

VILLAGE OF MANCHESTER
SESQUICENTENNIAL CELEBRATION

August 1 – 8, 2017

Scope and Planning Document

Revision 3
January 4, 2017



This document outlines the goals and objectives for the 2017 Sesquicentennial events, Planning Committee activities to date, the nature and scope of planned Sesquicentennial activities, the schedule of events, and budget/cost estimates and funding sources.

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1. Introduction

The Manchester Area Historical Society (MAHS), the Village of Manchester, and the Manchester Area Chamber of Commerce partnered in 2016 to initiate planning for a Sesquicentennial (150th anniversary) Celebration, in honor of the incorporation of Manchester as a village in March 1867. Similar to our 1967 Centennial Celebration, as described in Marie Schneider's *Manchester's First Hundred Years – 1867-1967*, a wide variety of events are planned. Other entities may join as partners in the planning, activities and funding.

To date, the MAHS, Village Council, Downtown Development Authority and Chamber have proposed ideas for consideration at various meetings, and have also sought community input and volunteers through articles in *The Manchester Mirror* and through social media postings on various sites. A Community Input Open House was held July 26, 2016 at the MAHS Kingsley-Jenter House, attended by approximately 40 persons. From this open house, several existing and new ideas were presented, and ranked by open house participants. Several new volunteers and financing ideas were also identified. From July 26 to date, additional ideas and volunteers have been identified. All of these inputs are reflected in this Revision 2 of the Scope and Planning Document.

Earlier in 2016, the MAHS, Village Council and Chamber partnered on reviewing several concepts for a Sesquicentennial logo and tagline. The approved logo is shown on the cover of this report. The tagline decision was deferred to a later date, as discussed elsewhere in this report.

The proposed dates for the Sesquicentennial are **Tuesday, August 1, 2017** through **Tuesday, August 8, 2017**, centered on the annual Run Manchester/Manchester Street Festival to be held August 5, 2017. The MAHS, Village of Manchester and Chamber of Commerce will serve as co-planners for the event, with the MAHS Kingsley-Jenter Home at 302 E. Main serving as a central location for planning. We will seek financial partners for the Sesquicentennial activities, with partnership levels based on a combination of financial and in-kind support. We will work with the Run Manchester/Manchester Street Festival organizers to create a continuous and varied set of activities, which also expands the appeal and draw of these two traditional August events.

2. Goals and Objectives

The goals and objectives of the Sesquicentennial Celebration are to:

1. Recognize, preserve and promote Manchester's unique history, appreciate how we arrived at where we are today, and develop a greater outreach to community members concerning our history, particularly younger generations.
2. Create greater participation in local Manchester events, promote historical tourism, and attract a large number of out-of-area persons to come to Manchester and experience what we have, with corresponding economic benefits to our community.
3. Cause former Manchester residents to return during this period to their former home, and reconnect with what we are doing and where they came from.
4. Provide a greater interest among Run Manchester/Manchester Street Festival attendees to extend their stay for Sesquicentennial activities, and thereby increase participation levels at these traditional Manchester events.

3. Planning Committee and Activities

As of December 1, 2016, the Planning Committee includes:

Manchester Area Historical Society – Ray Berg, Elizabeth Polk
Manchester Village Council – Cindy Dresch
Manchester Area Chamber of Commerce – TBD

The Planning Committee has developed and issued a Sesquicentennial logo. The Committee also developed several ideas for a tagline, along with other suggestions from the July 26 Open House. These taglines were voted on by some participants at the Open House:

“150 Years – Small Town Living at its Best” – 10 votes
“150 Years – Small Town Beauty and Charm” – 1 vote
“150 Years in Manchester – Still Moving Forward” – 1 vote
“150 Years of Small Town with Big Hearts, Big Ideas” – 1 vote
“150 Years – Where We Were; Where We Are Now” – 1 vote
“150 Years – Small Town Living, Great Big Fun” – 0 votes
“150 Years in Manchester – It’s a Wonderful Town” – 0 votes

The Committee needs to finalize the tagline for the Sesquicentennial.

The Planning Committee also conducted the first Community Open House on July 26, 2016, at the Kingsley-Jenter House. Several volunteers were identified to lead specific activities. The next Open House is tentatively scheduled for December or January.

The Planning Committee received an e-mail from Janet Shurtliff with details of the 1992 125th anniversary celebration, including the general schedule of events, organizers, commemorative items created for the events, and people involved in different activities. This will be a reference document for the Planning Committee as needed.

4. Nature and Scope of Planned Activities

Through initial meetings, community input and the July 26, 2016 Community Open House, we have identified possible Sesquicentennial events listed below. The discussion includes the activity topic, details, potential volunteers to organize and conduct the event, potential schedule, and other information determined to date.

The activities are ranked in order of priority, based on voting results obtained at the July 26, 2016 meeting. The activities with the highest vote count are considered those most desired by the respondents to date. This prioritization may change with continued inputs.

1. Historic homes and buildings - Open houses/tours – 13 votes

There will be two distinct home and building tours set up.

a. **Historic home tour.** Two areas are being considered.

- Historic homes centered on the “Village Green” (Wurster Park and adjacent streets). This docent-led tour will explore John Gilbert’s original vision of a classic 1830s village green, with churches and prominent homes as the center of his new village, and how this evolved into the current Wurster Park area. The tour will include exterior viewing of homes and churches which are among Manchester’s oldest structures, and some interior tours as arranged with building owners, along Main, Washington and Clinton Streets.
- Historic homes along Ann Arbor Street. This docent-led tour will explore the rapid residential development which occurred along Ann Arbor Street after 1865 and the post-Civil War boom, when many prominent merchants and leaders built fine homes in the Italianate style. Exterior viewing of homes, and interior tours as arranged with home owners.

An introductory lecture will occur at the MAHS Kingsley-Jenter House before each tour.

A small participant fee will be charged.

b. **Historic walking tour.** The docent-led tour will utilize the Manchester Historical Walking Tour map developed by the Manchester DDA in 2016 as part of the Community Tourism Action Plan (CTAP) funding provided by Ypsi Real (Washtenaw County CVB). The tour will traverse several areas through the downtown and nearby residential areas, including stops at the eight CTAP-funded Historical Plaques which will be installed in Spring 2017.

No charge to participants.

Live music and snack/drink refreshments will be provided at select locations. Riverfolk/CAS is music contact.

Volunteers: Carol Westfall (734-657-3880), carol_westfall@sbcglobal.net
Cindy Dresch (734-649-4303), cindydresch@yahoo.com
Teresa Benedict calamjanes@gmail.com
Ray Berg (248-765-9324), rayberg@att.net

2. **Manchester “Main Street Dinner”**- 13 votes

We will host a “Main Street Dinner” on a closed-off Main Street (from Adrian to Clinton), featuring our local chefs, farm products, perhaps 19th-century style food offerings. “Farm-to-Table concept”. Promote our local chefs, Farmers Market produce and food vendors. Local musicians play. Spoken remarks by Village leaders, reminisces of earlier times.

Fee for participants. Fee should cover expenses and perhaps be a small fundraiser.

- Hold in conjunction with parade day?
- Have a separate kids’ area with games?

- Contact Emma Acres Farm for food.
- Contact Shawn Personke (Chelsea) for details on 2016 Farm-to-Table event

Volunteers: Lois Milkey (734-428-0750), loismilkey@yahoo.com
 Joyce Sroufe (734-368-8343), jasquits2@yahoo.com
 Marge Swan (734-834-5966), margeswan@gmail.com

3. Sesquicentennial Parade – 12 votes

Organize and conduct a Sesquicentennial Parade down Main Street with individual, corporate, organization and school participants. MHS Jazz/Marching Band already committed to being in parade (Jared Thronberry).

No fee for participants, but responsible for their own floats, materials, decorations, etc.

- Anyone can be in it – Manchester residents, neighbors, school classes, etc. encouraged to organize and enter the parade.
- Have prizes for best parade entries
- Wear period clothing/costumes
- Have Dodworth/Saxhorn Band play in parade in period costume (Aileen Rohwer is point of contact)

Volunteers: Lois Milkey (734-428-0750), loismilkey@yahoo.com
 Kristin Osentoski (734-646-4059), Kristin.Osentoski@hylant.com
 Aileen Rohwer, ampr0515@gmail.com

4. “Antiques Roadshow” and Artifact Auction at MAHS Kingsley-Jenter House – 10 votes

Local residents and visitors can bring their antiques to the MAHS Kingsley-Jenter House for evaluation by professional appraisers, in the format of the PBS series “Antiques Roadshow”. The MAHS will also conduct an auction of donated historical artifacts as a fundraiser for the Kingsley-Jenter House Community Place.

- Contact Dr. Lori Verderame from Auction Kings
- Contact auctioneers at the November 4 CRC Banquet
- Contact WLEN Adrian for local TV or radio broadcast?

Small fee to those bringing items for appraisal.

Volunteers: Lois Milkey (734-428-0750), loismilkey@yahoo.com
 Cindy Dresch (734-649-4303), cindydresch@yahoo.com
 Teresa Benedict, calamjanes@gmail.com

5. Historic Baseball Games – 10 votes

Organize a set of historic baseball games (19th century rules) at Kirk Park, possibly utilizing Merrie Ladies Vintage Base Ball Club of Chelsea and Monitor Base Ball Club of Chelsea as guests. Develop a set of Manchester teams to compete, or invite other teams for a playoff? Commemorate the Manchester Handle Company which used to exist opposite Kirk Park – they made baseball bats for the American League.

No fee to attendees.

Volunteers: Aileen Rohwer, ampr0515@gmail.com – connection with Dodworth band player

6. Sesquicentennial Celebration Book – 10 votes

We will prepare a booklet summarizing the activities of the Sesquicentennial, with photographs and other remembrances of the events. We will include some 1867 era photographs, some 1967 photographs and corresponding 2017 photographs, of a “then and now” nature. The book will be published in the Fall of 2017 after the conclusion of the celebration. Sponsors of the book will have advertisements in the book.

Fee to buyers of booklet.

- Use a common site such as Shutterfly for people to drop photos they have scanned or taken throughout the event.

Volunteers: Lois Milkey (734-428-0750), loismilkey@yahoo.com
Joyce Sroufe (734-368-8343), jasquits2@yahoo.com
Maureen Salazar (734-428-4784), maureensalazar@att.net
Aileen Rohwer, ampr0515@gmail.com

7. Agriculture Day/Local Agri-Tour – 10 votes

This event will focus on local agricultural attractions of our area. The centerpiece will be a repeat of the CTAP-sponsored agri-tour by bus to local venues (e.g., Horning Dairy Farm, Mottice Farm, Handsown Farm, Sharon Mills) along with stops/viewing at other sites such as local barn quilts. Fee for bus agri-tour.

Other ideas proposed include:

- Petting zoo/farm set-up
- Sasha Farms tour
- Pet adoptions – dogs, cats, others – coordinate with local animal shelters/agencies (e.g., KatSnips – Jeanne Spencer 734-545-2906)

- Promote local food at Farmers Market – classes on growing local food
- Exhibits of yesteryear skills – spinning, rug hooking, quilting, etc.

Volunteers: Not yet

8. Industry Open House Day – “Tech Walk” – 9 votes

Scheduled open house “tech walks” through our local manufacturers, to show the community what each of our local companies makes.

Committed participants at this point are: CEI Composite Materials, Martinrea

Other participants may include: AMCOR Rigid Plastics, AMI Manufacturing, Scrap Masters, Manchester Machine/Pinnacle Engineering, Obertron Electronic Manufacturing, Post Production Solutions, Fastener Advance Products

Volunteers: Ray Berg (248-765-9324), rayberg@att.net

9. Sesquicentennial Celebration Ball/Street Dance/Gazebo Concert – 9 votes

This activity has varied between an indoors historic dress ball, and an outdoor street dance with perhaps a progression of period music through modern tunes, combined with a battle of the bands.

The August 3, 2017 Gazebo Concert will be reserved for Sesquicentennial purposes. Carol Palms of Riverfolk has been contacted to reserve this date. The Dodworth Saxhorn Band of Ann Arbor has been suggested as the musical group, focusing on “The Greatest Hits of 1867”.

Fee for attendees. Cultural Arts Strings has grant funding available to assist with this gazebo concert idea.

- Hold in conjunction with a cake walk, sock races, etc.
- A day with a progression of historic dances with different dancing and dress throughout the day.

Volunteers: Teresa Benedict, calamjanes@gmail.com
Aileen Rohwer, ampr0515@gmail.com

10. 2017 Birds-Eye View of Manchester, replicating the historic 1872 Birds-Eye View – 8 votes

We will hire a drone and operator to shoot a drone-view picture at the same height, location and angle as the 1872 Birds-Eye View of Manchester. Prints will be available for sale. We will also

restore, digitize and make prints of the 1872 Birds-Eye View available for sale. The two prints may be sized and placed side-by-side for interested buyers. The MAHS will coordinate details of the drone shoot, and the restoration and printing of the 1872 view. The drone photo will be taken in March or April of 2017, before tree growth and other foliage obscure the view of buildings. Possible photographer with drone is Rodney Kidd, "Camera Kidd", www.camerakidd.com

The MAHS will also conduct a program on "Manchester-1867".

Fees to buyers for prints.

- Provide a location during the Sesquicentennial week to view the previously made drone-view movie image of Manchester (e.g., Kingsley-Jenter House)

Volunteers: Ray Berg (248-765-9324), rayberg@att.net

11. "Centennials" Reunion – 8 votes

This will be a gathering of those persons who participated in some way during the 1967 Centennial Celebration. A social function, likely at the Kingsley-Jenter House, to return, reconnect and share memories. The Centennials will be invited to participate in the parade and other events as a group. We also invite former residents of Manchester to return for the weekend and reconnect with our community and former friends.

No fee to participants.

- Coordinate with the Manchester High School Alumni Board and Class of 1967 50th Year reunion. Alumni Banquet is scheduled for June 17, 2017.
- Get some outfits from the 1967 Centennial.

Volunteers: Carol Westfall (734) 657-3880
Susan Fielder

12. River Raisin Canoe/Kayak Race – 6 votes

This would be a canoe and kayak race down the River Raisin. Kiwanis Club may facilitate this.

Fee to participants.

- Concern that river is very low typically in August, hampering a "race". Likely to be more of a "trip" with lots of portage.

Volunteers: Kristin Osentoski (734-646-4059), Kristin.Osentoski@hylant.com
Cindy Kenney (734-417-3653), luckylu1954@gmail.com
Darrell Kenney (734-417-3651), dkenney@a2sb.com
Marge Swan (734-834-5966), margeswan@gmail.com

In addition to these organized activities, Ray Berg and Alan Dyer plan to publish ***“Manchester – The Early Days, Volume 1”***, an approximately 250 page compilation of research articles they have completed on Manchester’s early history. Publication will occur near the beginning of the Sesquicentennial period. The expenses and revenue will be independent of the Sesquicentennial finances.

Sesquicentennial shirts and hats will be produced, sold at production costs. There is also the possibility of a commemorative plate or mug (there have been similar items for previous events of this sort).

In addition to the twelve specific activities identified above, the July 26, 2016 Community Open House and subsequent communications have brought forth additional ideas, to be discussed for consideration:

Other Ideas

13. Print and sell pictures from the 1967 Centennial.
14. Obtain pictures and interview of the 1967 Centennial Queen (still lives in Manchester).
15. Oral stories of persons at the 1967 Centennial.
16. Manchester Community Schools students to do a Sesquicentennial project for March-April 2017, and possibly something at the event in August. Interested faculty are:
 - Leslie Rollins, teacher and student council advisor lrollins@mcs.k12.mi.us
 - Karen Rothfuss, kmrothfu@umich.edu, 734-358-1192
 - Mary Fielder, mlfielder4@gmail.com
17. Beard contest (Manchester Ladies Society, Sara Swanson), Jason Heinrich assists, FHC participation, contest judging held Saturday August 5 at 1:00 per request.
18. Old fashioned Ice Cream Social (just ice cream, hand-cranked if possible)
19. Antique car show
20. Kids’ activities – old-fashioned games, family picnic (Volunteers: Cindy Kenney and Elizabeth Beaudoin)
21. Media help and coverage – TV, NPR radio, *Sun Times*, *Manchester Mirror* – special interest stories on people, historical buildings, Manchester events. Also *The Clinton Local*, (Michael Walters, editor, editor@theclintonlocal.com)
22. Sponsorship and help with media – Ford Motor Co. and connection with Manchester’s old Ford plant
23. Involvement of non-profit organizations and volunteer community (parade entries, competitions, historical presentations)
24. Involvement of churches with historical events
25. Fashion show, tea – fundraisers? Contact Gloria Mitchell – Chelsea – volunteer Teresa Benedict calamjanes@gmail.com
26. Riverfolk Music and Arts would like to assist with securing musical acts for any events. We can schedule concerts at the gazebo, historic homes etc. Please contact Aileen Rohwer, ampr0515@gmail.com

5. Broad Schedule of Events

A first draft proposal of the Sesquicentennial schedule follows below:

Tuesday, August 1, 2017

(Open)

Wednesday, August 2, 2017

- Opening reception and program, MAHS Kingsley-Jenter House, evening
- Unveiling of 2017 Drone's Eye View and Corresponding 1872 Birds-Eye View
MAHS Kingsley-Jenter House, evening

Thursday, August 3, 2017

- Farmers Market Sesquicentennial Event – 19th Century food? – 3:30 PM -7:00 PM
- Gazebo Concert, Historical Band– 7:30 PM

Friday, August 4, 2017

- Agriculture Day - Agri-Tour, Morning/Early Afternoon
- Industry Tech Walk, 2:00 PM – 5:00 PM
- Sesquicentennial Parade, 6:30 PM

Saturday, August 5, 2017

- Run Manchester - 8:00 AM-11:00 AM
- Manchester Street Festival – 10:00 AM – 4:00 PM
- Manchester Ladies Society – Beard Contest/Judging 1:00 PM
- Antiques Roadshow/Artifact Auction at Kingsley-Jenter House – Morning
- Historic Home Tours/Walking Tours – Noon to Dusk
- Historic Base Ball Games, Kirk Park - Afternoon
- Sesquicentennial Ball/Street Dance - Evening

Sunday, August 6, 2017

- River Raisin Canoe Race – 8:00 AM
- Main Street Dinner, 12:00 Noon
- Centennials Gathering, MAHS Kingsley-Jenter House, 3:00 PM
- Historic Walking Tours – After Main Street Dinner

Monday, August 7, 2017

- Closing Program – MAHS Kingsley-Jenter House – Manchester 1867 vs. 2017

Tuesday, August 8, 2017

(Open)

6. Budget Estimates and Funding Sources

These estimates are very preliminary, and are dependent on the extent of self-funding planned for each event.

1. General advertising and promotional materials – EDDM mailer, promotional flyers, *Mirror* ads, etc. - **\$4,000**
2. Refreshments/snacks/musicians – home tours - **\$500**
3. Sesquicentennial souvenir book – 50 page summary of events and photos, then-and-now photos, etc., published after the event is finished. The book will be available for purchase. – Non-reimbursed overhead costs - **\$2,000**
4. Payment to antique appraisers - **\$1,000**
5. Parade expenses - **\$1,000** – overhead expenses, prizes awarded
6. Old-Time Baseball Games, children's games and related expenses - **\$1,500**
7. Drone costs to replicate Birds-Eye view, and set-up costs for comparison map. Map prints sold at cost of print - **\$2,000**
8. Sesquicentennial ball/street dance overhead expenses (admission fee) - **\$1,500**
9. Canoe/kayak race expenses (participants rent/own their own boats) - **\$1,000**
10. Agri-Tourism payments to hosts - **\$1,500**
11. Centennials Reunion overhead costs - **\$500**
12. Sesquicentennial shirts and hats – startup and overhead costs, buyers pay production cost - **\$2,000**

Total rough estimate: **\$ 18,500.**

These estimates require refining after the Planning Committee determines which specific activities will occur, which ones involve participant fees, and which are subsidized by the partners, and to what degree.

A proposed funding approach is to identify and secure partnerships at different levels. These might include:

Platinum:	\$3,000
Gold:	\$1,000
Silver:	\$ 500
Bronze:	\$ 250
Partner:	\$ 100
Supporter	\$ 25

Partnerships will be obtained through a fund-raising campaign which includes incentives at different levels (copies of Sesquicentennial booklet, admission to events, photo prints, etc.), and recognition in the various media to be used by the Committee. Partners can include companies, non-profit organizations, government entities, individuals or foundations. Fundraising begins January 1, 2017.

As of December 1, 2016, it is expected the Manchester Area Chamber of Commerce and the Manchester Area Historical Society will sponsor at least at the Gold Level. A request through the Manchester Wellness Coalition to the 5 Healthy Towns Foundation will be made for Platinum Level partnership. Other potential requests are being developed.

Sesquicentennial expenditures to date include:

- July 26, 2016 Open House at Kingsley-Jenter House - \$165.00 (Frank's Place) – paid by MACC
- June 15, 2016 Sesquicentennial Logo Design – MoxieGrafix - \$75.00 – paid by MAHS



Manchester, Main Street, 1867