monthly Attendance: 1,138
• Average Monthly Attendance: 977

-Source: Detroit Historical Museums
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

Most Liked Exhibits

- Model Boats: 21%
- Gothic Room: 13%
- City on the Straits: 7%
- William Clay Ford Pilot House: 13%
- African American Sailors: 4%
- Miss Pepsi: 30%
- Other: 4%
- Don't Remember: 8%

Legend:
- Model Boats
- Gothic Room
- City on the Straits
- William Clay Ford Pilot House
- African American Sailors
- Miss Pepsi
- Other
- Don't Remember
Boat Show Survey Analysis

Type of Advertising That Best Reaches Potential Dossin Visitors

- Media (TV, Radio, Newspaper): 43%
- Billboards: 6%
- Internet: 15%
- Magazines: 21%
- Other: 4%
- N/A: 11%
## Focus Group Summary

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Relationship of Detroit Historical Museums with City of Detroit</td>
<td>Collaboration with Educational Facilities</td>
<td>City Receivership</td>
</tr>
<tr>
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<td>• Volunteers</td>
<td>• City Funding</td>
</tr>
<tr>
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<td>• Negative Image of Belle Isle</td>
</tr>
</tbody>
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- **Strengths:**
  - Location
  - Unique History
  - Reputation

- **Weaknesses:**
  - Relationship of Detroit Historical Museums with City of Detroit
  - City of Detroit support
  - Size

- **Opportunities:**
  - Collaboration with Educational Facilities
  - Volunteers
  - Private Funding Sources

- **Threats:**
  - 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
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. Bell 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?