



## Besser Museum for Northeast Michigan

Besser Museum, Museum of Alpena Michigan

Museum of Alpena, Michigan, 491 Johnson Street 49707-9998

Enc: (1) August goals

(2) Spitz Institute

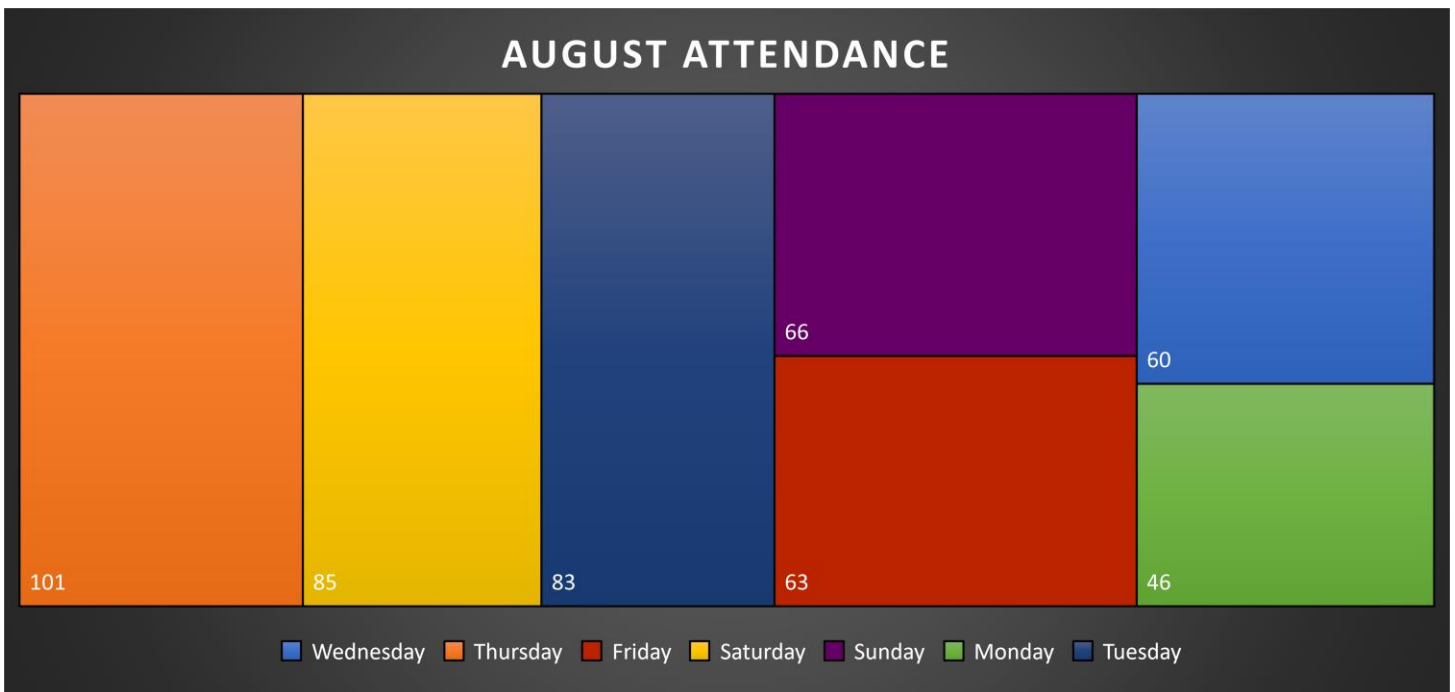
(3) Attendance

(4) September goals

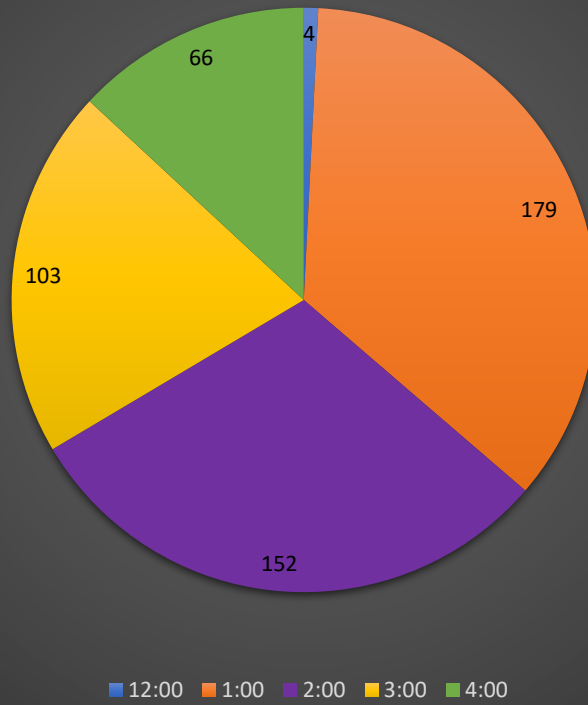
1. August 2019 was a busy month in terms of attendance and other activities. For instance, the start of the month saw the completion of SPITZ institute 2019, which will be discussed in more detail in section 2. As far as goals for the month go, they were mostly kept in line with last month's expectations. Since August's goals were not inserted into July's report, I will take some time to cover them here.
  - a. The first and foremost goal for August 2019 was to complete as much as possible for Michigan Skies Live Fall. So far, most of my time has been spent programing and creating a visually impressive live show and utilizing as much of my newfound knowledge from the SPITZ institute as I can. As of the final week of August, the ATM-4 script reached a level of quality that is acceptable to my standards and is ready for release to the public. All that remains is to write a script that will cover the details of this 45+ minute long show, which always takes time to get right. While the script itself is never adhered to perfectly, the writing process itself helps me focus my thoughts for the show, allowing me to fully comprehend what it is that I feel is important to our audience. Writing the script will likely take some more time before I'm satisfied with it, but as long as the main topics are covered, I can start playing MSL Fall for audience members, and improve it throughout the season.
    - i. On a side note, I will be sending MSL Fall to Wayne State university's planetarium in September, for their general use throughout the season. Hopefully they like the program and will utilize it regularly. I feel like this could lead to a nice system where our planetarium's work together, sharing information and programs as we develop them.
  - b. While there were other long-term goals I would have liked to work on this month, however, the glut of time that is Michigan Skies live prevented much effort towards other projects and shows. So, for the time being, just getting as far as I did with MSL was more than acceptable to me.
2. SPITZ institute for 2019 was a different experience for me than 2018's. This year the classes were advertised as being more advanced than the previous year's, literally called the advanced segment. Between this concept, and the fact that the SPITZ programs like Starry Night 7 and ATM-4 have a vast amount of capabilities, I expected to end up learning as much as I did last year. However, this turned out to not be the case for 2019, as I ended up with what felt like only a few new tools and resources. The reasoning behind this is multi-faceted, but one of the reasons seems to be that there was a genuine lack of new instructional classes this year. From my perspective, I felt as if the classes offered in the advanced segment weren't that more advanced than the beginner courses, and any new content that was covered made up a small segment of most classes. This isn't to say that I didn't gain any additional knowledge of the SPITZ system, but that my expectations were simply not met. Overall, the new information that I received for 2019 was useful, and I made several connections with other planetarium workers in the community, so overall the institute had merit this year, but I will likely not return in 2020.
3. Attendance for August was relatively high, and the amount of people coming in only slowed down in the final week once school started back up. While I have yet to compare the numbers to last summer, I have a feeling that we brought in a lot more people in 2019. For August 2019 I recorded 540 planetarium

tickets, and does not discriminate based on whether they were child, senior, etc. However, even underestimating that we only charged \$3 per ticket, we brought in \$1,620 in revenue through planetarium admission alone. In reality, most of those people were paying full price, meaning that expected income will actually be closer, if not over \$2,000. While it seems that the planetarium is some years away from being self-sufficient or even fiscally profitable, it is apparent that the planetarium is moving in that direction, especially as the planetarium continues to grow in regional popularity. This month alone I've had people from all over the state watching my shows, some even driving as far as Petoskey, just to see the planetarium. Overall, August was an exciting month.

- a. This month our most popular day was Thursday, seeing 101 tickets collected for shows on that day. This is due in part to large bicycling group of about 25 people who showed up for two shows on a single Thursday. This group was not a planned event and they had decided to watch some planetarium shows after a biking event. The people who managed to remain awake seemed to have positive reviews as well, so it was nice addition to our monthly attendance. Taking this group out of the equation, the most attended day will be Saturday, which had a nice audience size of 85 people. Surprisingly, the only day to have less than 60 people in attendance this month was Monday, which saw 46 attendees this month, which is far from bad.
  - b. The most popular show this month was Capcom Go, which brought in 191 people. Once again, our newest film draws in a large audience, which is not that surprising considering the film's quality and the fact that we show it as much as possible. It still impresses me that Capcom beat out the next highest show MSL by nearly 100 people.
4. My goals for September of this year aren't very grand. I intend on completing and releasing MSL to the public in full, but that should only take a little bit of time.
- a. My next line of work will be prepping for the Telescopes 101 class at the end of the month, which will involve creating a short ATM-4 script for the class so that I can use slides and SN7 visuals to aid in my instruction of the class. That should take very little time, however.
  - b. Once Telescopes 101 prep is completed, I'll begin work on refining two older live shows Hawaiian Skies Live and Powers of Ten. Using information that I've gained from SPITZ and experience since the creation of these shows, I hope to edit and improve their quality, and then release them to the public once more. If I can complete each show with only a week's of work, then I'll be happy, but the creative process is not one that adheres to a time-schedule and I may only see assets that I wish to improve once I'm already neck deep in the process. If either show begins to become too time consuming, I'll make sure to put them on hold and move onto other projects, as to prevent any interruptions of important tasks.
  - c. If I wrap everything else up, or if I need a break from computer work, I'll head back to my scale solar system project that I've been working on. At this moment I need to photograph the completed planets, and also find a science museum in Kansas City that is willing to assist with photographing our nearest star. It's not a lot of work, but the act of photographing these water colored pictures of the planets is something I want to get just right, as I do intend to have these hanging up at some point inside the museum.



## Showtimes



## Shows

