

1. Event Sponsor Information

Sponsor Organization: World Museum of Mining

Project Contact: Jeanette Kopf

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SARTA FUNDS REQUESTED: \$5,130.86

2. Organization Background

a. Event Name: Haunted Underground

b. History:

The World Museum of Mining (WMM) was founded in 1963 by the hard work and commitment of the Butte Exchange Club and individuals who realized the importance of preserving Butte's mining and cultural heritage. They had the foresight to recognize that Butte's future citizens and visitors would seek knowledge of the intricate workings of the mines and the people who contributed to this era in America's history. The economy of Butte was changing, moving from deep underground mining to large-scale open pit mining. This shift meant neighborhoods and underground mines would be swallowed up by the open pit mining leaving no trace of the substantial cultural and historical aspects of the community. The Exchange Club identified the danger of losing resources that interpreted Butte's and the region's past. They convinced the Anaconda Mining Company (ACM), who was the holder of the vast mining properties spread throughout the area, to donate the Orphan Girl mining property for the purpose of establishing a place of preservation for cultural and historical artifacts. Currently staff and volunteers forge ahead with the ideals that shaped the museum and work diligently to continue to tell the story of an internationally renowned city that produced fabulous fortunes from its mines and also to honor the descendants of a melting pot of cultures whose pride in their heritage and traditions is evident even today.

In 2016, the World Museum of Mining in collaboration with Montana Tech SME club, Montana Tech Mine Rescue and Butte History Club introduced the first Haunted Underground in the Orphan Girl and Orphan Boy Mine. In previous years, the 100 foot level of the Orphan Girl Mine was not safe to bring tourists through. Thanks to funding from SARTA and work by the Montana Tech Mining Department, the Orphan Girl Mine 100 foot level, which connects to the Orphan Boy, was rehabilitated to safely bring guests to this historic shaft. This rehabilitation now allows both Montana Tech and the World Museum of Mining to offer extended tours into the two mines. The first public introduction to the

Orphan Girl 100 foot level was in October 2016 with the Haunted Underground Tours.

Haunted Tours were offered on October 29th and October 30th of 2016. 162 people dared to explore the mines overrun with Zombies. Guests from Butte, Missoula, Helena, as far away as Billings and other surrounding areas came to take part in this newly introduced tour.

c. Board and Staff capacity to execute the event:

The Museum staff led by Jeanette Kopf, Tech students led by Scott Rosenthal and Butte History club students led by Chris Fisk successfully held the Haunted Underground in 2016. All parties learned from the previous event and have already discussed plans for changes to the 2017 event.

The Museum took responsibility for the marketing, selling of tickets and financial aspects of the event. Pre-Sale tickets were sold both online and in the Museum gift shop. Financial reporting was made to the Tech students and the Museum board.

The Montana Tech Mine Rescue Team and SME transformed the Underground into a Zombie heaven. Then they transformed themselves into zombies. These students volunteered a numerous hours prior to the event for the mine transformation and also volunteered 14 hours during the event to scare and guide the guests. Many students played Zombies as others escorted groups of 10 or less through the mines. Mine safety precautions were carefully monitored by staff and students studying Mine Safety.

The Butte History Club was brought in at the end to assist on the surface with tour start up ensuring ALL guests wore a hard hat and to guide guests from the Museum gift shop to the mine entrance. The high school students also took over the scare of the 65 foot level.

3. Event Summary

a. Describe how the event will contribute to Butte's economy and support long-term redevelopment of the community.

Many guests commented that they would return for a second scare if the event happened again in 2017. This tour draws from all around Montana. Several enjoy Halloween, they travel all around Montana to participate in the many scary haunts offered. The Underground Tour happens earlier than the haunt at the Original allowing guests to visit both major haunts in Butte. In between, guests eat, shop, explore Butte and possibly spend the night in a local hotel thereby contributing to Butte's local economy.

The Museum has seen guests return during the 2017 season that returned because the Museum intrigued them when they participated in the Haunted Underground. The more events the Museum is able to put on, the larger draw for all of Montanans to come enjoy what the Museum and Butte has to offer. By providing different tours in the underground, the Museum is able to continuously share the history of Butte and mining. Tour guides for the Haunted Underground add the story of the Orphan Girl and the conditions of working in the mines. This

excitement helps bring a good word for Butte and assists in bringing guests and hopefully new residents to the area.

b. Describe how the event will support or promote Butte and its cultural history or resources such as existing buildings, public spaces, or the community as a whole.

The Haunted Underground invites people to the original 100-foot level in the Orphan Girl. The story of Butte mining is shared within the tour, and the proceeds from this tour help to maintain the Underground Tour and the Museum. The mission of the World Museum of Mining states:

“The mission of the World Museum of Mining is to preserve the rich historical legacy of mining and the related culture of Butte, Montana, and the surrounding region and to promote the significant mining heritage by educating the public with a perspective toward total family interest. “

Through the collaboration of Montana Tech, Butte High and the Museum, the continued education of mining and preservation occurs within the marketing and taking of this tour. It also exposes the Museum and its efforts in preserving Butte and mining history to a new demographic that may not have been interested in the area prior.

c. Describe how funds will be utilized by the event, for example if grant funds will be allocated toward program costs, operating expenses, or program related investments.

Funds from this grant will go toward program related investments in the transformation of the Underground into a zombie heaven as well as some electrical upgrades that will make it possible to add more interactive props as well as having additional electricity available throughout the year for other interactive tours. Also included in the request are UV lights that will be able to be used for other tours at the Museum.

d. Describe how SARTA dollars will help your event become self-sustaining in the long term.

The SARTA funds requested will allow the Museum to add needed electrical wiring and props for future Haunts. The Haunt was started with no supplies or props just several enthusiastic participants. Tech student groups and the Museum worked together to start a small collection for the 2016 event. To make the event scarier and more unique from 2016, a larger collection of props and materials are required. With this “seed” money for 2017, a scarier experience will be provided. After costs including Museum staff and additional insurance are covered, proceeds from the 2017 haunt will be able to assist in additional prop purchases for future years making the event a progressing and self-funding event.

4. Technical Feasibility

- a. **Scope of Work – describe the Event plan in terms of tasks and activities supporting successful execution. Please provide an implementation time line.**

	June	July	August	September	October
Marketing	1-30	1-31	1-31	1-31	1-28
Planning	1-30	1-31	1-31		
Design			19-31	1-10	
Ticket Sales				1-31	1-28
Set-Up & Build				10-31	1-26
Implementation					27-28
Follow up					30-31

Marketing (June 1 –October 28) will be done via Social Media, Posters around Butte and Montana Tech, WMM Digital Impressions, calendar sections of Montana newspapers and local television and radio.

Planning (June 1 – August 31) begins with the WMM staff and Montana Tech advisors. The logistics of dates, costs, and times are decided. Once students return to school in the fall, they will begin to plan the design and the scare itself.

Design (August 19 – September 10) is part of the planning process. Props that are used and built must meet all underground safety requirements requiring additional time for design. All student made props must be cleared by Museum staff and Tech advisors for safety of the guests as well as preservation of the mine.

Ticket Sales (September 1 –October 28) – The WMM will again be responsible for the ticket sales via online sales and pre-sale at the Museum. If available, tickets will be sold at the door.

Set-Up & Build (September 10 – October 26) – Several props were built for the 2016 scare and it is the intention to build more props for continued use in future years and to increase the inventory of props. Tech students being overseen by their advisors will build the props. Pre-designed props purchased from outside sources will also be used for 2017 and future years. Electrical work will need to happen during this time in order to operate the props. With the assistance of a volunteer licensed electrician, new electrical outlets will be installed throughout the mine for the Haunt as well as future projects in the Orphan Girl Mine.

Implementation (October 27-28) – Zombies take over the Orphan Girl and Orphan Boy Mines and scare those that dare. During the haunt, Museum staff and Tech advisors walk through the mines to ensure all props and zombies are working properly and that the guests are safe.

Follow Up (October 30 – 31) – A follow up meeting will be held with all those involved to discuss what went right and what went wrong for future haunts. Planning for the 2018 haunt will also begin.

- b. Budget – please provide a detailed budget including costs derived from quotes. Please include a detailed narrative describing the associated costs.**

Category	Hours	Expense	SARTA Funds	Hard Cash Match	In-Kind Match
Zombie Makeup		\$200.00		\$200.00	
Electrical Materials		\$570.37	\$570.37		
Prop Material		\$345.64	\$345.64		
Props		\$4,214.85	\$4,214.85		
Printing		\$103.09		\$103.09	
Insurance		\$400.00		\$400.00	
Museum Staff		\$2,219.40		\$2,219.40	
Volunteer Labor	770	\$15,115.10			\$15,115.10
TOTAL		\$23,168.45	\$5,130.86	\$2,922.49	\$15,115.10

Zombie Makeup cost is based on last year’s expenses. This makeup is required to transform our students into zombies.

TOTAL

\$200.00 (WMM)

Electrical Materials – Currently there are no outlets in the underground. The addition of the outlets allows the use of electrical props as well as opening up additional opportunities for other tours at the Museum. The material costs are phone estimates from Platt in Butte, MT.

12-2 SO 2 conductor with ground (500 ft.)	\$193.57
Conduit (500 ft.) - \$3.60 per 10 feet	\$ 36.00
Bell Box (10) - \$5.50 each	\$ 55.00
Flip Cover Receptacle (10) - \$6.22 each	\$ 62.20
Outlet (10) - \$22.36 each	\$223.60
TOTAL	\$570.37 (SARTA REQUEST)

Prop Material – Material to build 10 caskets and a mock cave in. Costs include wood only. Montana Tech or World Museum of Mining will use nails in hand or will purchase nails and additional supplies when project is started. Quote from Triple S, Butte, MT.

Wafer board (16) – \$14.19 each	\$227.04
2" x 4" Fir Stud (20) - \$3.19 each	\$ 63.80
4' x 8' Plywood (1) - \$26.25 each	\$ 26.25
2" x 8" (8ft) Fir (4) - \$7.14 each	\$ 28.55
TOTAL	\$ 345.64 (SARTA REQUEST)

Props – To add additional scares in the places it is difficult to put a live zombie. Cost includes the purchase of zombies, equipment and shipping from thehorror dome.com.

Backlight (18 inch bulb)(4)	\$ 119.96
Strobe Lights (3)	\$ 179.97
Old Zombie (Light up eyes)	\$ 89.99
Limless Jim (Animated)	\$ 154.99
Fear Flex Bent Brent	\$ 649.99
Old Miner Corpse	\$1,299.98
Clawing Corpse (Animated)	\$ 119.99
Crawling Torso	\$ 459.99
Chained and Drained	\$ 649.99
Shipping	\$ 490.00
TOTAL	\$4,214.85 (SARTA REQUEST)

Printing – Posters for advertising and tickets for presale. Phone quote by Insty-Print, Butte, MT.

Posters 11 x 17 (75)	\$ 68.09
Tickets (200)	\$ 35.00
TOTAL	\$103.09

Insurance - Additional insurance required due to the haunted nature of the tour. Cost is estimate based on 2016 event.

TOTAL	\$ 400.00 (WMM)
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Museum Staff – Staff required for operation, set up and planning of Haunted Underground.

POSITION	Hours	Rate/HR	Benefits	Total
Gift Shop (2)	30	\$8.15	\$1.63	\$293.40
Guides (3)	30	\$9.50	\$1.90	\$342.00
Maintenance	40	\$13.00	\$2.60	\$624.00
Administration	40	\$20.00	\$4.00	\$960.00
TOTAL				\$2,219.40

Volunteer Labor – The Haunted Underground does not happen without the assistance of the many volunteers. All rates counted at \$19.63 per hour.

Organization/Individual	Task	Hours	Total
Electrician	Install	30	\$ 588.90
Tech Students (10)	Design	300	\$5,889.00
Tech Students (10)	Zombie	120	\$2,355.60
History Club (10)	Design	200	\$3,926.00
History Club (10)	Zombie	120	\$2,355.60
TOTAL		770	\$15,115.10

c. Please list Event partners and additional financial support including hard and in-kind match.

1. The following student groups assist in planning, design and implementation of tour. All student and advisor time is volunteer/in-kind hours as reported above.

- a. Montana Tech Mining Department under the direction of Scott Rosenthal and Chris Roos.
 - i. Clubs include Montana Tech SME and Montana Tech Mine Rescue. Additional mining clubs will be encouraged to participate.
 - ii. Above groups also donate material for operation of Haunted Underground as needed.
- b. Butte History Club under the direction of Chris Fisk.

d. Will the Event seek Butte-Silver Bow support? If so, please describe.

Currently there is no plan to seek additional support from Butte-Silver Bow.