THERE IS A MAGIC THAT HAPPENS WHEN WIND AND WATER MEET.

A MAGIC THAT SAILORS KNOW,

AS IF IT WERE A SECRET HAND-SHAKE THEY HAVE WITH THE ELEMENTS THEMSELVES.

IT'S SOMETHING WE SHARE WITH OTHERS.



AND WAIT...

AND WATCH...

TO RECOGNIZE THE SIGNS THAT TELL US...

THEY GET IT, TOO.

THE SAILING MUSEUM



Cory Silken Photography

SAILING STARTS HERE

Wind and water. Simple elements, nature in her purest form. And the inspiration for innovation across the ages as humans have harnessed them to explore, trade, recreate and compete.

Design driven by purpose, whether that purpose is to fly above the water at 50 knots or cruise in comfort with your family. Curiosity, creativity and craftsmanship. Every sail, every hull, each and every component.

Teamwork, commitment and dedication create a marriage of the mental and physical. Navigation, strategy and tactical decision-making. Agility, speed and strength.

Sailing can provide a breakthrough moment that changes a child's understanding. A thought-provoking encounter that shifts a person's perspective, or an immersive experience that transports us to another place, and time.

In the space once used as the Press Room for the America's Cup, an immersive experience will explore all of this, igniting the senses and delighting sailors and non-sailors alike.



the SAILING MUSEUM

CREATE YOUR JOURNEY

Select from one of seven boats to tailor your museum adventure, delivering an experience that is yours alone. Design your boat or create your own burgee and take it home with you.

TAKE ON THE COMPETITION

Win the start, round the mark and leave the fleet in your wake. High-tech exhibits with built-in ‘stealth learning’ share the ins and outs of the sport like never-before, challenging you to build your skills and teamwork. Experience what it’s like to fly over the water in the virtual reality dome or test your strength against the pros on the grinders.

BRING HISTORY TO LIFE

The oldest competition in sport, predating the modern Olympics, the America’s Cup has fueled design, innovation, and pure athleticism since 1851. Get to know the legends who shaped the sport, test your knowledge and revel in one of sailing’s many greatest moments.

TAKE A VIRTUAL TOUR HERE!



The heartbeat of sailing in America.

The National Sailing Hall of Fame & Museum was founded in 2004 in Annapolis, MD as a non-profit educational institution dedicated to preserving the history of sailing and its impact on American culture; honoring those who have made outstanding contributions to the sport; demonstrating its value as a hands-on tool for scholastic and life skills learning; and inspiring and encouraging sailing development and participation.

After 14 years of welcoming sailors to the waterfront in Annapolis, the Board of Directors was presented with an opportunity to fulfill a longtime vision of the organization, to create a museum and venue for on-site learning and to build a sustainable enterprise. In 2019, the historic Armory Building was purchased and the organization was moved to Newport, RI.

Conversations with the Herreshoff Maine Museum and America's Cup Hall of Fame began in earnest, and in May 2020 a partnership was formed to bring the America's Cup Hall of Fame experience to Newport and...

The Sailing Museum was born.

In this vibrant setting, sailing heritage will be celebrated, legends will be honored, and a new generation of sailors and innovators will be cultivated.

NATIONAL SAILING HALL OF FAME

Sailing in America has been shaped by generations of individuals who have demonstrated the courage and conviction to plot their own courses, defy convention and redefine excellence. Ours is a sport that has evolved because of these unique individuals and the Hall of Fame provides a home to honor their achievements and make relevant and essential the values and sportsmanship that sailing embodies.



In 2011, the first class of inductees were welcomed to the Hall of Fame. The Hall of Fame recognizes individuasl who have made a significant impact on sailing in the U.S. at the national or international level in the following categories:

- **Sailing** - Recognizes achievements made on the water as a Sailboat Racer, Cruiser, or Offshore Sailor
- **Technical** - Recognizes thos who have significantly contributed to the technical aspects of sailing. Designers, Boat Builders, Sailmakers, etc.
- **Contributor** - recognizes those who have made other significant contributions to the American sailing experiences. Teachers, Coaches, Administrators, Media, Artists, Musicians, Promoters & Organizers.



Daniel Forster Photography

AMERICA'S CUP HALL OF FAME

The America's Cup, the pinnacle of yachting, was first contested in 1851 making it the oldest trophy in international sport, predating the modern Olympic Games by 45 years.

Competition is held under the America's Cup Deed of gift "as a perpetual challenge trophy to promote friendly international competition".

In 1992, the America's Cup Hall of Fame was founded to:

- **Honor individuals for their outstanding achievements related to the America's Cup Competition**
- **Tell the story of their accomplishments to inspire future generations of sailors and non-sailors alike**

Over ninety legends of the Cup have been inducted into the Hall. Candidates eligible for consideration include members of the crew, designers, builders, syndicate leaders, supporters, chroniclers, and other individuals of merit.

Each nominee is judged on the basis of outstanding ability, international recognition, character, performance, and contributions to the sport.

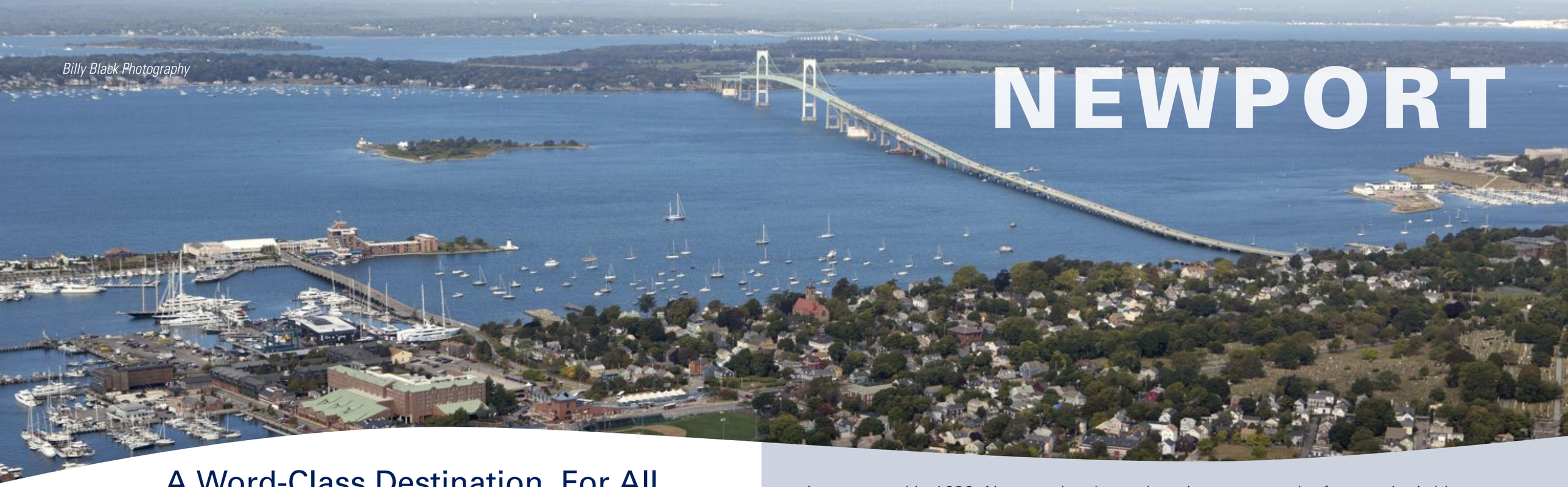
the HISTORIC ARMORY

Located on the waterfront in the center of downtown, the historic Armory Building is well suited for its future use. Once used as the Press Office for the America's Cup during the 12-Metre era, the 11,000+ square foot space is situated on bustling Thames Street. Situated in the heart of town, The Sailing Museum is within a 10-minute walk of many local businesses and tourist attractions. Ann Street Pier, a public waterfront access point, allows visitors to arrive by boat – their own or the Harbor Shuttle from one of several points around the harbor.

With the appearance of a fortified castle, a commonly used and highly appropriate architectural metaphor for its original use, the stately building opened its doors in 1894. Its construction coincides with increased national attention on strengthening naval force, both in the ocean-going fleet and in coastal installations. The state militia and its successor, the National Guard, occupied the building into the mid-20th century. From the 1960s through the 1980s, international reporters used the building as headquarters during the America's Cup races held off Newport's coast. The building is now overseen, historically speaking, by Rhode Island Historical Preservation and Heritage Commission.

Split into two units, the beach front level of the Armory building is owned by the City of Newport and home to the Newport Maritime Center & Harbor Master. The street level portion of the building is owned by the National Sailing Hall of Fame and home to The Sailing Museum. Together, the two entities work to support tourism and the maritime community and promote public access to the waterfront from an historic setting.





A Word-Class Destination, For All

Located in the Ocean State at the entrance to Narragansett Bay, Newport has one of the world's greatest natural harbors, making it a destination for sailors and tourists since its founding.

In the iconic City-by-the-Sea, The Sailing Museum will be a unique, "must-see" attraction in the region, and nation. On the waterfront in downtown Newport, the museum will focus on one of Newport's key activities and heritage, filling a need for an experience-based visitor activity in the tourist market. The elements of sailing that transcend the sport – wind, water, mental acuity, physical endurance, teamwork and competition – presented in an entertaining and interactive medium.

Incorporated in 1639, Newport has been the witness to much of our nation's history. In the late 1800's yachtsmen from Boston and New York made Newport a regular port of call in addition to one of the worlds most famous summer colonies. Today, over 1 million visitors per year come to Newport to visit the Summer Cottages.

Newport is also the home to a number of major tourist destinations, including:

- The Newport Mansions
- The International Tennis Hall of Fame
- The Audrian Car Museum
- The Newport Car Museum



WE ARE SAILORS

We believe that sailing teaches critical life skills: teamwork, leadership, self-reliance and responsibility.

We believe what you see on the water will change the way you see life on land.

We believe people who have never sailed are missing something.

We believe we can change that.



CELEBRATING HERITAGE

And Supporting the Future of the Sport

Modern sailing is the resulting chronicle of athletes and innovators through the ages. Outstanding men and women, recognized for their achievements and contributions, have shaped the sport we know today. Through the National Sailing Hall of Fame and the America's Cup Halls of Fame visitors will be introduced to some of sailings most interesting personalities. From skippers to writers, boat designers to sail makers, coaches and syndicate heads, these are the many face of sailing's legends who are celebrated in The Sailing Museum.

Reinforced by the stories of sailing across the country, the heritage of the sport is preserved, and more importantly, its present and future are secured. Engaging the next generation - not just one generation, but all who want to participate. The Sailing Museum experience explores sailing in all its forms; harnessing the wind for competition, exploration and recreation. Drawing on a rich history to increase excitement for and participation in sailing, helping to grow the sport.

INSPIRING DISCOVERY

LEARNING FROM THE LEGENDS

Beyond the buoys, sailing is a unique platform for learning, teaching critical life skills like problem solving, teamwork, leadership, self-reliance and responsibility in addition to scholastic lessons. And positive role models inspire children to take on new challenges, making the stories and achievements of the sailors profiled in The Sailing Museum a benchmark to aspire to.

STEAM programming designed to national standards and delivered in a fun and free format, providing area educators a high-tech and interactive experience that complements what they are teaching on the dock or in the classroom. Kids learn by doing, and the principles of science, technology, engineering, art and math will come to life in a hands-on manner, actively engaging children to seek out the 'why?' and "how?', sparking curiosity and increasing comprehension.

STEAM - A small word with BIG implications!

SCIENCE | TECHNOLOGY | ENGINEERING | ARTS | MATH

These five disciplines are used in everyday activities. They promote problem solving, and creative and analytical thinking in a more open ended way and make them applicable to real life. These fields fuel the economic sectors projected to drive this country's prosperity for decades to come. By preparing students to excel in these disciplines, we are setting the course for their future success.





PREPARING TO LAUNCH

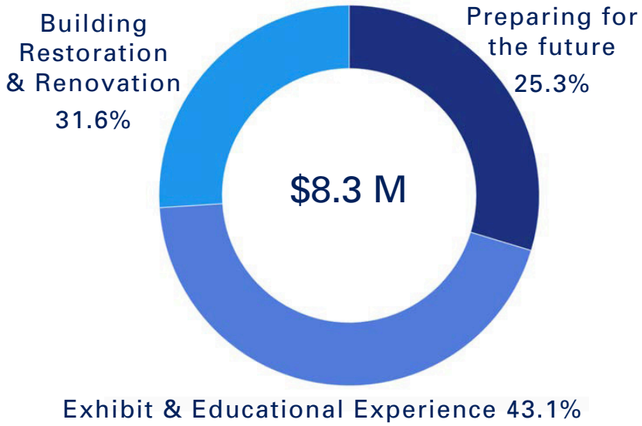
Cory Silken Photography

With the support of a committed staff, strengthened Board of Directors and passionate group of volunteers we embark on a capital campaign to build a world-class museum experience in the heart of Newport, RI. The Sailing Museum will celebrate sailing heritage, honor excellence in the sport and inspire a new generation of sailors and innovators. The goals of the $8.3M campaign are visionary, yet concrete and include restoration and renovation of the histiric Armory building, creating a world-class exhibit and educational experience, and building organizational capacity.

Your philanthropic support of The Sailing Museum will not only create outstanding visitor and student experiences and preserve an historic landmark, but also increase the capacity and financial sustainability of the organization for years to come.

CAMPAIGN GOALS:

- Restoration & renovation of the historic Armory building
- Creating a world-class exhibit & educational experience
- Building organizational capacity



Getting SHIP-SHAPE

Restoration & Renovation of the Historic Armory Building

$2,625,000

The renovation and restoration project includes both extensive interior and exterior projects. All exterior restorations and improvements have the approval of the Rhode Island Historical Preservation and Heritage Commission and will preserve the historic style while increasing the integrity and longevity of the property. While interior preservation is not required, The Sailing Museum will restore a significant portion of the interior woodwork and hardware as well. Upgrades to all major systems are planned to support the building's future use.





Billy Black Photography



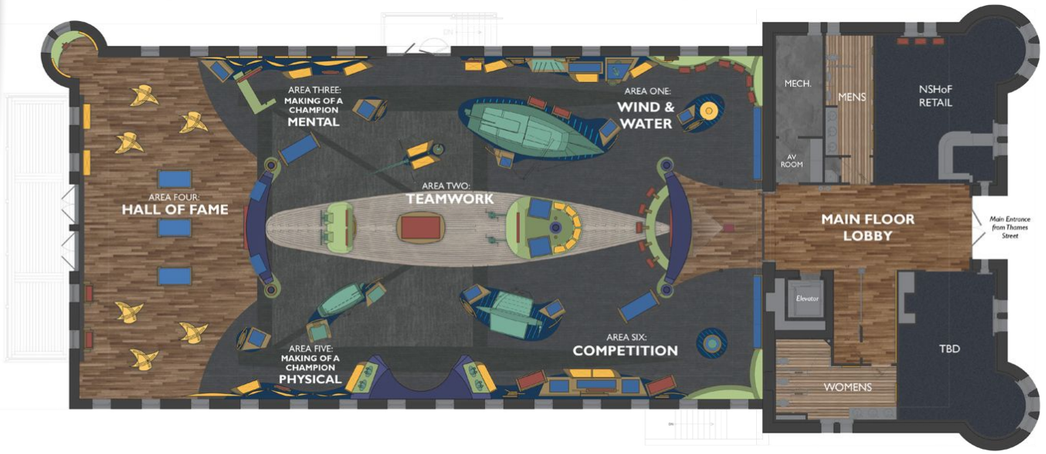
SETTING the sails

Creating a World-Class Exhibit & Educational Experience
$3,575,000

The Sailing Museum has been thoughtfully designed to offer something for everyone. From interactive games of skill and a virtual reality experience, to expertly curated artifacts and Hall of Famer biographies.

Two iconic Halls of Fame in one place - National Sailing Hall of Fame & America's Cup Hall of Fame - celebrating the legends who have shaped the sport. Over two floors and nearly 9000 square feet, sailing enthusiasts will revel in their sport and a new group of sailors will be enticed to take to the water for the first time.

A collaborative design effort led by award-winning HealyKohler Design, The Sailing Museum will be the heartbeat of sailing in America.



CHARTING the course

Preparing for the Future
$2,100,000

The Sailing Museum is part of a 3+ year comprehensive campaign that will sustain and elevate the organization during the building renovation and museum creation. Additions to the staffing team will increase the ability to build programs, community engagement, operating systems, protocols and museum marketing in preparation for opening day.

Once open, earned revenue streams will provide for over half of the operational overhead. However philanthropic support will be required annually and will be relied on as the primary source of funding pre-opening.

**It is important to prepare for the unexpected. A contingency has been built into each priority area of the campaign and will provide The Sailing Museum leadership and staff the flexibility to enhance the museum experience, secure additional resources or address issues that may arise during the renovation of this historic property. Should these funds not be needed prior to opening, the Board of Directors may choose to reallocate them to support future curatorial projects, programs or other operational needs.*



Amory Ross Photography



NOW is the time.

This is the Legacy We Can Build Together

Sailing has a long history, and a tradition that prepares and propels us to go forward. Each of us has learned valuable life lessons on the water, made relationships that last a lifetime and experienced the challenges, and joy, that come from our sailing. This is a legacy we have the ability, and privilege, to pass on to others.

The Sailing Museum will bring incredible people and inspiring stories from across the country into ONE place that is accessible to all.

With your support we can:

- Preserve an historic building and site that is steeped in sailing history
- Celebrate the heritage of the sport and honor those who have shaped it over time
- Support area educators through on-site, hands-on STEAM learning experiences
- Provide a first-rate tourist attraction that will be a value-add to the Newport landscape
- Build community through partnerships and work and volunteer opportunities
- Support our peer organizations in our common goal to grow sailing

Help us round the next mark...

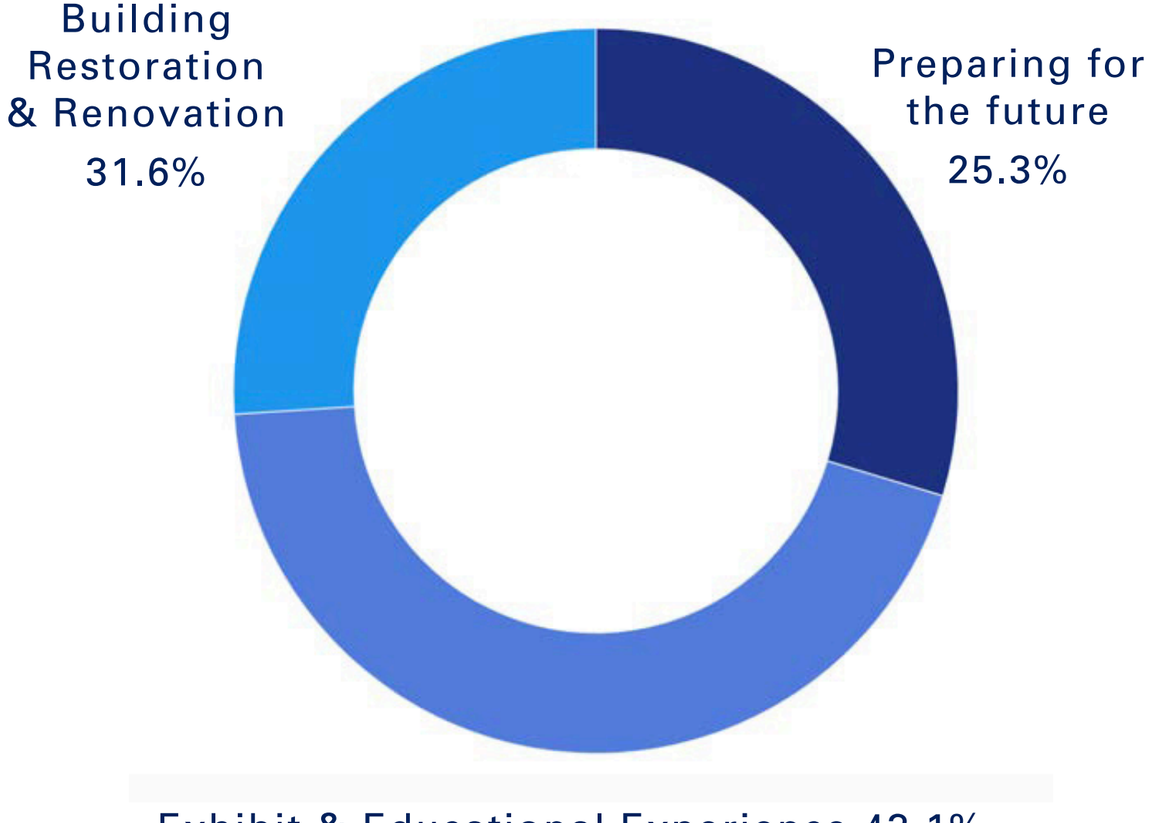
CAMPAIGN PRIORITIES

The goals of the $8.3M campaign are visionary, yet concrete and include the following:

Restoration & Renovation of the Historic Armory Building
$2,625,000

Creating a World-Class Exhibit & Educational Experience
$3,575,000

Capacity Building & Organizational Support
$2,100,00



CAMPAIGN PROGRESS As of 6.19.20

Phase 1 - Building Purchase (Completed 2019)

Cost	$1,685,000
Capital Raise	$1,685,000
Net	$0

Phase 2 - Building Restoration, Exhibit Eperience, Capacity Building

Cost	$8,300,000
Capital Raise to Date*	$4,400,600
Remainder to Raise	$3,899,400

APPENDIX



BUDGET

CAMPAIGN PRIORITIES

Building Renovation & Restoration	$2,265,000
Exhibits & Educational Experience	$3,575,000
Capacity Building & Organizational Support	$2,100,000
	$8,300,000

BUILDING RESTORATION & INNOVATION $2,625,000.00

Building Design, Surveys, Permitting	$85,000
Demo & General Construction Work	$223,278.00
Replacement of Slate Rook & Structural Reinforcement*	$221,897.63
North Egress	$92,945.26
Elevator	$125,765.00
HVAC	$358,762.00
Public Restrooms*	$47,265.68
Front Door	$29,025.00
Sprinkler System	$52,000.00
Electrical & Lighting	$418,473.75
Floors	$110,000.00
West Wall - Windows, Doors, Railing	$87,260.00
Painting	$80,000.00
Headhouse Other	$80,600.00
Store Build-out	$80,000.00
Landscaping	$30,000.00
General Site Expenses	$376,444.00
Contingency (~5%)	$126,283.68

**The Sailing Museum Portion of Projects Split with City of Newport*

INTERIOR WORK

- Reclamation of 2nd floor balcony
- Restoration of original wood paneling and hardware
- Reinforcement of interior roof structure
- Addition of an elevator to serve all three floors of the building
- Addition of insulation to headhouse walls
- Relocation and improvements to HVAC system
- Addition of sprinkler system
- Upgrade to electrical and lighting Replacement of flooring (where needed)
- Upgraded and new lavatory facilities
- Administrative offices and museum shop build-out

Kirby-Perkins construction is providing in-kind support valued at over $350,000

EXTERIOR WORK

- Replacement of the 8000 ft2 slate roof, adding 2.5 inches rigid foam insulation
- Replacement of North egress
- Replacement of Thames Street egress
- Addition of double French doors and windows along West facing wall
- Improvements to entry courtyard

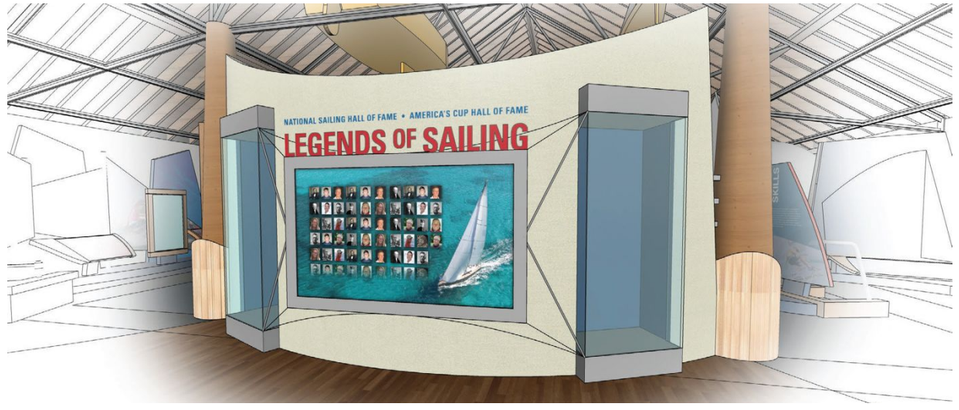
BUDGET

MUSEUM EXHIBITS & VISITOR EXPERIENCE $3,575,000.00

Exhibit Design, Planning & Project Management	$412,540.00
Exhibit Writing	$56,000.00
Image Research and Photo Rights	$82,000.00
Media Design & Production	$724,000.00
Exhibit Fabrication & Installation	$2,168,274.00
Contingency (~3.7)	$132,186.00

CAPACITY BUILDING & OPERATIONAL SUPPORT $2,100,000.00

FY 2019	$150,000.00
FY 2020	$500,000.00
FY 2021	$600,000.00
FY 2022	$600,000.00
Pre-Opening Marketing	$100,000.00
Store Merchandise	$50,000.00



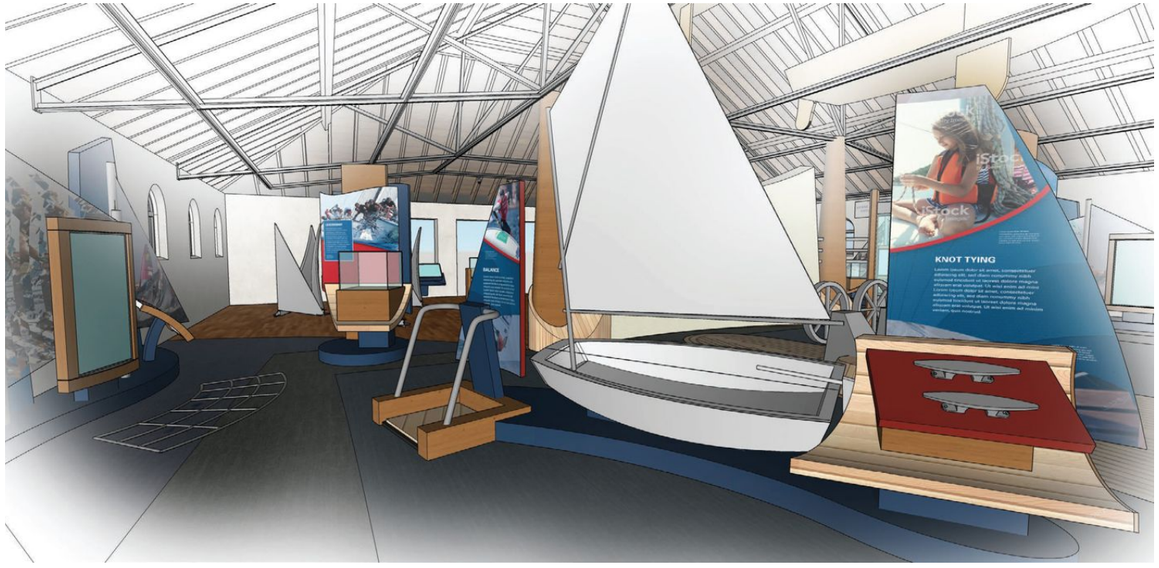


EXHIBIT CONCEPT HIGHLIGHTS

Main Floor- Interactive Museum

- Wind & Water
- Tactics & Navigation
- Teamwork
- Skills and Athleticism
- Competition
- Hall of Fame

2nd Floor - Club Level

- Lounge Area
- Casework including Sailiing Artifacts, Models, Trophies
- Paintings & Photography
- Small Collection of Books

SUSTAINABILITY

ECONOMIC

"The protection and promotion of cultural and natural diversity are major challenges of the twenty-first century. In this respect, museums and collections constitute primary means by which tangible and intangible testimonies of nature and human cultures are safeguarded. Museums as spaces for cultural transmission, intercultural dialogue, learning, discussion and training, also play an important role in education (formal, informal, and lifelong learning), social cohesion and sustainable development."

UNESCO, Recommendation concerning the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society, 2015

The capital project we are embarking on not only creates extraordinary visitor and student educational experiences but also secures the financial sustainability of The Sailing Museum. Embracing a business mindset that includes good governance and risk management, and a community mindset that leverage resources and relationships, The Sailing Museum will be set up for long term sustainability and success

The Sailing Museum is thoughtfully designed as a multi-use facility and the initial capital investment during the campaign will result in diversified earned revenue streams:

- Tickets/ Admissions
- Museum Store
- Seminars
- Corporate Team Building
- Simulcast Sailing Events
- Virtual Regatta e-Sailing Events
- Private Events
- Commercial Rental

Estimated Annual Attendance

40,000 +

Standard Ticket Price

$18.00

Our business model, guided by an economic study, estimates that earned revenue will account for 55%-60% of annual operational costs (higher than the reported national average of 40%for small museums).

SUSTAINABILITY

ENVIRONMENTAL

Our impact on the community goes beyond location and mission. It is also imperative that The Sailing Museum be a good global citizen and do our part to minimize our environmental impact. In restoring this historic property, a number of initiatives have been taken to:

REDUCE ENERGY NEEDS

- Contech museum lighting
- Insulation of exhibit hall roof and headhouse walls

REDUCE REFUSE

- Reusable/recyclable ticketing system
- Comprehensive recycling program in the front and back of the house
- Eco-effificient hand dryers in restrooms

REUSE AND REFURBISH

- Refurbish portion of existing HVAC equipment
- Restore (rather than replace) of existing interior hardware

SOURCE GOODS AND MATERIALS CONSCIENTIOUSLY

- Sustainably sourced, FSC Certified woods in all exhibit displays and flooring
- Museum Gift Shop items

ENGAGE VISITORS

- Exhibits that educate visitors on ocean health and stewardship
- Educational programming for school groups
- Activity books and gift items that encourage post-visit engagement

SUSTAINABILITY

CULTURAL & SOCIAL

The International Council of Museums noted: "Museums offer an existing global infrastructure. They are uniquely placed to facilitate collective action by building networks, raising public awareness, and supporting research and knowledge creation."

The Sailing Museum plays a unique role within cultural sustainability by preserving the heritage of the sailing community as well as that of the building we call home. The historic property, stories and artifacts represent this heritage and are a cultural asset that can enrich our local communities and, alongside other heritage attractions, contribute to tourism in Newport.

Museums contribute to society, in part by helping to create a sense of place. This sense of place is one of the most effective educational instruments for community development, draws its strength and life from the community, incorporates the cultural and social capital of the community and opens a window to the outside world.

It is the responsibility of The Sailing Museum to have a positive impact on and improve the lives of our employees, stakeholders, customers and the communities - Newport and the greater sailing community. Whether through professional resources and staff development, the services and products provided by our vendors, or how we provide a meaningful experience for everyone who passes through our doors, our goal is to contribute to the fabric of our communities and create an inclusive environment and culture.

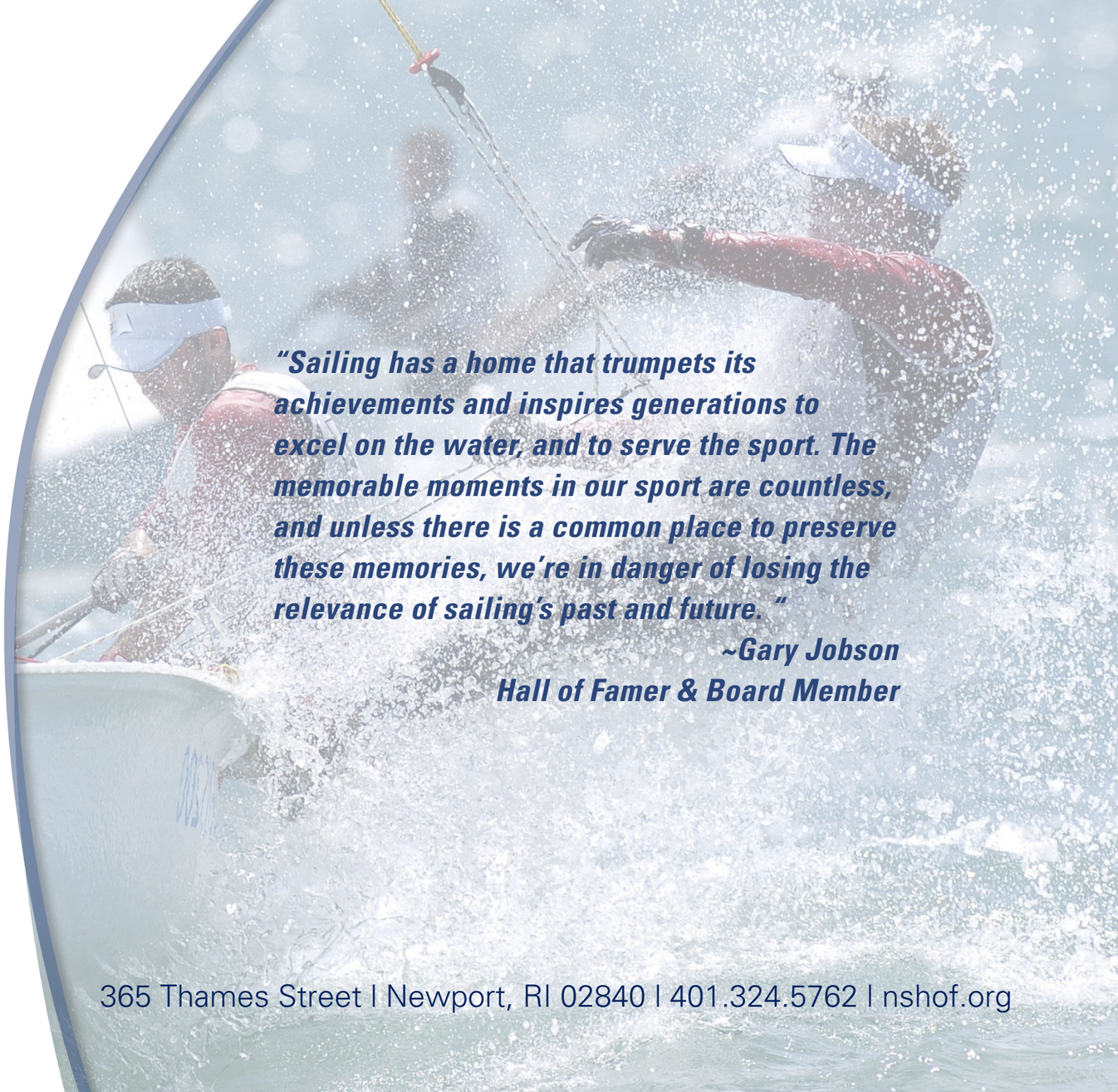
THE SAILING MUSEUM

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Tom Whidden, *Vice President*
James Hilton, *Treasurer*
Chris Otorowski, *Secretary*
William Campbell
Margaret Comfort
C. Richard D'Amato
Charles Dana
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Gus Carlson
Margaret Comfort
Charles Dana
David Elwell
James Gubelmann
Eric Hall
Gary Jobson
Arthur Santry

Museum Committee:
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CAPT Nicholas Brown
David Elwell
Steve Glascock
James Gubelmann
Katrina Hele
Pam Rorke Levy
W. Crayton Walters, III

Building Committee:
David Elwell, *Chair*
Steve Glascock
David Houck
James Gubelmann



"Sailing has a home that trumpets its achievements and inspires generations to excel on the water, and to serve the sport. The memorable moments in our sport are countless, and unless there is a common place to preserve these memories, we're in danger of losing the relevance of sailing's past and future. "

~Gary Jobson
Hall of Famer & Board Member

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