



*EAGLE RIVER AREA ROOM TAX COMMISSION
AGENDA NOTICE (6/1/26)*

A MEETING OF THE EAGLE RIVER AREA ROOM TAX COMMISSION WILL BE HELD
WEDNESDAY, JUNE 10, 2026 AT 9:30 am AT THE EAGLE RIVER CITY HALL,
525 E. MAPLE STREET IN EAGLE RIVER

1. Call to order.
2. Roll call
3. Approval of March and April 2026 meeting minutes
4. Discussion and possible action on the following agenda items
 - a. Review and Approval of Grant Program Funding
 - **Eagle River Historical Society**, \$30,000 for support of new Heritage Center project
 - b. Request for a complete outside audit of all Eagle River Chamber financials
 - c. Treasurer's Report
 - d. Review and approval of bills for March through May 2026
5. Adjourn

Submitted by: Robin Ginner, City Administrator

*Please note that, upon reasonable notice, at least 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's Office at 715-479-8682 ext. 222,
525 E. Maple Street, P.O. Box 1269, Eagle River WI 54521*

Room Tax Commission
March 11, 2026
Meeting Minutes

- 1) Call to order at 9:30 am
- 2) Roll call – Sue Saxhaug, Ron Van Dusen, Crystal Loppnow, Robin Ginner, Brianna Agree, and Kim Emerson.
- 3) Clarification on minutes – Ron Van Dusen and Sue Saxhaug went to the Chamber to review and approve the vouchers. The original motion was to review/approve June through November, but while there they also reviewed/approved December, which was not part of the motion. **Motion/Second, Saxhaug/Loppnow, to approve the meeting minutes from the December 2025 Room Tax Commission meeting as presented with the following correcting motion (see 3.i below). Motion carried.**
 - i) **Motion/second, Loppnow/Van Dusen, to authorize, ex post facto, for Ron and Sue to review the December vouchers and approve payment. Motion approved.**
- 4) Discussion and possible action on the following agenda items
 - a) Brianna introduced herself as the new manager of Wild Eagle Lodge and expressed her excitement to be involved in the commission. **Motion/Second, Ginner/Loppnow, to appoint Brianna Agree as Member-At-Large to the Room Tax Commission.**
 - b) Treasurer’s Report, presented by Sue Saxhaug. General account balance at the beginning of December was \$633,456.46; Grant account balance \$25,177.79, for a total of \$658,634.25. Receipts in the amount of \$110,209.09 were received from the three municipalities, including an additional payment by PriceLine in the amount of \$13,826.09 after they audited their records. Ripco Credit Union dividends in the amount of \$168.31 were deposited to the account. Disbursements were made in the amount of \$421,395.62, plus a \$5 cashier’s check fee from Ripco, for June through December vouchers. Per a motion made at the December meeting \$75,000 was transferred to fund the 2026 grant program. Sue noted that since the grant program began, we have awarded \$298,125 in funding to local organizations. Account balances as of February 28, 2026 in the general account is \$247,416.99; grant account balance is \$100,194.04, for a total of \$347,611.03 under Room Tax Commission control. **Motion/Second, Loppnow/Ginner, to accept the March Treasurer’s report. Motion carried.**
 - c) **Motion/Second, Loppnow/VanDusen to approve and sign the vouchers for January in the amount of \$31,813.81 and Feb \$14,774.19, and issue payment to the Chamber. Motion carried.**
- 5) **Motion/Second, Robin/Sue, to adjourn at 9:43 am. Motion carried.**

Next meeting, a special session to review Grant Application Recommendations, is scheduled for April 8, 2026 at 9:30 am.

Room Tax Commission
April 15, 2026
Meeting Minutes

1. Call to order at 9:31 am
2. Roll call – Sue Saxhaug, Ron Van Dusen, Vic Washelesky, Crystal Loppnow, Robin Ginner, and Peter Anderson.
3. Review and Approval of Grant Program Funding Applications
 - i) **Eagle River Fire Dept**, \$24,600 was initially requested for the Eagle River Ice Castle, but an amended request was submitted for \$38,283. Ron Van Dusen felt it was a good grant request because it attracts a lot of people to the area. Crystal Loppnow confirmed from a hotel perspective this is an enormous draw for out-of-town visitors. In their amended application, they removed maintenance, which the commission doesn't fund, but added additional equipment for replacement. The Commission approved funding the application at the original ask of \$24,600.
 - ii) **Eagle River Revitalization Program**, \$50,000 Highway 45 (Railroad St) Bike/Ped crossing at Spruce Street (Riverview Park). This is a critical piece of the River Trail construction, and will also help with the farmers market. Cycling brings in over 100,000 cyclists and the \$26m in revenue to Vilas County. Peter Anderson, from the Chamber's Ad/Promo Committee, mentioned that it wasn't funded in the past because it was first dollar. Now this is the balance needed to see the project forward. The Commission approved funding the application at the full \$50,000.
 - iii) **SnoEagles**, \$12,500 for the purchase of two (2) Verkaba Outdoor Remote Live Feed Cameras. The Commission didn't feel this would directly contribute to putting additional heads in beds, so they did not approve awarding the sum requested.
 - iv) **United Lower Eagle River Chain of Lakes Commission**, \$24,000 for Eurasian Water Milfoil hand harvesting. The grant application would allow the lake commission to increase efforts by an additional 12 days of hand harvesting. This is for the long-term health of the chain and if the lakes are filled with milfoil, the boaters won't come. They are trying not to use chemicals and haven't done so since 2014. Crystal Loppnow argued that this should not fall on the shoulders of hotels to pay for the milfoil. Sue Saxhaug noted that the hand harvesting gets to the plant roots and is more effective at stopping spread of the AIS. Ron feels it should not be funded, but others feel perhaps it should be partially funded. The Commission approved funding the application at \$5,000.
 - v) **Vilas County Economic Development Corporation**, \$10,000 for Riverside Park Development. The Commission felt the ask was premature as the committee to review the park has not yet been formed. The commission did not vote to grant the sum requested.
 - vi) **Warehouse Arts Center**, \$7,729.22 for courtyard improvements. The Commission didn't feel this would directly contribute to putting additional heads in beds, so they did not vote to grant the sum requested.

Motion/Second, Van Dusen/Loppnow, to fund grant applications as follows: ER Fire

Department at their original ask of \$24,600; ER Revitalization Program at \$50,000, and Unified Lower Eagle River Chain of Lakes Commission at \$5,000. Motion Carried.

The grant request for the ER Historical Society will be discussed at the June meeting.

4. Adjourn

- i) Motion/Second, Robin/Crystal, to adjourn at 10:29 am. Motion carried.

Next meeting is scheduled for June 10, 2026 at 9:30 am.

DRAFT



Eagle River Tourism Promotion and Development Grant Application

Date March 28, 2026

Name of Applicant Organization: Eagle River Historical Society

Address: P.O. Box 231, 1181 Highway 45 South

City Eagle River State WI Zip code 54521

Federal Identification Number: 39-1626867

Name of Organization's Representative: Vito Bortolotti

Title: Executive Director

Primary Phone Number: 715-891-8770

E-mail: erhsdirector@gmail.com

Is it okay for us to communicate with you via email: Yes No

Purpose of Organization: To preserve Eagle River culture and heritage and be an economic asset to the area.

Event/Project Title: Choosing Growth – Heritage Center

Grant Amount Requested: \$30,000

Total Cost of the Event/Project: \$900,000

Signature of Organization's Representative:

Vito Bortolotti
(Signature)

March 28th, 2026
(Date)

Please Check the Type of Event/Project:

One time/One-of-a-Kind Event/Project

- So unique that the likelihood of this being repeated is minimal, but this project must still be able to bring a sufficient amount of tourism to the Eagle River Area.

New/Recurring Event

- A New Event that has not previously been held in the Eagle River Area. This is an event the applicant intends to repeat regularly.
 - "WOW" type events and projects located outside our normal area that could have a positive impact on the Eagle River area may be given considerations.

Existing Event

- Advertising campaign within a new geographic market directed at a new demographic audience. New markets, media and audiences should be chosen based on their potential to increase the events attendance.

Capital Improvement/Building Project/Tourism Infrastructure

- In addition to the base application, you will need to complete the Capital Improvement Projects Section.

Submit Answers for the Following:

1. Provide a detailed description of the Event/Project, including answers to the following questions.
 - a. Title of the event/project
 - b. Provide a description of the event/project
 - c. What is the purpose of the event/project?
 - d. What are the goals of the event/project?
 - e. What makes this event/project special or important?
 - f. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?
 - g. Is the event/project unique to the Eagle River area or Wisconsin?
 - h. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area?
2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.
 - a. Who is the target audience?
 - b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public.
 - c. What type of sales, advertising and promotions will you do?
 - d. Who will provide you with the marketing expertise you need?
 - e. What plans do you have for cross promotions?
3. Estimate how many people will be attracted to the Eagle River area for this event/project.

4. What impact will the event/project have on our tourism economy?
 - a. How many overnight stays will it generate in the first year?
 - b. How many overnight stays will it generate in years 2 and 3?
 - c. What is the anticipated growth of this event/project? How did you calculate the anticipated growth of this event/project?
 - d. Estimate and describe the economic impact this event/project will have on local businesses.
5. Are there other community organizations, groups, or tourism related businesses with which you will collaborate with for this event/project?
6. Provide a detailed budget for your event/project including anticipated revenue sources and expenditures other than grant funds?
7. How will you raise funds to complete your event/project?
8. How will funds obtained through the Eagle River Tourism Promotion and Development Grant be used for your event/project?
9. How will you recognize the support of the Eagle River Tourism Promotion and Development Grant?

Please provide any additional information you would like to share for consideration of your request. (This applies to both Event and Capital Improvement requests.)

Budget Outline:

Amount Requested from the Grant:

Description of what the grant money will be used for:

Event/Project Budget: list the source and the amount

Anticipated Income: including donations (Monetary and/or In Kind)

Anticipated Expenses:

- o Promotional
- o Operational

Total Revenue: _____

Total Expenses: _____

Net Income (Loss) _____

Capital Improvement Projects:

1. Give a detailed description of the project.
 - a. What will it look like?
 - b. When will it be open to the public?
 - c. Is this a new project or an expansion of an existing project?
2. Has there been a feasibility and/or marketing study for this project? If so, please share what you learned. If not, what has been done to determine the likelihood of success for this project?

3. Describe in detail your operational/management plans for this project once this project is complete. Be sure to include information on the following:
 - a. How will this project be staffed and how experienced will your staff be for this project?
 - b. How will you insure adequate operational funding for the continuance of this project?
 - c. How will you maintain this project into the future?
4. What is the useful life of this project?
5. Who will be the legal owner of the project site once developed? Describe the relationship between the owner and the applicant for this grant?
6. Will construction for this project require any additional construction of: public facilities (sewage, buildings, roads, etc.) and/or public utilities? Explain.
7. Is there municipal, county or state support for this project? If so, describe the kind of support this project will be receiving.
8. How is the progress of your fundraising efforts for this project going? How much have you raised and how much more do you need to raise? Describe your plan to raise the needed funds.
9. How do you envision your organization working with the Eagle River Area Chamber and Visitors Center once this project is completed – promotions, etc.?

Please provide any additional information you would like to share for consideration of your request.

Choosing Growth

Building a Community Heritage Center

The Eagle River Historical Society (ERHS) is building a 2,500 s.f. Heritage Center, attached to the existing Historical Museum on Highway 45 South, Eagle River.

The Center will enable year-round operation of both the museum and all programming, not currently possible. The existing museum is not a year-round use building, resulting in a five-month season. A renovation of the Museum, included in the total budget, will add insulation and close all wall openings, both for heat conservation and to meet best standards for exhibits, making it a full year season.

The goal is to increase visitors, levels of programming and further contribute to the local tourism economy. This is especially important since heritage tourism is the fastest growing tourism segment nationally. Studies indicate that this segment spends more per visit, stays longer and uses more tourism amenities than others. The goal of the ERHS is to continuously increase year-over-year visitor growth going forward. The Center will also be an asset to both for-profit businesses and other non-profits. The Heritage Center will be available on a fee basis to both and add more public events for the community. Recently the only other dedicated event space in Eagle River was sold and rental space for events is more limited than in past years.

While it is anticipated that users and visitors will be drawn from surrounding areas, counties, the state of Wisconsin and beyond, benefits will accrue to Eagle River in the form of local spending. ERHS plans to develop packages with local lodging, restaurants and recreation facilities. Examples are the projected Pedal Tours and canoe races collaboration with Hawk's Nest Outfitters 2) projected packages with heritage resorts 3) restaurant tie ins for museum users and special events.

It is anticipated that the Center will be used for social events, business gatherings, meetings and small conferences. Early inquiries indicate an interest by both local and regional organizations. ERHS visitors will be able to experience traveling exhibitions, lecture series, revolving exhibits, classes and many programs. Development of ongoing programming, tied to existing local tours, will attract shoulder season visitors who typically include heritage tourism visitors.

The chief target market are visitors over 50, with significant disposable income and an interest in arts and culture. Marketing budgets, which will be largely digital, will be about \$5,000.00 annually plus potential JEM grant funds. Based on year one JEM cost share that would have a ceiling of \$20,000.

Social media, website, direct email and earned publicity on television and in print will also contribute to the marketing mix. Marketing support will be contributed by some board members and by outside contract consultants. Cross promotion may include offering events in partnership with local lodging and restaurants (packages) and collaborating with other nonprofits to create programming. ERHS is a member of the Northern Wisconsin Heritage Council (NWHC), an umbrella organization of historical societies above Highway 10. Members cross promote events and share social media posts. The NWHC has also developed a package of digital history tours that include Northwoods topics common to many counties: logging, railroads, old schoolhouses, vintage resorts, bootlegging, early tourism. Visitors link these to make tours of a topic or of geographic locations.

An attached sheet shows projections for visitor numbers, based in Years 1-2, on the expanded museum capacity and use of the Heritage Center. The existing visitor numbers were projected based on an additional seven months of use. A construction timeline and projected cost is attached.

Funding for this project has been raised through a capital campaign with significant contribution by the TAWANI Foundation. The \$900,000 campaign included \$300,000 in gifts from TAWANI, \$300,000 in matching funds and \$300,000 in individual and foundation gifts (all matched 1:1). Any award from the Eagle River Tourism and Development Grant will be directly applied to the actual construction of the Center. \$52,000 remains to be matched (although there are nearly \$10,000 in gifts not eligible for matching). That makes this final round of funding critical. It will unlock the final \$100,000 in matching funds.

All gifts will be recognized on a Donor Wall inside the Center. An award in the full amount of the request, combined with an earlier gift of \$10,000, would place the Promotion and Development Grant at the Sapphire Level, which is the third highest donor level. All major donors will play a visible role at the grand opening. The immediate recognition includes press release, social media mentions, newsletter and direct email recognition. The Eagle River logo will be used in all print and digital recognition.

The finished Heritage Center is a vernacular architecture design based on classic lakeside summer homes. The front porch gives it a welcoming street view. Weather permitting, the Center should be available for use by October 2026. There was no formal marketing study. The urgent need for the space drove the project. ERHS programming had been growing a rapid rate, and it was ever more challenging to find locations for classes, lectures and additional exhibits. The chief concern was operating costs in future. Projections indicate that the savings in heating costs resulting in added insulation to the existing museum, and the user fees for the Center will support the operations.

The useful life of the Center (combined with the museum) is projected to be fifty years or more. The ERHS owns the site of the Center and will remain the legal owner of the Center. They are the also the grant applicant.

A new septic system is a part of the construction plan, but no roads will need to be built. Utilities are already in place and plans are to dig a new well within a year. There is no governmental financial support for this project. Private and foundation support have been critical. Wisconsin ranks 49th of the 50 states in supporting arts and culture organizations.

The final stage of fundraising is ongoing. Several grant applications are in the pipeline, and a direct mail 'final push' is in place.

ERHS hopes for a robust cooperation with the Chamber and Visitors Center. ERHS has been a Chamber member for many years and would like to be an active partner. ERHS currently supplies Cranberry Fest bus tour hosts and has assisted in training bus hosts in general, with a brief 'history tour' as buses go to the marshes.

Supporting material:

- Price structure for Center rentals
- Description of donor recognition
- Images of completed Center
- Phase structure of all additional building amenities
- Construction budget (with costs for well and septic)
- Links to documentation of heritage tourism value
- Projected visitor numbers

Heritage Center User Price Structure

Level 1 – For profit business will pay full prices

Level 2 - Nonprofits will pay 50% of base rental fees. Costs of additional amenities will be a full rate. Proof of nonprofit status will be required. -

Level 3 – Members will receive a 10% consideration for private social or organization events without nonprofit status. Business members will receive a 20% discount on base rental rate for business related events.



PHASE DEVELOPMENT OF E.R.H.S. HERITAGE CENTER

Composed by V.S. Bortolotti

Abstract:

As the Eagle River Historical Society approaches signing a contract with a Construction Company, and on the heels of completing architectural drawings as of the Spring of 2024, this Development Plan will serve as an adaptable, but firm and forward guide for the Capital Campaign. This document also stands to serve as a plan for the TAWANI Foundation, with the intention to show them our anticipated progress as well as donors and the general public. If approached with any questions concerning the development of the Heritage Center, this document will help fully articulate the utility and progress of our community focused Heritage Center.

Phase No.I- Spring of 2026

This phase is the initial “on ramp” of the construction of the Heritage Center, pertaining mostly to preliminary and necessary set up for the rest of the construction project.

1.1: Site Preparation

- New Septic Tank and Field in the discussed location that can accommodate the new center.
- New Well to accommodate all of the new bathrooms and water fixtures as well provide the means to maintain current and future landscape.
- Possible expansion of electrical components and circuitry
- Possible relocation of trees and shrubbery
- Possible Enclosure of Windows

Phase II: Spring of 2026

With the completion of Phase I, the groundbreaking of the Heritage Center can begin. If not, Phase I would be melded into Phase II, as this work is required to be completed regardless of date. Nonetheless, the following are going to be the selected goals for the initial completion of the Heritage Center.

2.1: Preparation of the Existing Structure

- Ensure that all utility hookups are installed and Equipment ordered to be placed in the current archives and collections storage.
- Ensuring collection has been moved from existing archives to Gardner Room and then subsequently shielded from ongoing construction in the lower level, even transported offsite or upstairs if necessary.
- Construction of Exit Access from the new Mechanical Room in Gardner Room.
- Encapsulate the existing crawl space. (completed)
- Exhibition plans developed to protect objects and exhibitions through proper storage, and targeted stability ensured viz. Cases and objects moved from windows, larger objects covered in drapes, items prepared for storage or packaged away from any construction.
- Ripping up the parking lot and preparing the rest of the property for all necessary construction?

2.2: Laying the Foundation for the New Addition

- Ripping up the parking lot and preparing the rest of the property for all necessary construction.
- New mechanical systems prepped and installed.

2.3: Construction of the Main Floor

- Window enclosures and insulation for existing buildings

- Replace front door with new doors
- The Community Rm., Break Rm. Bathrooms, Tables & Chairs Storage, Reception Vestibule, and will be completed in this phase.

2.4: *Exterior of the Heritage Center*

- The Front Porch, new siding, and exterior insulation on the existing building will be completed.
- New Asphalt Roof and Comm. Rm. Access Staircase

2.5: *What will not be included in Phase II*

- Purchase of Tables & Chairs
- Point of Sale Systems
- Break Room Equipment
- Archival & Collection Storage Equipment

Phase III: *Fall of 2026 - Fall of 2027*

During Phase II, the simultaneous activation of Phase III will allow us to capitalize on the momentum of construction and publicity, to which we can garner a more targeted fundraising campaign for necessary line items. However, the most important, keystone feature of this phase is the development of a donor wall to be unveiled at the time of the grand opening of the Heritage Center. In addition to that, the Conference Room's furnishings will allow us to start turning that space into a profit center as soon as possible no less, allowing the public to use it as soon as possible. Below are the following desired targets, in order of their importance:

3.1: *Donor Wall - Labels & Location*

- All donors whether large or small must be represented in some capacity in the new heritage center

3.2: *Conference Room Furnishings*

- Purchase of Tables & Chairs
- Table Linens – Purchase vs. rental
- Projector & Pull-Down Screen

3.3: *Parking Lot*

- New Driveway and easement from Hwy 45
- The immediate parking stalls to be completed will be the handicap stalls in the front as the building construction comes to a close.

3.4: *Break Room Equipment*

- Order and Purchase of Nescos
- Microwave, Toaster, Airfryer
- Coffee Machine
- Small Refrigerator
- Small set of dishes and serving utensils

3.5: *Essential Landscaping*

- Flagpole & Pavers in front
- Immediate Shrubbery in front and along building

Phase IV: *Winter of 2028 - Fall of 2030*

Two years after the groundbreaking of the Heritage Center, Phase IV will commence as the phase to tie off all “loose ends”, and finish plans that were established in 2024. While, at any point the below items can be completed by in-kind gifts, private donors, or any other means. However, for the sake of this document, the following are the final planned amenities for the heritage center that have no immediate priority within the early phases of construction. Completion target is 2030, four years after groundbreaking.

4.1: *Use of the Current Gardner Room*

- Office space for Expanded Staff?
- Future Exhibit Area?
- Expanded Storage and Archival Space?
- Future Server & Hosting Room?

4.2: *Landscaping & the Finished Parking Lot*

- Due to cost, through donations and as demand grows, the parking lot will be completed to accommodate additional visitors and users.
 - Until the parking lot is completely paved, it will have an assorted gravel lot as a temporary solution.
- Landscaping will be finished incrementally and most likely through individual donors and volunteer's time.

Heritage Center Construction Budget

Phase I

1. Baseline 2,500 square feet x \$325 = \$812,500.00
2. Septic system \$9,818
3. Well \$6,726.50
4. Total \$829,044.50

Our contractor is Timberline Construction, and we have requested that all possible subcontractors be local. Timberline has sent out RFBs and will have a hard total as soon as all are returned. The advance view is that costs are not rising and some have dropped since the \$325/S.F. number was submitted. Early bid results are encouraging, and we have already seen gifts-in-kind attached as percentage reductions.

Timberline has assured us that they will allow as much volunteer assistance as is safe and reasonable. Any cost-benefits will be applied to work phases 2-4.

These costs are only for Phase I. Landscaping, paving, signage, and fencing have yet to be bid out. They are projected to a range of an additional \$125,000.00.

Although Phase I will likely be possible to complete within the \$900,000.00 campaign goal, the grant contract with the TAWANI Foundation requires ERHS to achieve the full amount to release the matching funds. If the final goal is not met, ERHS will not qualify for full matching and therefore will not have the necessary \$829,044.50 to complete Phase I.

Value of Heritage Tourism

Heritage Tourism Advisory Council

https://www.achp.gov/heritage_tourism#:~:text=Heritage%20tourism%20creates%20jobs%20and,historic%20sites%20as%20tourism%20destinations.

Heritage Tourism Market Report

<https://www.grandviewresearch.com/industry-analysis/heritage-tourism-market-report>

The Hottest Travel Trend for Americans?

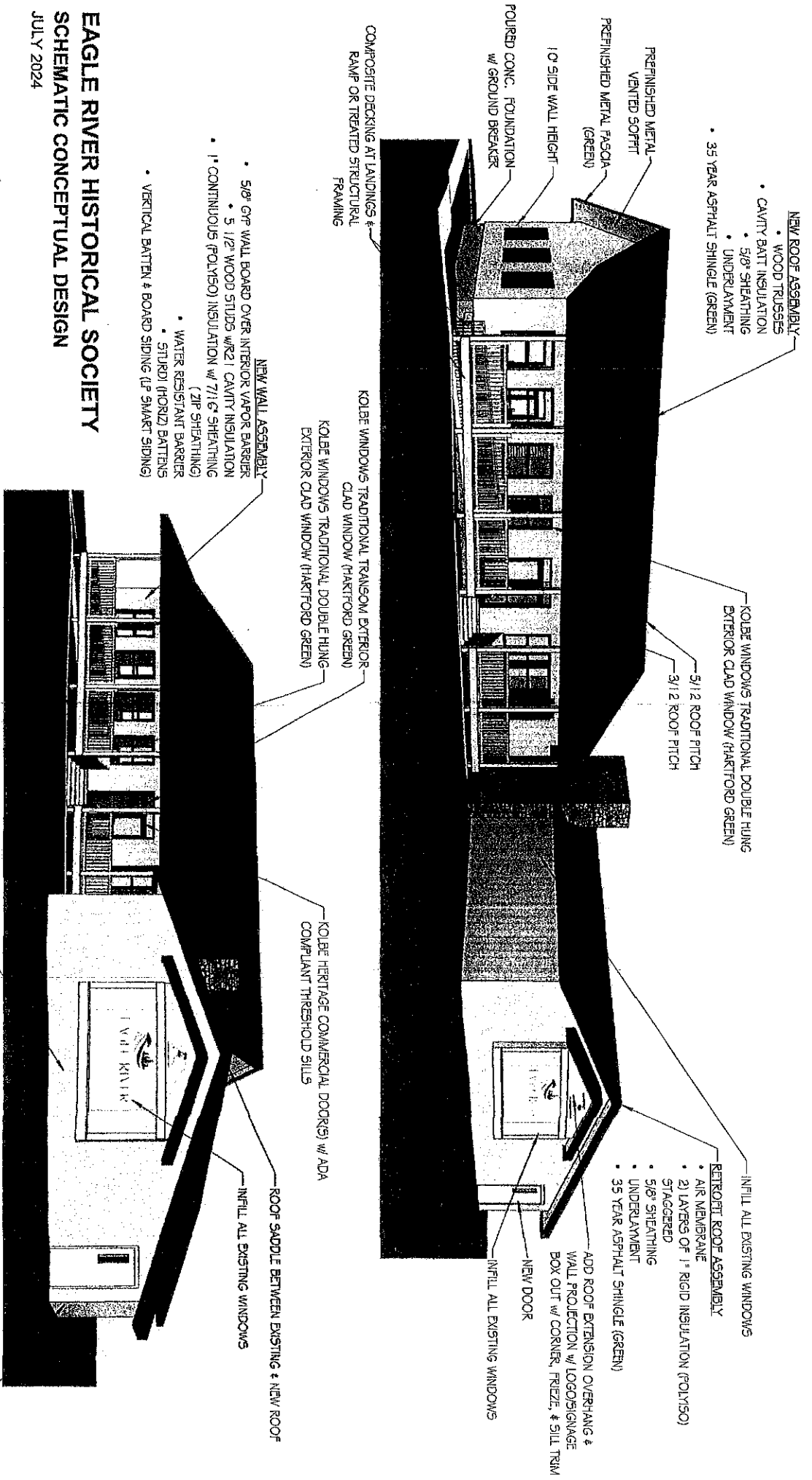
<https://www.cheapoair.com/miles-away/american-travel-trend-cultural-heritage-tourism/>

Future Market Insights

<https://www.futuremarketinsights.com/reports/heritage-tourism-industry-outlook>

Wisconsin Historical Society

<https://www.wisconsinhistory.org/Records/Article/CS4191>



- NEW ROOF ASSEMBLY:
 - WOOD TRUSSES
 - CAVITY BATT INSULATION
 - 5/8" SHEATHING
 - UNDERLAYMENT
 - 35 YEAR ASPHALT SHINGLE (GREEN)

KOLBE WINDOWS TRADITIONAL DOUBLE HUNG EXTERIOR CLAD WINDOW (HARTFORD GREEN)

5/12 ROOF PITCH
3/12 ROOF PITCH

- RETROFIT ROOF ASSEMBLY:
 - AIR MEMBRANE
 - 2) LAYERS OF 1" RIGID INSULATION (POLYISO)
 - STAGGERED
 - 5/8" SHEATHING
 - UNDERLAYMENT
 - 35 YEAR ASPHALT SHINGLE (GREEN)

ADD ROOF EXTENSION OVERHANG & WALL PROJECTION w/ LOGO/SIGNAGE BOX OUT w/ CORNER, FRIEZE, & SILL TRIM

- PREFINISHED METAL VENTED SOFFIT
- PREFINISHED METAL FASCIA (GREEN)
- 10' SIDE WALL HEIGHT
- POURED CONC. FOUNDATION w/ GROUND BREAKER

COMPOSITE DECKING AT LANDINGS & RAMP OR TREATED STRUCTURAL FRAMING

KOLBE WINDOWS TRADITIONAL TRANSOM EXTERIOR CLAD WINDOW (HARTFORD GREEN)

KOLBE WINDOWS TRADITIONAL DOUBLE HUNG EXTERIOR CLAD WINDOW (HARTFORD GREEN)

KOLBE HERITAGE COMMERCIAL DOORS) w/ ADA COMPLIANT THRESHOLD SILLS

ROOF SADDLE BETWEEN EXISTING & NEW ROOF

- NEW WALL ASSEMBLY:
 - 5/8" GYP WALL BOARD OVER INTERIOR VAPOR BARRIER
 - 5 1/2" WOOD STUDS w/R21 CAVITY INSULATION
 - 1" CONTINUOUS (POLYISO) INSULATION w/ 7/16" SHEATHING (21" SHEATHING)
 - WATER RESISTANT BARRIERS
 - STURDI (HORIZ) BATTENS
 - VERTICAL BATTEN & BOARD SIDING (LP SMART SIDING)

- RETROFIT WALL ASSEMBLY:
 - STRIP SIDING TO STUDS
 - VERIFY CAVITY FILLED INSULATION IS FULL
 - 1" CONTINUOUS (POLYISO) INSULATION
 - 7/16" SHEATHING
 - WATER RESISTANT BARRIER
 - STURDI (HORIZ) BATTENS
 - VERTICAL BATTEN & BOARD SIDING (LP SMART SIDING)

DEMOLISH STAIR ENCLOSURE & REBUILD TO FULL WALL HEIGHT, EXTEND ROOF OVER NEW CONSTRUCTION

EAGLE RIVER HISTORICAL SOCIETY
SCHEMATIC CONCEPTUAL DESIGN
 JULY 2024

FUNKTION
 Design Studio

207 Windtree Drive
 Wausau, WI 54403
 715.571.8122 / 920.379.7133

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Comparable projects

1. Fitchburg Historical Society – Fitchburg, Massachusetts

Project Overview

The Fitchburg Historical Society completed a multi-year capital campaign to purchase and renovate the historic Phoenix Building in downtown Fitchburg, transforming it into a permanent headquarters with expanded exhibition, research, and public program space.

Capital Investment

- Over **\$3 million raised** during a five-year capital campaign for acquisition and renovation of the Phoenix Building.
- Supplemented by state-level cultural facilities and planning grants to support long-term development.

Documented Outcomes

- Establishment of a centrally located, fully modernized museum and research facility.
- Expanded capacity for exhibitions, public events, lectures, and educational programming.
- Increased visibility and accessibility within the community, supporting sustained audience growth and donor engagement.

Relevance to Proposed Project

This project demonstrates how investment in a permanent, upgraded facility enables historical organizations to significantly expand public reach, stabilize operations, and serve as a downtown cultural anchor.

2. Sullivan County Historical Society – Hurleyville, New York

Project Overview

The Sullivan County Historical Society operates the Sullivan County Museum in a repurposed, three-story former school building, developed through a partnership with Sullivan County. Facility improvements have included accessibility upgrades and modernization to support expanded use.

Capital / Facility Improvements

County-supported adaptive reuse of a large institutional building for museum and community use.

Documented Outcomes

- Ability to host year-round exhibitions, meetings, educational programs, and collaborative events.
- Strengthened partnerships with county government, schools, and regional cultural organizations.
- Increased flexibility for multi-day and multi-partner programming.

Relevance to Proposed Project

This example illustrates how facility investment—particularly in accessibility and functional upgrades—enables expanded programming days, deeper partnerships, and sustained public use beyond a limited seasonal schedule.

3. National Museum of Industrial History – Bethlehem, Pennsylvania

Project Overview

The National Museum of Industrial History undertook its “Next Level” capital campaign to expand exhibition and programming space and elevate the museum’s regional and national profile.

Capital Campaign Focus

- Expansion of exhibit galleries and public programming areas.
- Use of phased fundraising, donor tiers, and naming opportunities.

Documented Outcomes

- Increased capacity for large-scale, ambitious exhibitions.
- Expanded educational and public programs supported by improved facilities.

Relevance to Proposed Project

This example illustrates best practices in capital fundraising strategy and demonstrates how facility expansion supports earned-income programs and ticketed special exhibitions.

Summary of Comparable Outcomes

Across these examples, capital investment in museum facilities resulted in:

- Expansion beyond traditional exhibit-only models to include multipurpose facilities such as rental and meeting spaces, classrooms, and visitor service hubs
- Increased exhibit capacity and flexibility for ambitious or traveling exhibitions
- Enhanced ability to operate year-round or extend seasonal operations through winterization and infrastructure upgrades
- Strengthened community engagement through donor tiers, naming opportunities, and phased capital campaigns

These documented outcomes closely parallel the goals of the proposed heritage center addition and museum winterization project, reinforcing the feasibility, best-practice alignment, and long-term community impact of the investment.