

Teaching  
with Small  
Boats Alliance  
Conference  
2017

April 26-29, 2017

Chesapeake Bay  
Maritime Museum  
St. Michaels, Md.



# Integrating a Boat Livery into your Program

*Experiences, Best Practices and “How To”*

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## Participants

- Kevin Carney, The Apprenticeshop,
- Dave Dormond, Independence Seaport,
- Rebecca Hopfinger, Antique Boat Museum,
- Betsy Davis, NW School of Boat Building/ Center for Wooden Boats,
- Danielle Redden, Bartram's Garden
- Ben Ellcome, Mystic Seaport

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# Case Studies





# The Apprenticeshop,

- Promotes Access to Traditional, Small Boats
- In Second Year
- Uses existing fleet of six program built boats
- No Real Budget
- Uses Existing Insurance





# Independence Seaport

- Educating people about our water ways by getting them on the water.
- Serving summer campers, students as well as the general public
- Over 15,000 people last year
- 2016 Budget: \$60,000





# The Antique Boat Museum

- Summer operation since 1999
- Boats built by ABM boat building classes
- Employs local youths during summer





# The Antique Boat Museum, Budget

## Fred Thomas Skiff Livery Budget Detail (2016)

• Educator	
• 15% of year round staff time	\$5,675
• Seasonal Staffing	\$9,600
• Waterfront Manager (20%)	\$8,875
• Boatwright (25%)	\$1,280
• Insurance	
• % of On-water policy	\$1400
• Misc.	<u>\$500</u>
• <u>Total Cost</u>	<u>\$27,330</u>

# The Center For Wooden Boats

## Mission:

“Provide a gathering place where maritime history comes alive through direct experience and our small craft heritage is enjoyed, preserved, and passed along to future generations.”



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# The Center For Wooden Boats Livery

Serving Local and Global Communities Through:

- Craftsmanship
- History
- Recreation

The First thing visitors see,

- Most-accessible option
- Options for renting rowboats at diminished, or no, cost
  - Seattle Public Library,
  - Volunteer program, and
  - Partnering organizations





# The Center For Wooden Boats

Over 4000 individual rentals in 2016,

- Over 50% large sailboats (20' keelboats & Lightning)
- 10% small sailboats (gaff/cat/sprit boats)
- 5% Pedal boat (often out of service, would rent a lot more!)
- 25% Row boats
- 10% other – kayaks and canoes





## The Center For Wooden Boats: Livery Budget:

- Gross income: \$110,000;
- net after payroll is ~\$35,000,
- NOT including Boatshop Budget: ~\$1500/month in materials + Boatwright salary.
- Livery fleet is also used for Sailing Lessons so material and Boatwright costs are shared by both programs.



# Bartram's Garden

- Serving residents of Southwest Philadelphia
- 400 Philadelphia youth through City-run summer camp partnership
- 5000 people (from all over Philadelphia & surrounding suburbs) through our Free Boating days and special events.



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# Why?

- Fostering awareness of the public ownership of our waterways
- Encouraging curiosity & stewardship of lower Schuylkill
- Providing the experience of being-on-the water in a self-powered boat to all skill levels
- Promoting our historic site as a "River Garden", tying back to historical significance of lower Schuylkill



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## Budget

- 3 year, \$80,000 grant from William Penn foundation covered all start up, capital & program costs (we are just about to enter our 3rd year)
- One full-time staff person's salary covered through other grants.
- Programs are run by a team of 80 trained volunteers, who assist one full time staff person.
- Many boats are on long-term loan and/or provided through partnership with Philadelphia Waterborne

# Mystic Seaport

- Who do you serve
- Why?
- How many do you
- Basic Budget
- 



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## Questions to Discuss

- What three things does your Livery program bring to your organization?
- What are the biggest challenges you face running the program?
- What's the most interesting feedback you've gotten about the program? (From participants, staff, funders???)