

The Schooner Pursuit  
Historical Society



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**Did You Know?** Our Country has almost NO museums dedicated to those who gave up their lives as Civilian Merchant Mariners?

It's true. In fact, it's barely taught in colleges anymore. Unless you were in the US Navy, this is no longer common knowledge to the average American.

Such is the legacy of the Civilian Merchant Mariner Privateers during the Revolutionary War (1775-1783).



What can be done to Preserve this rich history?

I present to you, The Schooner Pursuit.  
A 65' Twin Mast Gaff Rigged Schooner  
based off of a 1770's era schooner.

With this vessel we can refit her to make her look more like the popular sailing vessels of the time. She already has the basic design, a willing and passionate crew, and the ability to further capture the hearts of those looking for that 'old time' sense of adventure.



# Revenue Model

Let's take 2 average customers

The average Customer comes in 2 types

Type 1: The Charter Customer

Pays \$40 for a charter sail

Type 2: Museum Customer

Pays \$20 for a museum tour

We can handle 14 customers of both types 3 times daily (minimum)

Type 1 daily Revenue:

\$1,680

Type 2 daily Revenue:

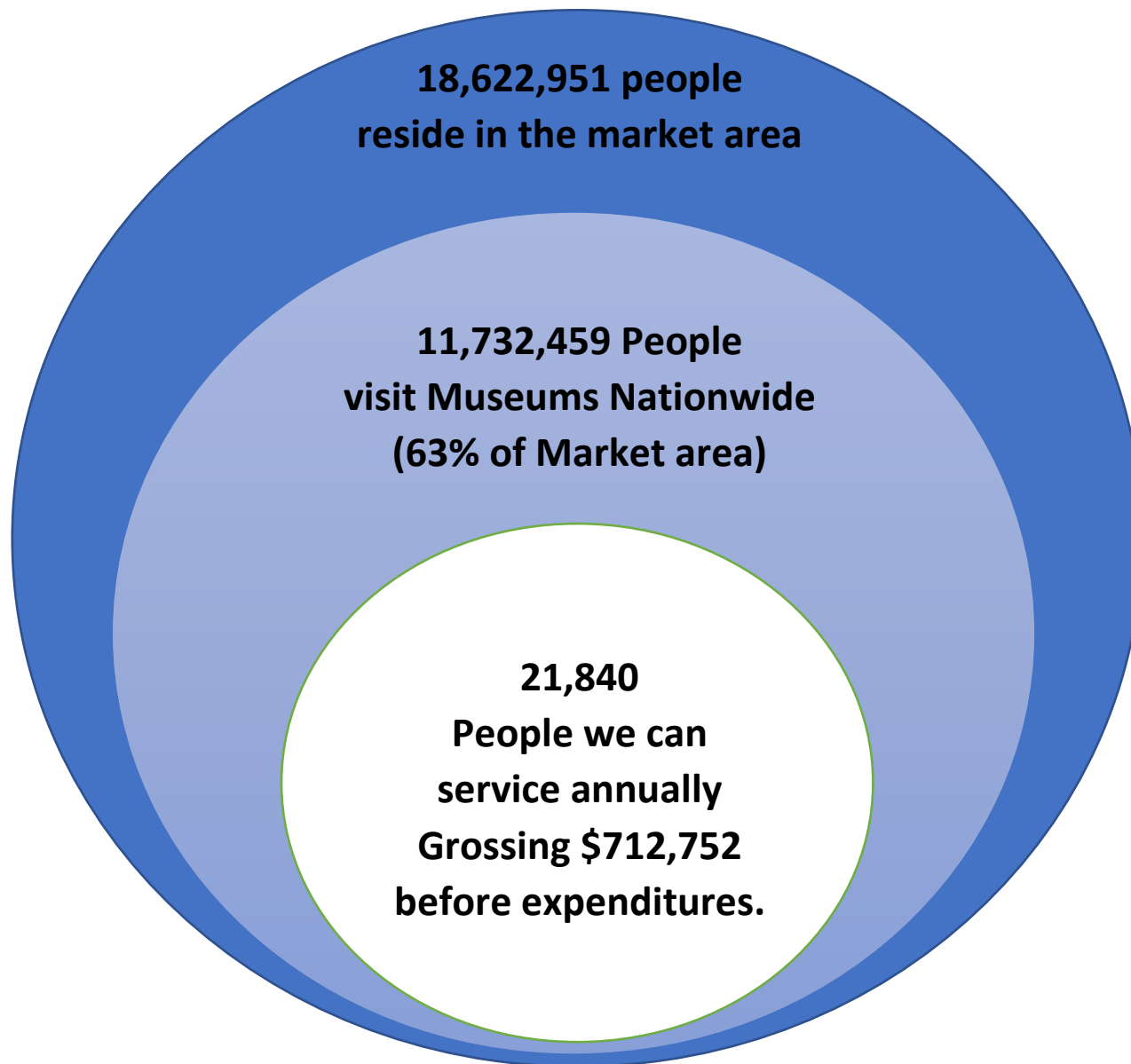
\$840

Per Day: \$2,520 combined Revenue.

We're open 5 days a week: \$12,600 x 52 weeks annually: \$655,200

Why does this work? It's AFFORDABLE so EVERYONE from all demographics can partake in our services and experience something VERY UNIQUE!

# Total Addressable Market





## What makes us Special...



We offer what no one else does anywhere in our region.

Tangible History, Adventure, Entertainment, & Lasting Memories.

### Our services include

- A Living History Museum: Tangible history you can take part in.
- Adventure: Historic sailing excursions along the Delaware.
- Entertainment: Events, Parties, Performances, Tours
- Merchandise: Clothing, SWAG, Personalized items, Etc...

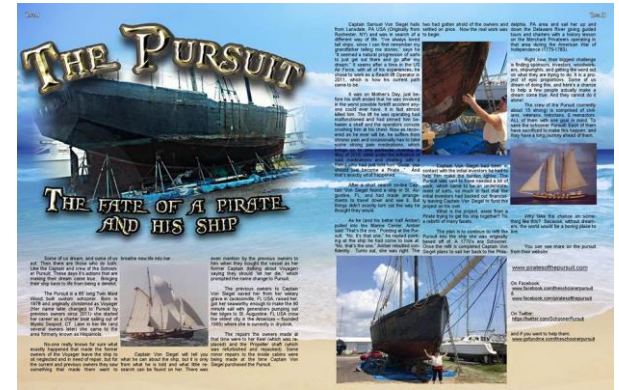


# Sales & Marketing

The Entire Crew...  
Bringing it all together

Everyone involved has a vested  
interest in seeing this succeed.

Not unlike our historic counterparts, everyone pulls their weight!



## Marketing Tools

We are utilizing Social Media as a major tool for our marketing. It's virtually cost free,  
effective, informative, and everyone has it.  
Facebook, Twitter, Instagram. We use them all.

Our website: [www.piratesofthepursuit.com](http://www.piratesofthepursuit.com)

We even go "Older School" with the Marketing: Appearances and Festivals still account for  
50% of our current revenue and fundraising. It's not unusual to see us hand out flyers  
and brochures in 18<sup>th</sup> Century Clothing to people while street performing at events.



## The Competition...

We have a unique advantage.

We have NO DIRECT Competition



However, here are the closest competitors to us:

- The Pride of Baltimore II: A grand Sailing Vessel based out of Baltimore, MD
- The Pirate Empire: A non-profit philanthropic cause for child cancer awareness.
- Fort Mifflin: A historic Site of an 18<sup>th</sup> Century Fort that protected Phila. from River Privateers
- The Plank House: A historic site in Marcus Hook, known for ties to the real Blackbeard the Pirate
  - USS New Jersey: Static Display/museum of a semi-modern Battleship
- Independence Seaport Museum: A Phila. Based museum housing 3 vessels as static museums.

Each listed has worked with us before in the past on some level to help us grow attention for what we're accomplishing. One of the rare cases where one's growth helps everyone preserve the past.

NONE of them do what we do, BUT EACH of them we work well with!



## The Team...



Samuel W. Siegel - Executive Director/Captain  
27yrs served as CEO of IKF (a fandom based philanthropic organization),  
Veteran of the USAF, Avid Historic Reenactor, Owner of the Schooner  
Pursuit.

Amber Kromer – Treasurer / Scribe/1<sup>st</sup> Mate  
Professional Mental Health Therapist (Masters in Psychology from Lehigh  
Valley University), Avid Reenactor and costumer, Invested in Project  
Financially and Professionally.

John Radle – Quartermaster/Safety Coordinator/Gunner  
Veteran of the USAF Security Forces, Avid Historic Reenactor Artilleryman

Tyler Henry - Bosun  
Veteran of the US Army, Avid Historic and Pirate Reenactor.

Robert Piazza, OD – Surgeon/Health Advisor  
Professional Medical Doctor of Osteopathy, Veteran of the US Navy, Avid  
Historic Reenactor, once served on the USS Constitution.

# Financial Summary

6/2016: Acquisition of The Pursuit for \$45,000.

7/2016 – Present: \$40,000 in assorted costs and repairs. Raised \$1,650 through Crowdfunding.

2018: Events and Appearances for Marketing exposure are set with Historic sites.

Projected Appearance Revenues for 2018 are \$1,500

Projected Annual Figures once business becomes Operational:

Projected Revenues:

Charters:	\$403,200
Admission:	\$210,600
Shirts:	\$50,652
Stickers:	\$11,340
Certificates:	\$15,120
Priv. Chart.	\$13,440
Priv. Party	<u>\$8,400</u>
Total:	\$712,752

Projected Business costs:

Docking Fees:	\$ 12,000
Insurance:	\$ 6,500
Inspections:	\$ 1,200
Fuel:	\$ 4,500
Maintenance:	\$ 4,000
Labor:	<u>\$384,000</u>
Total:	\$412,200



Gross Profit: \$300,552

## Use of Funding...

Estimated Refit Costs (Labor & Materials): \$150,000-\$200,000

Current Campaign (min. repair & tow home): \$30,000

USCG Inspections & Required Equipment: \$15,000

Startup Capital (Local fees, taxes, lic.): \$15,000

Docking Fees while in Repair: \$10,000

Miscellaneous Back-up/crisis/funds: \$10,000

***Any funds used will be monitored closely by the Board and discussed fully with investors.***

The amount requested should be sufficient to complete the project. Extensive research has been done on this very topic over the past 8 months.