

DIGITAL UPDATE

Dorothy Molter Museum News



Nebs and Dorothy Molter

Winter is here to stay

Due to the early on-set of winter temps (even for Ely!) we have been forced to close the Museum to regularly scheduled tour appointments. Those interested in a tour during the winter months are encouraged to call/email with their request. We will do our very best to make ourselves available. However, we do ask folks contact us at least 48-hours in advance but more is preferred.

Although visitation and sales were down 50 and 36 percent respectively this season, we are optimistically planning for next year with fresh ideas for marketing, fundraising and efficiencies in our behind the scenes operations.

The Museum did take advantage of grant opportunities and CARES Act funding available to non-profit businesses such as the Paycheck Protection Program, which provided coverage for a portion of our summer payroll expenses that prevented any furloughs or layoffs of our three Museum staff.

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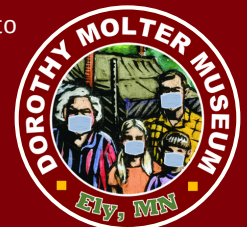
ANNUAL FUNDRAISER

Like many other organizations, we've shifted our Annual Meeting & Fundraising Dinner to an online, virtual event.

We are in the planning stages at this time but you can expect an online "silent" auction fundraiser February 4-11, and a live evening webinar program on February 11.

We hope this allows those of you outside of the Ely Area to participate from afar!

If you would like to make a financial contribution to support this event or donation of goods, services or experiences for the online auction, please contact Jess at jess@rootbeerlady.com.





Nebs and Bill Berglund

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Although not all funding applications were approved, the Museum was able to significantly reduce expenses across the board to help off-set the projected and realized revenue losses.

Unfortunately, this resulted in reduced focus on developing new exhibits and other mission-driven improvements as well as delayed maintenance projects. What could be postponed, was.

We do anticipate current public safety guidance to continue into next season but now that we have our protocols and safety systems in place, we are ready.

Unfortunately, this also means a very conservative approach to our 2021 budget, prolonging the postponement of many of our strategically planned improvements and initiatives.

Your continued support is one of the ways we will be able to weather this continued voyage in uncharted waters.

Please help us by renewing your Membership or considering a tax-deductible donation for *Give to the Max Day* in your end of the year planning.

Call: 218 365 4451 Email: info@rootbeerlady.com

2020 Canoe Raffle

If you have not purchased your \$5.00 ticket(s), there is still time!

You may recall that last year we changed our annual canoe raffle drawing to coincide with our Annual Meeting & Fundraising Dinner in February. The idea was an added feeling of excitement and anticipation for dinner attendants but also if the winner were present, they could take their canoe home.

This raffle cycle will end on February 11, 2021 with the drawing held during our live virtual Fundraising Event.

If you'd like to secure your chance at winning a Wenonah Spirit II send your check or money-order with your name, address, phone and email to: DMM - Canoe, PO Box 391, Ely MN 55731



NOVEMBER 19 Give to the Max Day!

2021 Winter Events

We will have tour availability during the Ely Winter Festival with reservation slots already open February 4-13 from 11am to 4pm.

Make your reservation online at www.rootbeerlady.com and click "Get Admission" to select the day and time for you!

EXECUTIVE DIRECTOR'S MESSAGE

If October weather in Ely has been any indication, we are entering what may be an unusually long winter. I encourage you to stay safe in your community and be cautious with your social choices. You are an important part of our Dorothy Molter Museum family and without you, we are unable to keep our doors open, the lights on and the office heated. YOU are the heartbeat of the organization. Thank you for helping fund our mission of preserving and interpreting Northwoods Wilderness heritage through learning opportunities at the Museum.

Thanks, Jess