

Sable Points Lighthouse Keepers Association (SPLKA) Strategic Plan Draft 1/25/24

Vision Statement

Our vision: SPLKA strives to ensure historic preservation, educate the public, foster partnerships with surrounding and statewide communities and provide visitors the opportunity to experience a vital part of Michigan's maritime history. In so doing, we commit to:

- Keeping our lighthouses open to all every year from May through September/October.
- Ensuring our lighthouses are structurally sound, inviting, and historically accurate.
- Creating programs to educate students and entertain children and adults alike.
- Providing members opportunities to engage in multiple lighthouse and community-related opportunities within and outside the association.
- Developing and maintaining strong ties with state and local communities.
- Ensuring all stakeholders mutually benefit from collective investment in SPLKA lights.
- Providing leadership and passion for our lights in support of our organizational goals.

Goal #1 – Financial: 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 Michigan-based corporate donors and foundations.
3. Securing a facility for daily SPLKA operations which will include office space, artifact and archive space, and meeting space by July 2026.
4. Target a 5% annual increase in visitors/tower tours.
5. Target \$3,000,000 in funding by July 2030 for:
 - a. Construction of an historic structure at Little Sable Point
 - b. Construction of an historic structure at Big Sable Point (BSP)

Goal #2 – Restoration/Maintenance: Ensure the properties we manage are structurally sound and historically accurate.

1. Complete Historic Structures Reports on all lights by July 2028
2. Complete exterior tower restoration on BSP by July 2026
3. Renovation of White River Light Station to include moving the gift shop to the Workshop building by 2025

Goal #3 – Education: Provide educational opportunities for guests, SPLKA members, and children to learn the history of our lights and their importance in Michigan maritime history.

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