

BEACON OF LIGHT

BUSINESS PLAN

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December 2020



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EXECUTIVE SUMMARY

Objective

We are dedicated to the preservation of Great Lakes lighthouse, the history and the stories of those who served at them. As registered non-profit association dedicated to preserving Great Lakes lighthouses and their history. We are advocates for lighthouse preservation through foundations, media relations and government. With your interest and support we can continue to restore these structures and preserve this unique part of Michigan's history

Goals

- Acquire a lighthouse for preservation
- Acquire a life saving station for preservation
- Acquire lighthouse and life saving artifacts for display and preservation
- Educate the public on lighthouses and life saving stations in Michigan
- Support existing and future lighthouse museums and organizations
- Establish partnerships with other organizations to obtain these goals

Our Mission

We are dedicated to the preservation and educating of the Great Lakes lighthouses, the history and the stories of those who served at them. Bring public awareness of Michigan lighthouses, supporting lighthouse preservation projects with monetary and non-monetary assistance, maintaining a central repository of lighthouse information, and researching on lighthouses history.



CUSTOMER TARGET MARKETS

Primary Target

The primary targets are lighthouse enthusiasts and adventurers whom visit the Great Lakes State. The age range for the tertiary target customer is 18-65 and includes people of all demographics and geographical locations. We want to reach people who are dedicated to helping preserve these beacon of lights, and save a part of Michigan history.

Secondary Target

People who like to attend local history locations like lighthouses, or just out and about and happen to find a lighthouse. The age range for the tertiary target customer is 18-65 and includes people of all demographics and geographical locations. We want to educate and bring knowledge about why persevering lighthouses is important.

Tertiary Target

Family and friends of those who have the love of persevering lighthouses. The age range for the tertiary target customer is 16-65 and includes people of all demographics and geographical locations. Family and friends could use this organization to understand why its important to their friend and that this is an important cause to pursue.

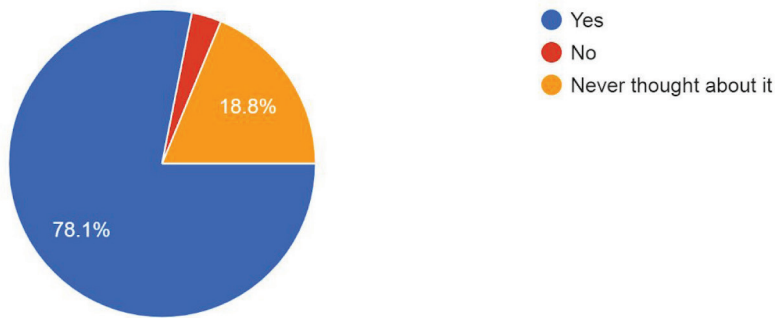


MARKET RESEARCH

Conducted a survey from December 4, 2020 to December 11, 2020 , and received 32 responses to the following questions. My goal was to determine if there was interest as well as a need for preserving lighthouses.

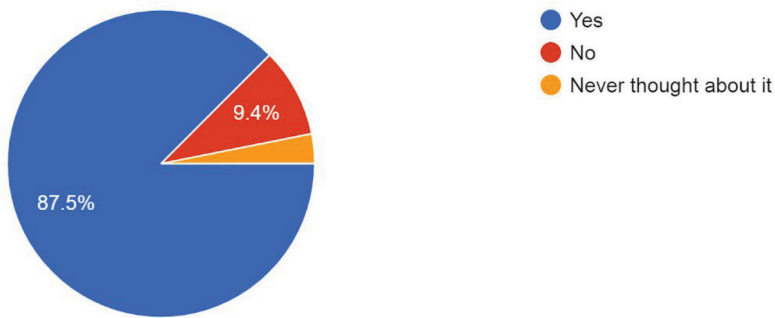
Do you think of Michigan being a lighthouse state?

32 responses



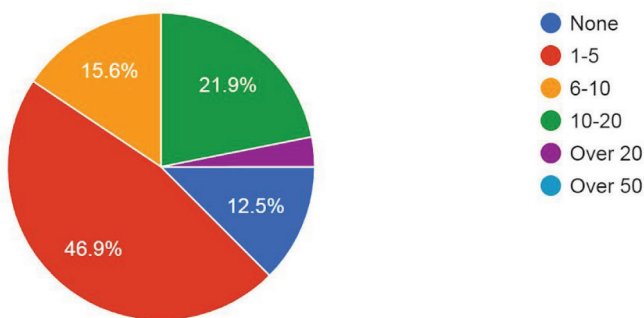
Have you ever visited a lighthouse?

32 responses



How many lighthouses have you visited

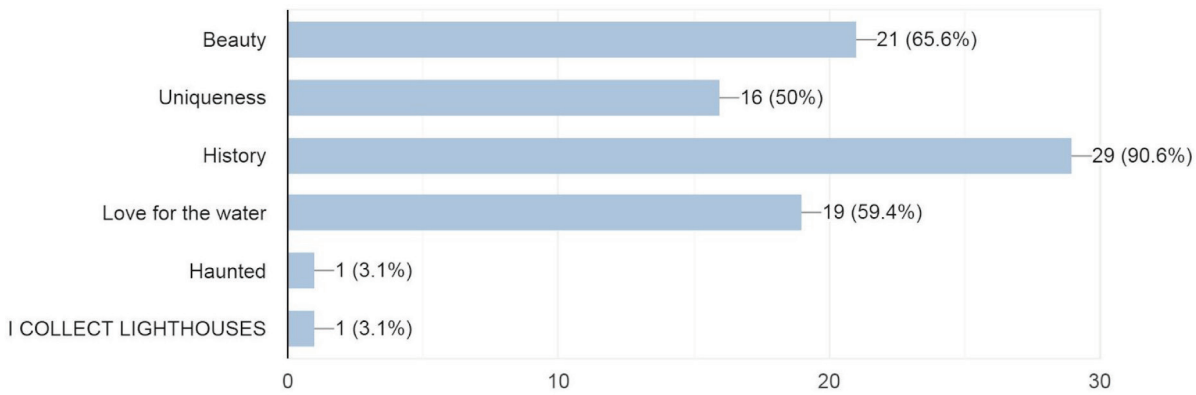
32 responses



MARKET RESEARCH

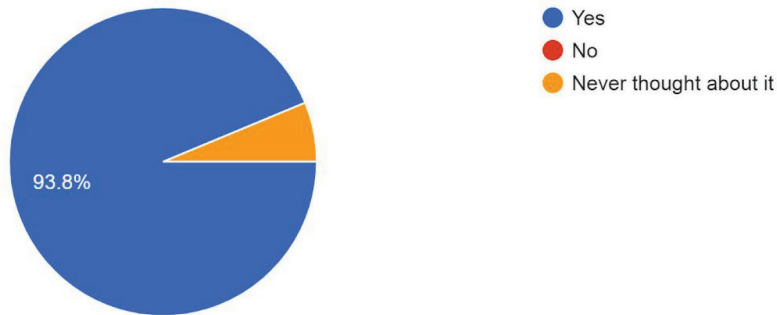
Why would you visit a lighthouse? Check all that apply.

32 responses



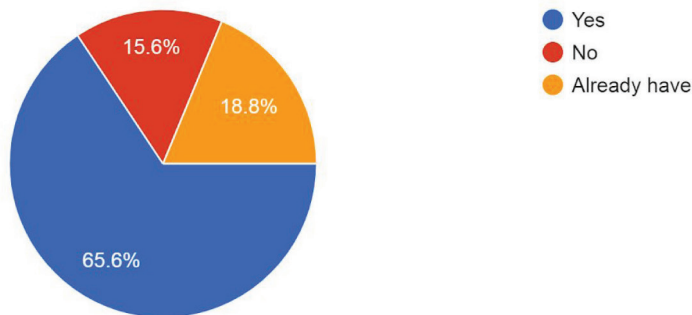
Do you think it's important to preserve lighthouses?

32 responses



Would you donate to help preserve lighthouses? Even if you got something in return.

32 responses



I also asked why they thought it was important, and only got 26 responses out of 32. 19 out of 26 wrote something along the lines of the historical aspect of lighthouses.



MARKET RESEARCH

Are lighthouses in danger of being lost forever?

Do you know that some of Michigan's lighthouses are in danger? The era of the lighthouse keeper is long gone and with it went the person who took care of the dwellings, towers and outbuildings. The Coast Guard has automated the nation's lights and abandoned most of the light stations. The Coast Guard is not into the historic preservation business and so that is left to organizations and individuals to care for these structures and bring them back to life as museums, bed and breakfasts or private homes for example. Without caretakers, the keeper's houses and other buildings have become easy targets for vandalism and damage caused by storms and normal weathering. In just a short period of time these structures can deteriorate beyond repair. Lost with them is the treasured history and memories of countless lives saved and their architectural significance. Lighthouses have been classified by many as America's Castle's. Without caretakers lighthouses will be lost forever, some have already met this fate.

Can anything be done to stop this?

Yes, many are working in many ways to help restore these landmarks and to create museums and other reuses of the lights. With a network of professionals and volunteers we can provide information or help to those who need it. We are advocates for lighthouse preservation through foundations, media relations and government. With your interest and support we can continue to restore these structures and preserve this unique part of the maritime heritage.

Michigan Lighthouse History

Lighthouses once played a vital role in Michigan's culture and economy but now stand stoically in the sidelines as evidence of our state's transformation over many years. These structures were once a defining factor of Michigan as they protected ships from the shallow waters that surround our little mitten and lit the way for countless sailors to safely pass through our chain of freshwater lakes. With the creation of new navigational technology, lighthouses have become all but useless in recent years. They now serve as beautiful year-round tourist destinations and symbols of Michigan's coastal history and life in the Great Lakes State.



STRATEGY

Business Model

The business will use a subscription-based model that charges customers a recurring fee (monthly or yearly) based on the type of plan they choose. The business will be a non-profit organization, which means we do not earn any profits for its owners. Instead, the organization donates the money it receives to help fund the organization's objectives and goals.

When you join, you'll receive one of our gift items, and can request our catalog, lighthouse guides, and other publications. You'll also have the satisfaction of supporting the preservation of Michigan's lighthouses. Together, with your help, we can keep a beacon of light shining.

Each membership rank category receive our quarterly magazine, Beacon, window decal, corresponding gift items, as well as upcoming event flyer. Gift items can be purchased separately from our shop.

Membership includes quarterly receipt of Beacon, which features a unique combination of photography, artwork, and articles designed to keep members informed of both lighthouse news and upcoming beacon events, as well as historical articles on Great Lakes lighthouses and keepers written by noted authors and historians.

You can take pride in the fact that part of your membership dues will be applied to our ongoing lighthouse preservation and education initiatives, ensuring that our lighthouse heritage will survive for future generations.

Your purchases help support our lighthouse preservation mission. Thank you for keeping a beacon of light shining.



STRATEGY

One Time Giver and Membership

One time

Cadet \$25 Note-cards

Assistant Keeper \$40 Lighthouse book

Keeper \$65 Poster

Inspector \$100 Beach Towel

Superintendent \$500 Michigan Lighthouses (guide book)

Commissioner \$1000 America's Lighthouses (history book)

Membership Available Plans

Keeper - Membership \$50.00

Basic annual membership includes the quarterly magazine, Beacon, along with a card and scale of a lighthouse, and an official membership card. As well as a feature Michigan made item.

District Inspector \$75.00

All the benefits of a Keepers membership, plus a custom designed U.S. Lighthouse Society embroidered patch. Additionally, you will receive the Society's collectible holiday ornament, handcrafted each year for upper level members.

Deputy Engineer \$100.00

All the benefits of a District Inspector, plus a custom designed U.S. Lighthouse Society lapel pin, Deputy Engineer patch and Society decal. In addition, you will receive the Society's collectible holiday ornament.

Deputy Commissioner \$250.00

All the benefits of a Deputy Engineer, plus a custom designed U.S. Lighthouse Society lapel pin, Deputy Commissioner patch and Society decal. In addition, you will received the Society's collectible holiday ornament. We will also donate a one year gift membership, in your name, to a library of your choosing.

Commissioner's Circle \$750.00

Individual life membership, with all of the benefits of a Deputy Commissioner, Commissioner's Circle patch, plus your name engraved on the U.S. Lighthouse Society's Lifetime Honor Board, permanently displayed at Headquarters.



COMPETITIVE ADVANTAGES

There are a number of Lighthouse Associations in Michigan whose missions are to preserve and promote the historic significance of lighthouses that guided ships during the early years of Great Lakes. These non-profit Associations offer membership and except tax deductible donations to perform their valuable work of preservation and programing. There are 35 different lighthouse preservation and historical societies that you can join and donate to. It is a great way to find and support a local lighthouse or, for those outside of Michigan, they offers a great opportunity to learn about Michigan's culture and even aid our lighthouse restoration initiative.

To stand out from the competition, we need a unique and creative subscription idea. We have worked hard to try and remain the origination that offers the most for each package of donations. We also strive to keep all of our products truly Michigan made and locally sourced from Michigan artists and crafter. Also we have the highest percentage on the dollar that goes into the actual preservation and protection of lighthouses.

We maintain determination to keep our product as a best of all the options out there. We strive to keep our costs low and keep our customers coming back for more. Due to this our product isn't the cheapest option but it is the option that offers the most for the price.

Subscription services also create the opportunity to develop stronger relationships with customers. By nature, subscriptions have built-in regular interactions between our memberships and customers. Multiple touch points are an opportunity to create the perfect experience that reinforces our value proposition, and another factor that contributes to increasing.



MARKETING AND OPERATIONS

Marketing

In order to find our target market and encourage them to use our service, we would need to travel to lighthouses around the state to reach potential customers. Another way is to ask at the lighthouse that has a gift shop and set up a few flyers to prompt. Social media can be used to gain access to groups made up for lighthouses, which can gain more exposure and find people who want to use our services.

Subscription boxes gain a lot of traction when marketing themselves on social media sites. Like YouTube, Facebook, Instagram. We would follow this trend by utilizing the success of advertising on social media websites with the heavy traffic they carry. By creating accounts on these sites and prompt our products as well as our mission. Travel and show the different lighthouses and talk to lighthouse keepers as well as other organizations to help bring awareness to persevere lighthouses.

Operations

There are many tasks that need to be done, in order for Beacon of Light to function properly and be successful:

Design Team

A team of creative people to help design and make for each box. The team will help carry a theme though out each box, as well as the look for the organization. We would want a team to help captivate customers and keep them interested.

Web design

Our website will be the main thing the customer sees. It needs to be inviting, informational, and need to capture the beauty of Michigan lighthouses to help draw in as many people as possible.

Research and development

Will continue to do research on why and how to help preserve lighthouses, new ways to help spread awareness. They are responsible for research, planning, and implementing new programs and protocols into the organization and overseeing the development of new products.



MANAGEMENT TEAM

Management team

Director of the Organization

Will be in charge of planning and monitoring the day to day operations of the organization, to make sure that everything is running smoothly.

Lead designer

Will manage and lead the design team. Take charge of overseeing all the design projects, from packaging, branding, and website design, making sure they all have a cohesive look and feel for the organization. Communicates company goals, safety practices, and deadlines to the team. Motivates team members and assesses performance. Provides help to management, including hiring and training, and keeps management updated on team performance.

Business manager

Responsible for overseeing and supervising the organization's activities and employees. Keep everyone aligned with the goals of the organization.

Accounting Manager

Will be managing and overseeing the daily operations of the accounting department. They will make sure to create systems and processes for analyzing and reporting financial information, ensure organizations follow legal and regulatory requirements, and recommend improvements for business procedures.



RISKS

With any business, there are going to be risks. To know what's going to make your business successful, we need to know what will destroy it. Subscription companies enjoy high retention rates and a predictable income stream. User feedback and referrals are easier to obtain than they are with other businesses.

The excitement of receiving new, high-quality products in the mail is one of the reasons subscription are so popular. It's easy to maintain that sense of novelty for the first couple of months. When a customer has been with you for years, though, it's much harder. Nurturing those long-term relationships is crucial to success for subscription boxes.

There are two primary reasons that customers cancel a subscription. The first is that it's too expensive. The second is that they're unhappy with the products. Each of these cancellation reasons is reasonably easy to address. Retaining customers is easier with subscriptions than with other businesses, but people can still cancel. Some studies show that one-third of all subscribers cancel within three months. Over half cancel in less than six.

Even if a customer isn't unhappy with their subscription, they may simply get bored. Failing to gather and implement feedback makes this outcome much more likely. Ideally, subscribers will let you know what kinds of items will keep them interested. When customers do cancel, if you've encouraged feedback, you'll know why. You can then apply that information to increase retention going forward.

Customers are more likely to cancel subscriptions that aren't customized. For business owners, customization requires more time, effort, and money than sending a standard membership. It's more difficult to manage inventory when there are different shipment configurations. You'll also need to maintain a wider variety of vendor relationships.

Staying competitive in a field that's getting increasingly crowded and complex requires businesses to stay on top of the market, both broadly and by keeping a sharp eye on their own customer base. That means having the right subscription management platform. It will offer deeper subscriber and business insights, improved operating efficiencies, billing continuity that's accurate and efficient, more effective ways to increase retention by decreasing churn, and the flexibility to adapt your subscription plans, pricing, and promotions based on data around what drives subscriber behavior.

There's a balance between branching out and remembering why people signed up in the first place. If you include new or unique products to keep people hooked, you risk losing loyal subscribers.



FINANCES

It's a good thing that social activists start nonprofits with a passion, a purpose and—hopefully—enough bankroll to finance their budding organization. Starting a nonprofit is hard work. Nonprofit executives will rightly tell you that a nonprofit is another form of a business. And like a business, you need more revenue than expenses. Becoming a corporation typically involves choosing a legal business name, filing necessary documents with your state's corporate filing office and creating bylaws to dictate how your organization will be run.

A few of the startup costs can be expected for nonprofit like legal, web, advertising, production cost, and wages. Becoming incorporated is necessary to remove personal liability from you as the founder, as well as to attract many grants and funding later on, and also need 501c3 status, about \$1,000. Website setup, if I want anyone to be able to find our nonprofit, we need to have some kind of online presence, about \$200 plus up keep. Staff although I may not have any paid staff to begin with, if we want to scale our nonprofit, we have to expect this cost to scale as well. Product setup, if we want to give our members something in return we need to create high quality item, and maybe partner with Michigan made, about 3,000.

All of the income that we make must be placed back into operating activities, whether this is for rent, cost of products, or for paying staff. It also relates back to the mission and the community we serve. This also means that the income it makes cannot be distributed back to the board or anyone else connected to the nonprofit.



FUTURE

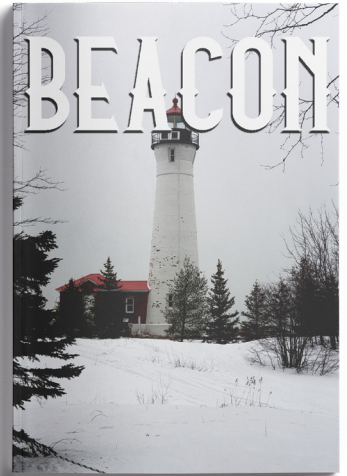
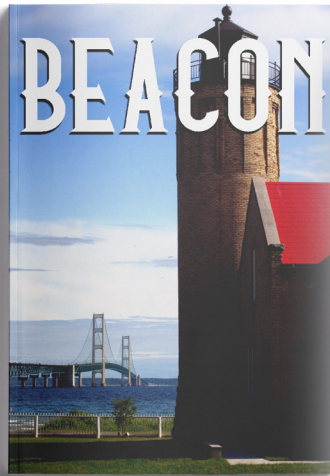
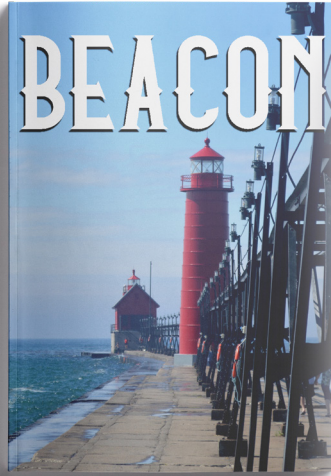
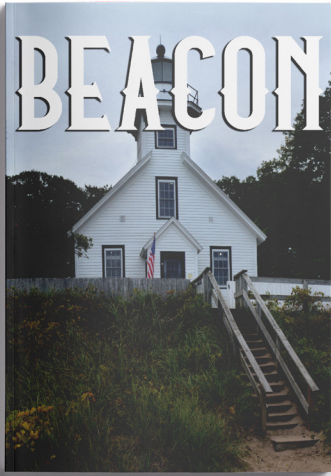
In the future, I hope Beacon of Light, will have an awesome team working together, to help grow and expand our organization. We would have the membership growing, and many items from our shop selling to help preserve Michigan Lighthouses. One of my goals for the organization is to have an event once a month at a different lighthouse to help show and educate about the history, and help further our cause.

We will endeavor to become a source for lighthouses and lighthouse history information, and will strive to improve its research resources both at its physical libraries and through its website. In addition, we will strive to become a leader in lighthouse-related education through publications such as Beacon, presentations, tours, research resources and assistance, and other efforts to foster public knowledge and enjoyment of Michigan's rich and important lighthouse history. Also act as a force in lighthouse preservation by continuing its lighthouse stewardships; by fostering cooperation among lighthouse organizations and preservation groups through increased networking and affiliate programs; and by providing both practical and financial assistance through a developed pool of experts and expertise and by the growth of its Lighthouse Preservation Fund into an annual grant-making resource.



PROTOTYPE

Beacon Quarterly Magazine

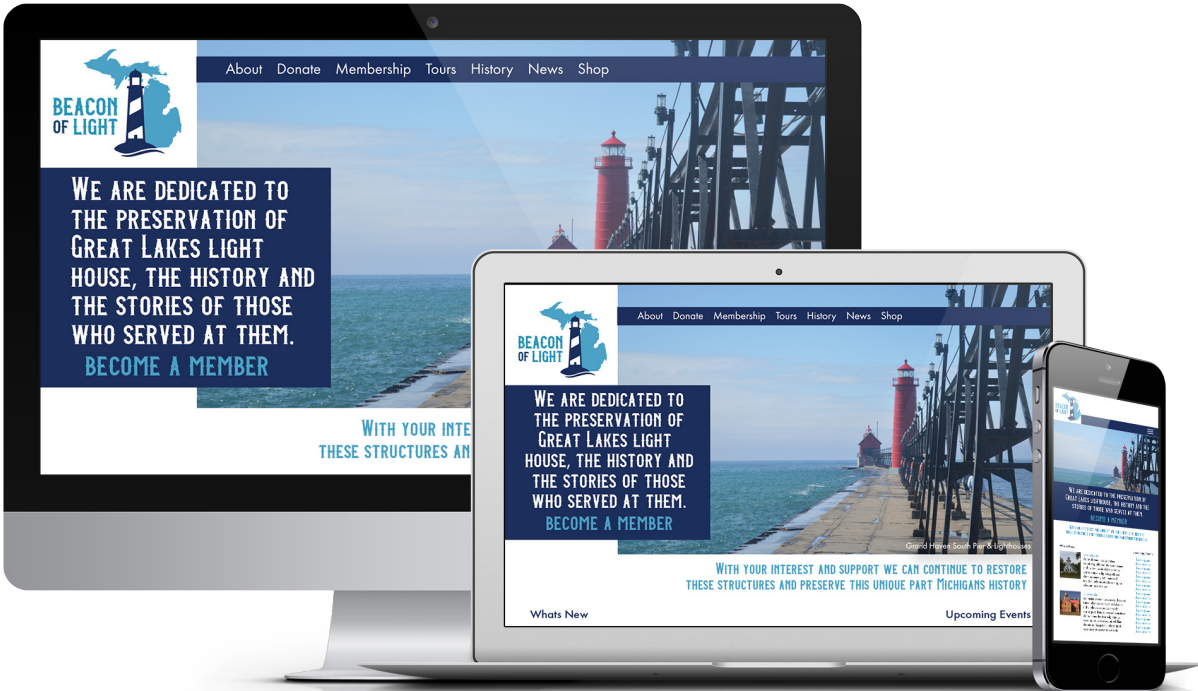


Box Design



PROTOTYPE

Web Design



Cards and Map



MISSION POINT

Location Peninsula Township, Michigan
Coordinates 44° 59'28.7"N 85° 28'46.1"W
Year first constructed 870
Year first lit 1870
Deactivated 1933
Construction Wood
Tower shape Square tower on dwelling
Markings/pattern White with black trim
Tower height 36 feet (11 m)
Focal height 47 feet (14 m)
Original lens Fifth order Fresnel lens
Range 8.7 nautical miles; 16 kilometres (10 mi)



- #1 Detroit River
- #2 Grand Haven Light
- #3 Grand Haven Light
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OF LIGHT**

