



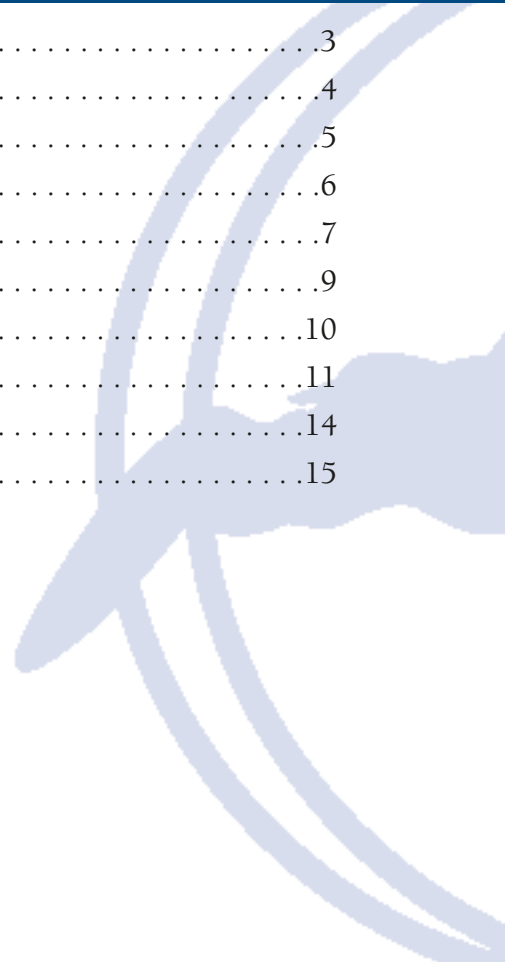
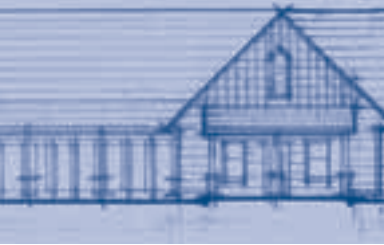
Ferry Beach

Proposed Long Range Preservation and Development Plan



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Board President

Dear friends ~

I invite you to join me, your Board of Directors and Executive Director, Craig Lentz, in a leap forward into a future in which Ferry Beach remains a vital part of our lives and the lives of countless Unitarian Universalists to come! Join us in a vision that will take our association into a future of continued excellence in programming, sound financial planning and accountability, strategic facilities management and care of our property. Join us in a vision in which your voice is wanted, your ideas valued and your commitment essential. Travel with me.....now.

It will come as little surprise to most members that our kitchen is in dire need of repair. As you read on, I urge you to ask questions and come and see for yourself. I am confident that you will reach the same conclusion your Board and staff has--something must be done soon. In the pages that follow, you will find information detailing a plan to address this problem as well as other vital concerns including erosion, storage needs, meeting room space and Rowland accommodations. The current proposal came after a detailed assessment of several options, expertise from engineering, fund raising and erosion specialists, and many, many hours of discernment. The proposal represents your board's very best thinking at this point.

Please take the time to study this packet, identify questions and concerns, and give us your feedback. Some of you will be contacted by our fund raising consultant, Larry Wheeler. Larry will be contacting a subset of our membership over the next couple of months, but we want to hear from everyone! No concern or question is too small. The time is now and we need to hear from you!

This project, and the preservation of Ferry Beach Park Association, depends on your participation today. Please resist the urge to put this material aside. Instead, close your eyes for a moment.....listen for the sound of waves, smell the salt in the air, take a virtual walk through the pines. Now, rooted in love and care for Ferry Beach, join your board in due diligence to the future. We look forward to hearing from you all.

The Reverend Wendy von Zirpolo
President, Ferry Beach Park Association



Executive Director

My first trip to Ferry Beach was during the early spring of 2002 to interview for the job of Executive Director. Covered in dark clouds and rain, it was hard to imagine what Ferry Beach would be like in the summer, full of people in bathing suits and beach chairs, but it was obvious that this place was well loved. It didn't take long for the Ferry Beach spirit to take hold and five years later, it is hard to imagine my family being anywhere else. This is our home and our community. I love my job more each year, and I am happy to say that we plan to stay around for a long while.

Managing Ferry Beach is a labor of love. The Board of Directors, the crew and every volunteer takes their responsibility seriously, and feels honored to serve this exceptional community. It is inspiring to be part of a loving, growing FAMILY that works together to bring peace, love and understanding to each other.

From the moment I came to Ferry Beach, it was painfully clear that we needed a new kitchen. Having spent 14 years in the restaurant business, I worked in 12 different commercial kitchens and visited countless others. What Chef Rich O'Brien is able to achieve each year is astonishing. I have never seen someone do so much with so little. Each year, while the kitchen continues to deteriorate, the food gets better. You will hear much more of why the kitchen is in such bad shape further in this brochure. Food is an essential ingredient in the continued success of Ferry Beach. Not only does it nourish our bodies, it provides us with the opportunity to give thanks and to be together. In order to maintain a consistent level of quality food service, we desperately need new space. Having personally been involved with several commercial kitchen remodels and new constructions, I recognize the challenges inherent in creating a new space. The rewards, however, become immediately apparent. It will allow us to operate more efficiently and in a better environment. Not only does Ferry Beach need a new kitchen, it deserves one!

There are other extremely important components of this plan that will meet the needs of Ferry Beach well into the future. As you read this brochure, I hope you will join with me in supporting a place that has given to so many of us over the years. It is the spiritual home of thousands, and for many, a second congregation. Ferry Beach is now calling on us to help support it.

Craig Lentz
Executive Director, Ferry Beach Park Association

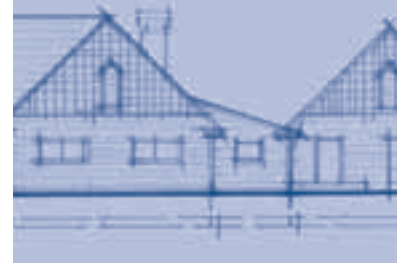
History

The story is well told. In 1901, the Rev. Dr. Quillen Hamilton Shinn came to Ferry Beach looking for a new place for Universalists to gather together for their annual summer meetings. What is now called the Quillen Building was purchased from the Boston and Maine Railroad in 1904. It wasn't until 1909 that running water and up to date sanitation facilities were installed, thanks to donations from the Ladies Aid Association. The first kitchen was placed in an extension on the southwest corner of the building, in basically the same area as it is today. In 1920, the annex was built and the new kitchen was ready for use in 1921. Modest renovations took place over the years, but the basic layout is as originally conceived. In 1910, the dining room was built and remained as such until 1990, when it was expanded to its current size.

Rowland Hall was built in 1927, and while it too underwent modest renovations over the years, it wasn't until 1995 that a major overhaul was required by the City of Saco. In addition to building walls on the second floor to close in the balcony and provide separation from the auditorium, fire rated doors were installed, flame retardant paint was used, new fire exits constructed, new carpeting installed on the second floor hallways, new windows and vinyl siding was added, and an accessible bathroom was built on the first floor. A lot was accomplished and Rowland took an important step forward. It now meets all building and safety codes and stands poised for its next major remodel.

Much has changed since our modest beginnings. In 1901, 410 Universalists attended the only "conference" of the summer. In 1997, 1300 registered for summer programs. In 2006, over 1700 registered for summer programs. The weekend church retreats, begun several decades ago, have grown to utilize the site almost every weekend we are open, bringing another 3000 to Ferry Beach. The Ferry Beach Ecology School, founded in 1998, brings nearly 5000 children and adults to the site each year. To say we have grown is an understatement! We are currently utilizing every available week and in most cases, are full to capacity. Good things are clearly happening at Ferry Beach.

What has not changed, however, is the spirit of Ferry Beach, or why people continue to come, year after year. There is a magic that exists here that is contagious – once you are hooked, you are hooked for life. With things in such good shape, it is time to focus our attention on the future.



Preserving Ferry Beach and Meeting the Future

In the book “Universalists at Ferry Beach – A History” authors Sutton and Needham comment that at the first gathering at Ferry Beach on August 1, 1901 “so many physical discomforts attended the meeting it was obvious amendments to the planning and changes in arrangements were needed if the summer meetings were to continue and function successfully.”

Over 100 years later, we again find ourselves faced with the need to make “changes in arrangements...to continue and function successfully,” and to consider the needs of Ferry Beach well into the future. Dealing with our aging kitchen has long been on the minds of the Board of Directors and Ferry Beachers. The kitchen is in desperate need of more usable work space, reliable refrigeration, better equipment and increased storage. Rich O’Brien, the owner of Pangea Foodservice and our summer chef, has worked miracles in a kitchen that is more than 20 years outdated by anyone’s standards, and as we found out, failing structurally. Continual problems abound with the floors, electrical fixtures and circuitry, plumbing, and equipment.

A team of architects and engineers, led by DeWolfe Engineering, began to seriously evaluate the kitchen and annex during 2005. Realizing that the kitchen was sinking into the ground because of an inadequate foundation, and rotting support beams and floor boards, they strongly recommended that the kitchen/loft building be torn down and a new structure, complete with a full foundation, be built in its place. The cost to complete the entire proposed new kitchen project, which also included the addition of eight new sleeping rooms and two new meeting rooms to Quillen, was projected at \$1.5 million. The proposed plans were unveiled to Ferry Beachers during the summer of 2006. All summer long, either during weekly Town Meetings or during general conversations, the plans were discussed and questioned. What was most comforting was that almost everyone we spoke with understood the need for a new kitchen and the need for more meeting space.

The 2006 discussions about the proposed new kitchen and building plans resulted in many Ferry Beachers expressing deep concerns over dune erosion and coastal flooding and questioning whether we should invest \$1.5 million dollars in a new structure so close to the ocean. Many also questioned whether it was realistic to think that the Ferry Beach community could raise \$1.5 million for this project. We kept diligent notes on the feedback we received, and during the Life Member Banquet held in November, we opened up the discussion to the group. Several new ideas were proposed that addressed many of the concerns and the Board went back to the drawing board. At their Annual Board Retreat held in January 2007, the Board spent an entire weekend working through the many issues related to creating a long-term, master preservation, building and renovation plan for Ferry Beach and emerged with a proposed plan that they believe best addresses both the short and long term needs of Ferry Beach at 2/3 the cost of the original estimate.

Overview of Proposed Plans

Kitchen & Dining Facility

The cornerstone of the proposed plan calls for a new building to be constructed behind the volleyball court, where the yellow cabins are located, between Gardiner and Rowland. This one story building would include a new kitchen and dining room, along with a lobby and restrooms. It will also include a large outdoor deck overlooking the playground area. One of the added benefits to having a completely separate facility is that noise in the dining room and kitchen will no longer disturb sleeping quarters above, thus providing a more suitable space for late night activities. It also sits on the highest point on the property and is far enough away from the ocean that dune erosion will not impact it for a century or more, based on the best available estimates from Maine State environmental experts.

As part of the plan, the yellow cabins would be moved to another location on campus. The goal is to create a staff village behind the new Kelley Cottage.

The estimated cost for this, our most urgent proposed project, is \$550,000 - \$650,000.

Campus and Dune Preservation

In almost every conversation about the future of Ferry Beach, the issue of dune erosion comes up. Current estimates by Maine State environmental experts indicate within 50 years, a severe storm may reach Quillen porch. Rowland could be at risk in 100 years. Those estimates are based on the premise that no action is taken by the government or Ferry Beach and its neighbors. It is time for us to act and do whatever we can to protect Ferry Beach.

The proposed plan is threefold:

- (1) Lobby our congressional delegation to bring back and pass the Water Resources Development Act, which included a major effort to fight dune erosion in Camp Ellis and Ferry Beach caused by the jetty. Unfortunately, the bill died in committee as time ran out on the congressional session ending in 2006.
- (2) Commit to an ongoing dune sand replenishment and sea grass planting program over the next several years.
- (3) Build a new diagonally angled boardwalk to the beach that will slow the damage of storm surges.

The estimated cost for this long-term, ongoing project is \$50,000.



Overview of Proposed Plans

Rowland Renovation

One of the biggest issues we face is keeping our accommodations suitable for a broad range of inhabitants. Our plan calls for a major upgrade to the second floor, including new insulated walls and ceilings, carpeting in all sleeping rooms, new beds, furniture and lighting fixtures, and a fresh coat of paint. The current dorm-style bathrooms would be replaced by eight new single units.

The estimated cost for this proposed project is \$100,000.

Increased Meeting Space

The lack of meeting space has limited programming for years, and this plan will provide at least 2 high quality meeting rooms. Not only will this help our existing conferences who need more space, it will make it easier to book the site during the spring and fall. The current Quillen Dining Room would be converted into several meeting spaces with the flexibility to host larger gatherings. The conversion would be done in conjunction with the demolition of the current kitchen and loft structure, or its rehabilitation if further structural engineering studies show that the building is worth saving. We would also seek to expand our parking capabilities behind Quillen.

The estimated cost of this proposed project is \$60,000.

Maintenance & Storage Facility

The Gardiner Garage, or Workshop as it is known, is in serious danger of collapse. The outside walls are rotting, the roof is leaking, and the foundation is shifting. As part of this plan, a much needed workshop and central storage building would replace Gardiner Garage. The building would be strategically located behind the new dining facility with drive-up access from Morris Avenue. This location would reduce truck traffic on the central campus and provide much needed maintenance space.

The estimated cost of this proposed project is \$90,000.

April 21, 2007: Host a member's dinner during Coordinators Weekend to discuss the plan and get direct feedback.

April-May 2007: Our consultant will conduct personal and confidential interviews with a cross section of Ferry Beachers to determine their degree of emotional support for the proposed project and their potential financial commitment if their pledge is payable over a three year period.

April-May 2007: Gather feedback from those not being interviewed about the proposed project.

May 2007: Our consultant will deliver his report with recommendations to the Board. This, along with the feedback received from members and friends, will give the Board enough information to decide whether or not to authorize a capital campaign, what will be included in the campaign, and to set the goals accordingly.

If the Board authorizes a capital campaign, the schedule of events is as follows:

Summer 2007: Continue to discuss the plans during weekly Town Meetings and elsewhere, recruit campaign leadership team, and solicit lead gifts.

September 2, 2007: Officially kick off the capital campaign during the Annual Meeting.

September 2007-June 2008: Train all levels of a campaign leadership team, focus fund raising efforts on the weekend church retreats and other constituencies, host local and regional gatherings and events, and prepare for the summer season.

Summer 2008: Focus fund raising efforts on summer program participants through individual conversations, group presentations and memorable events.

August 31, 2008: Campaign ends with a celebration during Homecoming Weekend!

What's Next?

The Ferry Beach Board of Directors has engaged the services of Larry Wheeler, a consultant with deep experience in fund raising for Camp and Conference Centers. Larry has ties to the Unitarian Universalist Association and has been a UU for almost 40 years. His achievements include:

- ~ Active in congregations in Westport, CT, Needham, MA, and Atlanta, GA
- ~ Former Co-Director of the Southeast UU Summer Institute
- ~ Founding Co-Director of what has become The Mountain Retreat & Learning Centers
- ~ Development Director at The Mountain – 1997-2003
- ~ UUA Board of Trustees Member – 1981-89 (Chair of the Finance Committee and Liaison to the UUA Development Department)
- ~ UUA Fundraising Consultant since 1993 – doing it full-time since 2004
- ~ As a UUA Consultant has facilitated 6 congregational annual &/or capital campaigns in 2006-7
- ~ First met with Ferry Beach leadership in 1978 ahead of starting The Mountain and visited for the first time in 1983
- ~ Has also consulted with deBenneville Pines and Unirondack, two UU Camps.

Larry met recently with Executive Director, Craig Lentz and Ferry Beach Board President, Rev. Wendy von Zirpolo to discuss the progression of events leading to a Capital Campaign. Key to the process is a financial feasibility study to determine the expected level of fund raising possible within the Ferry Beach community. The FBPA Board is committed to base any recommendations in sound engineering and realistic funding. The comprehensive plan is expected to cost in the range of \$850,000 - \$950,000. One donor has already come forward with \$75,000!

In the coming months, Larry will be contacting a cross-section of potential Ferry Beach donors to participate in conversations that will help him complete our capital campaign financial feasibility study. Once completed, the financial feasibility study will provide the Board with a stronger sense of how the Ferry Beach community feels about our proposed plans and provide us with a realistic fundraising estimate.

If you are not contacted directly by Larry, you are still **ENCOURAGED** to participate in any number of ways. Information about the plan will be detailed at the annual Coordinator's Weekend on April 20-22 and throughout the summer. We hope you'll engage with staff and the Board with any questions, concerns and/or affirmation! To share your comments, contact Craig Lentz, Executive Director, at (207) 282-4489, or at fbcrraig@maine.rr.com. **WE WANT TO HEAR FROM YOU!**

Recent Physical Plant Improvements

The leadership of Ferry Beach has spent a lot of time and money to make essential upgrades to the physical plant. Over the last 5 years, we have:

- ~ Completely remodeled Quillen from top to bottom, including accessible bathrooms and a new lobby
- ~ Created the Memorial Garden, honoring Ferry Beachers who came before us
- ~ Built Kelley Cottage in partnership with the Ferry Beach Ecology School – a “green” building and the first new building at Ferry Beach in over 30 years
- ~ Renovated the tennis/basketball court
- ~ Built a new store at Claflin
- ~ Installed new playground equipment
- ~ Renovated both Grove bathrooms
- ~ Transformed the Eleanor B. Forbes Chapel in the Grove
- ~ Built a handicapped accessible bathroom in Underwood
- ~ Built handicapped accessible ramps and walkways at Underwood and Gardiner
- ~ Completely upgraded two of the yellow cabins on Gardiner lawn
- ~ Renovated the Rowland auditorium
- ~ Upgraded the overall appearance of Ferry Beach through landscaping and painting.

All of these projects were essential for the continued success of Ferry Beach and have served as a warm up to this important project. We have taken care of a lot of smaller needs so that we could effectively go after the “big one.” It is important to note that all of these projects were made possible by the generosity of our members and friends.



1. Why are we currently recommending building a new kitchen and dining room facility instead of repairing and renovating the old kitchen and dining room?

Answer: Current estimates by DeWolfe Engineering indicate that it would be considerably more cost effective and functionally productive in the long term to build new kitchen and dining room facilities versus repairing and renovating the old facilities. We are currently doing due diligence on this assessment by contracting with two other engineering/construction firms to get their evaluation and assessment of this situation and projected cost estimates for building the new facilities versus repairing and renovating the old.

2. What impact will continued dune erosion have?

Answer: If nothing is done, it is possible that storm surges could reach Quillen in 50 years. While we lobby congress to approve a new version of the Water Resources Development Act in 2007, we are going to take matters into our own hands. In consultation with Maine State Coastal Geologists and Marine Geologists, Ferry Beach will work with its neighbors to do what it can to preserve the fragile dunes. This will entail adding more sand and planting more dune grass, which will “buy” us more time. This will not be a one time fix; rather, it will require an investment in time and money over many years.

3. Ferry Beach raised almost \$300,000 during the last capital campaign, begun in 1997. Why do you think that we can raise three times that amount now?

Answer: We believe Ferry Beach members and friends will be energized and excited about our proposed new kitchen and dining room facility and long-range preservation and development plan. We expect that this excitement and commitment to preserving the future of Ferry Beach will translate into generous giving during our capital campaign and beyond. A lot has changed since 1997 and the level of generosity and giving has increased dramatically. We have found that many people like to donate to specific, tangible projects, but they have also responded very favorably to our recent annual stewardship pledge campaigns. Our second annual stewardship pledge campaign has already raised over \$60,000, surpassing last year’s total by over 50% - and the year is just beginning! We are already off to a great start with one generous donor having donated \$75,000.

4. What impact will this have on our annual operating budget?

Answer: Ferry Beach spends thousands of dollars each year repairing faulty equipment in the kitchen and doing minor repairs just to stay open. The amount of money needed to patch up the kitchen continues to rise sharply. This winter a larger maintenance project was required to keep us going for another couple years. A new facility would erase these expenses, as well as provide a substantial savings with new, energy efficient equipment. Most importantly, it will provide a better place to enjoy meals away from the sleeping areas.

The upgrades to Rowland Hall will bring the accommodations up to the standard set by the Quillen remodel, and allow us to rent Rowland for church retreats later into the fall and earlier in the spring, thus increasing our revenue.

Having adequate storage and work space will allow us to better manage our existing inventory of tools and materials, and provide a better work environment for staff and volunteers to complete projects that are essential for the upkeep and running of Ferry Beach.

There may be additional interest payments for a construction bridge loan, and possibly other loans, and we anticipate that continued increases in our operational revenues and annual stewardship pledge campaigns would offset these additional interest payments.

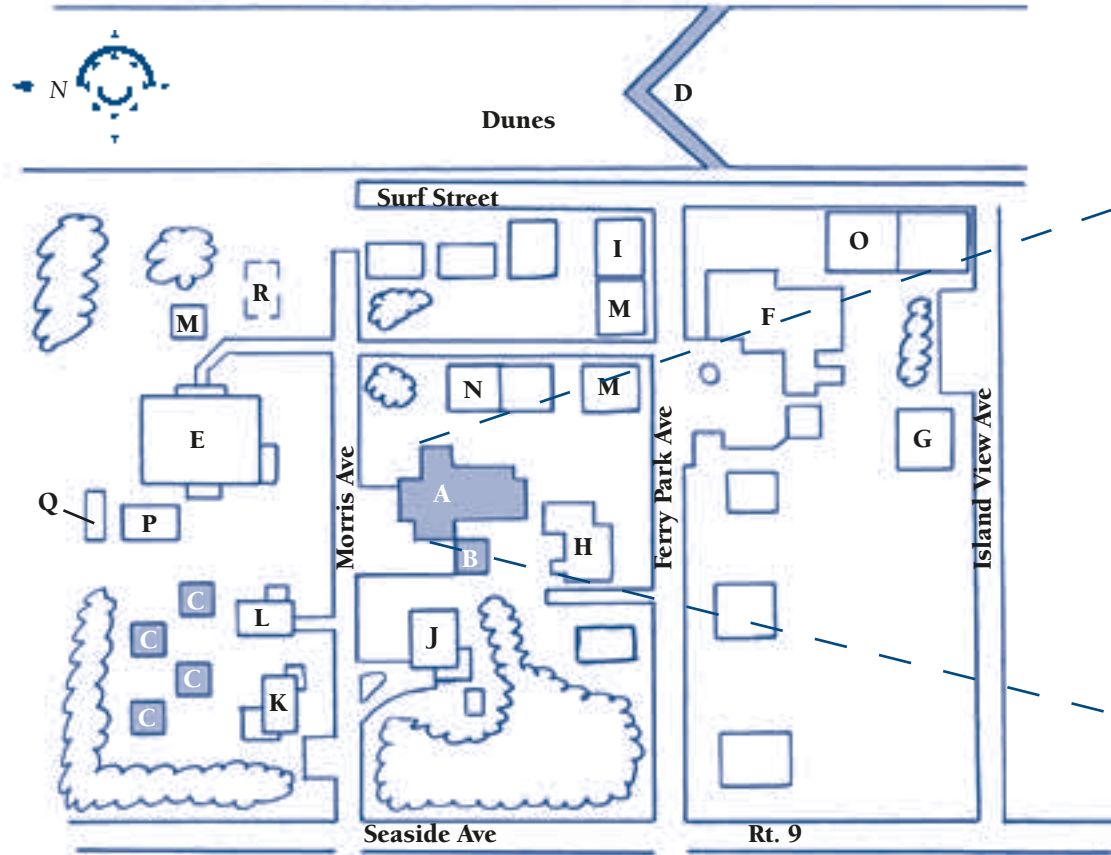
5. How long will it take to complete the proposed projects?

Answer: Our proposed plan calls for the completion of the new kitchen and dining room facility first, with the other projects prioritized and completed as funding allows. Once sufficient money has been pledged, we would take out a bridge loan to begin construction of the new kitchen and dining room facility. Work could begin as early as the winter of 2008/9 and could conclude as early as Spring 2010.



Proposed Site Layout

- A. Proposed New Kitchen and Dining Room Facility
- B. Proposed Maintenance & Storage Facility
- C. Proposed Staff Village
- D. Proposed New Boardwalk to Beach
- E. Rowland
- F. Quillen
- G. Underwood
- H. Gardiner
- I. Claffin
- J. 5 Morris
- K. Kelley Cottage
- L. Hopkins House
- M. Playgrounds
- N. Volleyball Court
- O. Tennis & Basketball Court
- P. Organic Garden
- Q. Greenhouse
- R. Tent



Denotes Proposed Construction

Proposed Floor Plan

