Evanston Lakehouse & Gardens

Not For Profit 501c3 | EvanstonLakehouse.org

PROJECT OVERVIEW

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Presentation Outline

1. Photo Tour of the Property
2. The Space – Chris Thomas, Architect
3. Programming Concepts
4. Restoration and Operating Budget
5. Successful Examples
6. Questions and Discussion
Harley Clarke Property Setting
Solution

**Evanston Lakehouse & Gardens**

- 501 c 3 Non-profit
- **Mission**: Preserve and restore Evanston’s only public lakefront estate by creating an inspiring community space that fosters appreciation of the environment, the arts, and the rich cultural history of Evanston.

**Experiential Environmental Education**
- Several Partners (next slide)
- Location – 4 Ecosystems
- Gardens / Dune restoration
- Close to NU – world class research university
- Consistent with City Sustainability branding

**Outdoor Recreation**
- Existing City Programs:
  - Ecology Camps
  - Aquatics Program
- Other NGOs / youth organizations need space
- Waterfront Trail / Non-motorized boat launch

**Community Events**
- Unique space on Northshore
- Community meetings, outdoor concerts, galas & charity events, birthdays, baby/bridal shower, bar mitzvahs, Oktoberfest, Santa, weddings, NU rental, etc
- Revenue generator to financially sustain building maintenance and programming

**Economic Development**
- Promote cultural and environmental tourism
- Small businesses interested in using building (e.g., yoga, photography, art studio)
- Café in demand by beach patrons and neighborhood
- Revenue generator to financially sustain building maintenance and programming
Partners & Supporters

Environmental Education and Open Space

Historic Preservation and Architecture

Businesses

Exploring Partnerships

Other Youth/Outdoor Rec Organizations
Education Groups
Café Operators
BASEMENT
3,000 sq. feet

*Possibilities:*

- Education and Recreation space for visitors of all ages
- Local school and university partnerships
- Field Trip destination for **ALL** Evanston students
- Birthdays, events, classes, workshops
- Brightly-lit, updated usable space, **year round.**
1ST FLOOR
5,000 sq. feet + Patio

Possibilities:
• Event Space
• Lakeview rooms for Community Meetings and Classes
• Stone Patio overlooking the lake
• Restored Conservatory
RENOVATION

2ND FLOOR
3,500 sq. feet

Possibilities:

• Field Trip Destination for ALL schools
• Exhibit and Event Areas
• Museum and Education Partnerships
• Library and Meeting Space for ALL visitors
3RD FLOOR BALLROOM
2,500 sq. feet

Possibilities:

• Multi-Use space
• Events, Classes, Performances
• Rehearsal Space
• Compliments First Floor Event Space
COACH HOUSE CAFE
2,100 sq. feet + Patio

Possibilities:

• Wide open space with raised ceilings

• New stone patio with Jensen water feature

• Per Lakefront Master Plan
Gardens & Lawn

*Possibilities:*

- Great Lawn for Community Events and Gatherings
- Environmental & Outdoor Education
- Interpretive Signage for Jens Jensen Gardens and other public parkland
- Expanded Council Ring
- Future development of the fog houses, dune trails and beach bathroom facility
Restoration Budget

$4.5 Million Rehab
$500K Startup Endowment

MAIN HOUSE
$2.8 Million

COACH HOUSE
$750,000

GARDENS
$55,000

DESIGN & SOFT COSTS
$800,000

STARTUP ENDOWMENT
$500,000
Operating Budget

Self-Sustains by Year 3;
Stewardship Endowment Funds
Years 1 and 2

Year 3 Operating Budget

470K in Revenue
160K Event Rentals
155K Fundraising & Grants
72K Café Rental Income
50K Program Income
35K Seasonal Events

420K in Expenses
250K Salaries & Staff:
   Executive Director
   Full Time Fundraiser
   Facilities Manager
170K Operations:
   Utilities
   Maintenance
   Accounting
   Insurance
Summary

• Evanston Lakehouse and Gardens will transform Harley Clarke into a fully renovated, multi-purpose venue for environmental and experiential education, outdoor recreation, meetings and events.

• ELHG will save a historic landmark building.

• ELHG will provide a vibrant community asset that will bring people together and promote cultural tourism.

• Currently looking for anchor partners and seeking a lease or partnership with the City.

• Cultivating donors for the est. $5M cost of rehab and start up expenses.

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NEXT STEPS

- Develop Anchor Partners
- Negotiation Lease or Option Terms with City
- Capital Campaign
- Rehab
- Grand Opening

INTERIOR CONSERVATORY STEPS
UNUSED FOR DECADES
SUCCESSFUL LOCAL EXAMPLES

Berger Park and Mansion

South Shore Cultural Center
SUCCESSFUL LOCAL EXAMPLES

Cheney Mansion, Oak Park

Trailside Museum of Natural History, Cook Co Forest Preserve
High Field Hall & Gardens, Cape Cod

* Community raised $8.5M for restoration over several years and prevented demolition of the property.

* The city owns the property and leases it to High Field Hall NFP for $1 per year, for 100 years.

* The 501(C)3 Board consists of 21 volunteers who govern the fiscal and legal responsibilities of the operation.

* A salaried Executive Director, staff and volunteers manage operations and day-to-day activities.

* The property fully self-sustains from event rental, meeting space, seasonal community events and fundraising.
### CASE STUDY

**High Field Hall & Gardens**  
2 Year Tax Filings: 990 Tax Form

**Main House**

#### Revenue

<table>
<thead>
<tr>
<th>Line</th>
<th>Description</th>
<th>Prior Year</th>
<th>Current Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Contributions and grants (Part VIII, line 1h)</td>
<td>320,116</td>
<td>754,495</td>
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<tr>
<td>9</td>
<td>Program service revenue (Part VIII, line 2g)</td>
<td>171,266</td>
<td>159,867</td>
</tr>
<tr>
<td>10</td>
<td>Investment income (Part VIII, column (A), lines 3, 4, and 7d)</td>
<td>52,076</td>
<td>153,426</td>
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<tr>
<td>11</td>
<td>Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)</td>
<td>90,432</td>
<td>107,095</td>
</tr>
<tr>
<td>12</td>
<td>Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)</td>
<td>633,890</td>
<td>1,174,883</td>
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</table>

#### Expenses

<table>
<thead>
<tr>
<th>Line</th>
<th>Description</th>
<th>Prior Year</th>
<th>Current Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Grants and similar amounts paid (Part IX, column (A), lines 1–3)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>14</td>
<td>Benefits paid to or for members (Part IX, column (A), line 4)</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>15</td>
<td>Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)</td>
<td>346,035</td>
<td>328,255</td>
</tr>
<tr>
<td>16a</td>
<td>Professional fundraising fees (Part IX, column (A), line 11e)</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>b</td>
<td>Total fundraising expenses (Part IX, column (D), line 25)</td>
<td>108,156</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)</td>
<td>484,662</td>
<td>530,681</td>
</tr>
<tr>
<td>18</td>
<td>Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)</td>
<td>830,697</td>
<td>858,936</td>
</tr>
<tr>
<td>19</td>
<td>Revenue less expenses Subtract line 18 from line 12</td>
<td>-196,807</td>
<td>315,947</td>
</tr>
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</table>

#### Net Assets

<table>
<thead>
<tr>
<th>Line</th>
<th>Description</th>
<th>Beginning of Current Year</th>
<th>End of Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Total assets (Part X, line 16)</td>
<td>8,491,353</td>
<td>8,851,798</td>
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<tr>
<td>21</td>
<td>Total liabilities (Part X, line 26)</td>
<td>67,810</td>
<td>114,790</td>
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<tr>
<td>22</td>
<td>Net assets or fund balances Subtract line 21 from line 20</td>
<td>8,423,543</td>
<td>8,737,008</td>
</tr>
</tbody>
</table>
A former abandoned historic flushing station becomes a beloved lakeside café offering coffee, baked goods, soups and sandwiches all year-round.

*Environmentally-friendly themes such as repurposed wood and materials used in reconstruction.

*The success of this renovation launched the beginning of several more thriving historic coffee-house conversions by Colectivo throughout Milwaukee.
Appendix
## Citizens Committee Survey Results

### Top Choice

<table>
<thead>
<tr>
<th>Option</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Retain for Public Use</td>
<td>38.47%</td>
<td>27.93%</td>
<td>13.45%</td>
<td>9.60%</td>
<td>10.55%</td>
<td>1,375</td>
<td>3.74</td>
</tr>
<tr>
<td>Demolish and redevelop as park land</td>
<td>12.29%</td>
<td>16.15%</td>
<td>29.89%</td>
<td>15.71%</td>
<td>25.96%</td>
<td>1,375</td>
<td>2.73</td>
</tr>
<tr>
<td>City Sell for Commercial Use (hotel, event space)</td>
<td>18.62%</td>
<td>8.00%</td>
<td>16.22%</td>
<td>24.29%</td>
<td>32.87%</td>
<td>1,375</td>
<td>2.55</td>
</tr>
<tr>
<td>City Sell for residential development</td>
<td>2.33%</td>
<td>10.18%</td>
<td>15.93%</td>
<td>43.05%</td>
<td>28.51%</td>
<td>1,375</td>
<td>2.15</td>
</tr>
<tr>
<td>City Sell or gift to an org that would preserve for public cultural and/or educational use</td>
<td>28.29%</td>
<td>37.75%</td>
<td>24.51%</td>
<td>7.35%</td>
<td>2.11%</td>
<td>1,375</td>
<td>3.83</td>
</tr>
</tbody>
</table>
Lakefront Master Plan

The plan proposes to make use of the beautiful grounds of both the Arts Center and Lighthouse for *low impact public functions such as weddings and small receptions*, and an improved event lawn (5) is proposed for the space east of the Lighthouse, between the Fog and Signal houses. This space should be available for reservation by the public for a fee, with the proceeds going to support the restoration of the buildings and grounds.

The plan also proposes to *make use of the existing Carriage House (6) to provide space for an appropriately themed café and/or gift shop*, which could generate more visits to the Arts Center, provide higher quality food than typical park concessions, and create a venue for local artists, musicians, and writers to share their work.

Special parking for weddings or receptions at the proposed event lawn would not be provided on site. The existing vehicular drop off makes *valet parking, or the use of a parking shuttle from off site parking areas, a viable option* for increasing the use of the park without impacting the character of the park.

*A water trail access point (13) is proposed north of the swimming area*, and new fencing is proposed at the northern edge of the beach to clearly delineate the end of the public beach.
Milestones

- Raised over $5,600 from over 50 people prior to city commitment.
- 4th of July Parade Float.
- Successfully lobbied for Harley Clarke Open House in August of 2016. And organized preservationists, architects, building engineers and tradespeople to evaluate building.
- Roundtable Guest Letter Published
- Support Letters from 12 Organizations / Businesses and growing
- Significant engagement with elected officials leading to unanimous vote to retain building and City to invest $250K
The Right Balance

Architecturally Significant Building Saved and Restored ✓
Building and Parkland Remains Open to the Public ✓
Jens Jensen Gardens Restored and Enhanced ✓
City relieved of CapEx and Operating Costs ✓
New programming and amenities in demand by community ✓
New Jobs Created (non-profit staff, café, events) ✓
Low Financial Burden on taxpayers ✓
Economically and Socially Inclusive ✓
Solution

- A fully rehabbed property
- Core Environmental Theme
- *New* environmental education classroom.
- *New* non-motorized boat launch
- *New* Lakeside Event & Meeting Space
- *New* Lakeside patio with seating
- *New* coach house café & café patio
- Strong partners around programming
- Seasonal community events (holiday gatherings, exhibits, and performances)
- Restored and beautified gardens and landscaping.