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LUDINGTON MI
PERMIT NO. 673

Sable Points Lighthouse Keepers Association

Strategic Plan 2019-2023

Goals and Objectives



SPLKA Board of Directors – 2019

Bob Baltzer – Director

Alan Cocconi – Director

Mark Hallenbeck – Director

Lenore Janman – Director

Bill McBeth – Director

Roger Pashby – Director

Ted Robinson – Director

Peter Manting
Executive Director

Jim Hardie
Restoration and Maintenance Supervisor

Rachel Bendele
Operations and Gift Shop Manager

Carol Cooper
Bookkeeper

Matt Varnum
White River Light Station Curator

Cherie Hockenberger
Assistant to the Director

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It is the vision of Sable Points Lighthouse Keepers Association to ensure the historic preservation of our lights and foster the education of surrounding and statewide communities about their history and maritime importance. In so doing, we commit that:

- Our lighthouses are open to all every year from May through October.
- Our lighthouses are structurally sound, inviting, and historically accurate.
- Our programs educate students and entertain children and adults alike.
- Our members engage in multiple lighthouse- and community-related opportunities within and outside the association.
- Our association maintains strong ties with state and local communities.
- Our association, donors, corporate sponsors, and foundations mutually benefit from collective investment in our lights.
- The SPLKA Board and staff provide leadership and passion for our lights in support of our organizational goals.

**Goal #1 – “Financial”:
To ensure the availability of funding for operations, restoration and additional projects.**

1. Ensure sustainability by managing the operational budget from revenues generated through gift shops, membership dues, and stakeholder donations
2. Establish relationships with top-tier Michigan-based corporate donors and foundations
3. Institute individual giving programs including “end of life” bequests
4. Target a 5% annual increase in visitors/tower tours
5. Target \$3,000,000 in funding by July 1, 2022.

**Goal #2 – “Restoration/Maintenance”:
To confirm with restoration/maintenance staff in planning, obtaining permits, and building/maintaining historically accurate buildings and structures on our lighthouse properties.**

1. Complete Historical Structure Reports on all four properties by July 1, 2022
2. Specify and plan preservation efforts and new projects in support of the SPLKA mission by EOY 2019
3. Secure adequate storage for all SPLKA artifacts and archives by July 1, 2022

**Goal #3 – “Education”:
To provide educational opportunities for guests, SPLKA members, and children to learn the history of our lights and their importance in maritime history.**

1. Continue to provide information to teachers and administrators regarding the structure and history of our SPLKA lights, as well as available opportunities to visit the lights
2. Continue to provide curriculum materials that teachers can use to teach about lighthouses in Michigan
3. Provide educational programming at all of our lights
4. Provide informational material and educational opportunities to enhance the knowledge of our members and the capacity of our keepers to better inform our guests.