

## **Euclid Beach Park Carousel Project – at a Glance**

**The Euclid Beach Park Carousel project is a collaboration of Western Reserve Historical Society and Cleveland’s Euclid Beach Park Carousel Society with support from Euclid Beach Park Now.**

### **Project Vision:**

To functionally restore the historic Euclid Beach Carousel, place it within the Western Reserve Historical Society University Circle Complex, and make it available for public use in a way that is self-sustaining and ensures its future financial and physical integrity.

### **Projected Cost:      \$6 million**

\$2 million for Carousel Restoration and Placement

\$4 million for Endowment to support operations and maintenance

### **Projected Timeline: Six-year project to complete all phases including fundraising for endowment**

Fundraising:	2010 to 2016
WRHS Building Design/Construction:	2011/12
Carousel Assembly:	2011/12
Carousel Installation:	2013
Carousel Operations Open to Public:	2013
Endowment Fundraising Complete:	2016

### **Carousel Operations:**

Single rides offered for \$1 to \$2

Annual Carousel Memberships for unlimited free rides

Private Party Rentals available

## Euclid Beach Park Grand Carousel Time Line:

- 1895 Euclid Beach Park, a new summer resort, opens eight miles east of Cleveland's Public Square for the first of its 74 seasons.
- 1901 The Park goes bankrupt.  
The Humphrey family offers to rent the property and, before the season ends, purchases 80% of the company stock.  
The park operates on the foundation of fair dealing, clean entertainment, and pleasant surroundings.
- 1910 Philadelphia Toboggan Company (PTC) installs a new, larger, more grand carousel with four rows of horses, three inside rows of "jumpers" and an outside row of nearly life size stationary horses.  
The initial purchase price is \$7,734.04.
- 1969 Euclid Beach Park closes.  
The carousel is sold to Palace Playland, a small amusement park in the Atlantic Ocean resort town of Old Orchard Beach, Maine.
- 1997 Palace Playland is sold.  
The carousel is consigned to an auctioneer who decides to hold the auction in Cleveland.  
The Trust for Public Land, armed with temporary funding from the Ford Foundation, secures the entire carousel with a bid of \$650,000. With a "buyers" premium added to the bid, the final cost for the carousel is \$715,000.  
Cleveland Tomorrow announces a plan to restore and preserve the carousel as a year-round attraction at North Coast Harbor.
- 1998 Cleveland Tomorrow announces that Carousel Magic, located in Mansfield, Ohio, would restore the 54 horses and two chariots.  
Western Reserve Historical Society participates in the restoration.  
During restoration it is discovered that four horses are missing (there should be 58).  
Cleveland Tomorrow asks Euclid Beach Park Nuts to initiate a fundraising campaign to carve the four replacement horses.

(over)

- 1999 Necessary funding to put the carousel into operation falls short. Cleveland Tomorrow gifts the horses and chariots to Western Reserve Historical Society where most are placed into storage. WRHS retains ownership of the horses and chariots.
- 2003 Northeast Shores Development Corporation presents a plan to Euclid Beach Park Now to place the carousel back in its original location at Euclid Beach State Park as part of a Lake Shore Master Plan drafted by Kent State University's Urban Design Center.
- 2007 Western Reserve Historical Society, Northeast Shores Development Corporation and Euclid Beach Park Now meet to discuss the State Park plan.
- 2009 Cleveland's Euclid Beach Park Carousel Society presents a plan to Euclid Beach Park Now to locate the carousel in University Circle. Euclid Beach Park Now votes to support the plan.
- 2010 Cleveland's Euclid Beach Park Carousel Society and Euclid Beach Park Now present the plan to Western Reserve Historical Society proposing that the Carousel be located inside the WRHS University Circle Complex and that The Carousel Society raise the necessary funds for the restoration and placement, in addition to an endowment to sustain future operations. WRHS Board approves collaboration with The Carousel Society to rebuild and operate the carousel at its University Circle Complex.

## WESTERN RESERVE HISTORICAL SOCIETY

**Western Reserve Historical Society (WRHS)** was founded in 1867, making it the oldest cultural institution in Northeast Ohio. WRHS is a private, nonprofit 501(c)(3) educational institution where the public is encouraged to explore the history of Northeast Ohio and its impact on regional, state, national, and international history.

**Located in University Circle**, the renowned arts and culture district of Cleveland, WRHS headquarters on East Boulevard houses an extraordinary group of distinguished collections including:

**Bingham-Hanna Mansion & Hay-McKinney Mansion**, the two Italian Renaissance style buildings that form a part of the WRHS University Circle Complex. They were built in the early 20th century as homes for wealthy and influential Clevelanders.

**Chisholm Halle Costume Wing** displaying items from our nationally top-ranked costume collections with over 30,000 garments from the late 1700s to the present.

**Crawford Auto Aviation Museum** sporting items from our fine collection of more than 150 vintage, antique and unique automobiles, airplanes, artifacts, cycles and other transportation artifacts.

**History Museum** featuring rotating exhibits that highlight the WRHS collections and tell the story of the region and the nation.

**Library/Archives & Genealogy Center** holding more than 20 million items including books, newspapers, prints, manuscripts and archives. It is the principal repository for histories, records and papers relating to the growth and development of the Greater Cleveland area.

**WRHS also owns these historic properties all located in the Northeast corner of the state:**

**Hale Farm & Village** in Bath, Ohio, is the region's premier Outdoor Living History Museum and features 32 historic buildings that create a slice of life in a 19th-century village. Third person costumed interpreters demonstrate crafts such as glassblowing, candle-making, spinning & weaving, pottery, and blacksmithing. The Farm features heritage breeds including American Milking Shorthorn cattle, Percheron horses, Tunis sheep, herb and kitchen gardens and more.

**Shandy Hall** in Geneva, Ohio, is the completely preserved 19th-century home of the Harper Family. In 1815, The Harper Family built what was considered a mansion at the time. Modest in appearance on the exterior, there are 17 rooms inside Shandy Hall.

**Loghurst** in Canfield, Ohio, is the oldest log house in the Western Reserve, built in 1805 by Conrad Naff, originally of Berks County, Pennsylvania. The three-story log home was built as a permanent structure to serve as a farmhouse and inn.

*WRHS covers fully 40% of the state's population, over 10% of the state's territory, as well as the largest part, perhaps 75% of the state's earliest significant history. In order to fulfill its mission to teach the history of the Western Reserve, WRHS offers a combination of permanent & special rotating exhibitions and creates & presents over 250 special events, public and educational programs to school groups and the general public.*



## **Euclid Beach Park Now**

The nonprofit organization is dedicated to preserving the history and the memories of Cleveland's greatest amusement park for the enjoyment of current and future generations. Since 1989, members have preserved artifacts and memorabilia of the park, continued to research the park's rich history, and shared their discoveries through a quarterly newsletter, "The Arch".

The organization's many activities include sponsoring memorabilia shows, multi-media education presentations, speaking engagements, open meetings, and employee reunions. Members maintain an active historical archive with the eventual goal of establishing a Euclid Beach Park Museum. The board of directors and the membership are continuing to spearhead efforts to return the Euclid Beach Carrousel to operation for the public and actively support the preservation of all of the remaining physical artifacts at the Euclid Beach State Park. Their efforts are funded through collection of membership dues, donations, and the sale of commemorative items at their public events or by mail order. For more information about Euclid Beach Park Now visit the website at [www.euclidbeach.com](http://www.euclidbeach.com).

## **Cleveland's Euclid Beach Park Carousel Society**

Cleveland's Euclid Beach Park Carousel Society is a nonprofit 501(c)(3) organization that shares its governance with Western Reserve Historical Society (WRHS) and functions as the development and operating entity for the restoration and placement of the Euclid Beach Carousel within the WRHS University Circle Complex.

The Carousel Society was founded by WRHS Board members and supporters and includes Board members from Euclid Beach Park Now and community leaders. The Society membership is open to all supporters of the Carousel, especially those who have maintained the dream and possibility of returning the Carousel to Clevelanders as a cultural icon within University Circle.

The Carousel Society vision is to restore our regional historic and cultural Carousel landmark through a self-sustaining, collaborative placement in the WRHS University Circle Complex, thereby ensuring its future through entrepreneurial-stewardship.

**The Carousel Society Strategic Plan** is to develop four programmatic platforms:

1. Functionally restore and operate the Euclid Beach Carousel within the Western Reserve Historical Society University Circle Complex, providing a multigenerational, multicultural, repeatable family-centric attraction.
2. Bring recognition to the original operating location of the Carousel and restoration plans underway for the Euclid Beach State Park in Cleveland's Collinwood neighborhood.
3. Develop collaborative exhibits and educational programs using the Carousel and the WRHS collections that span the 100 years of the Carousel history and cultural development in our region and showcase the innovative and entrepreneurial historic achievements of Cleveland and Northeast Ohio.
4. Develop community outreach programs that leverage the investment from our private and public supporters in restoring our Carousel and that promote community values. Work with area cultural, social and educational institutions to develop these partnerships.

### **The Carousel Society Business Plan Summary:**

- A Project Cost of \$ 6 M:
  - \$ ~ 2 M Carousel Restoration and Building Enclosure:
  - \$ ~ 4 M Endowment
- A Project Time-Line of 3 years with completion in 2013
- A Project Fund Raising of the \$6M over 6 years:
  - Averaging 15% donor pledge collections per year
  - Cash-flow positive operations in the 3rd year