

A dark silhouette of a horse's head is positioned on the left side of the top half of the page, facing right. The background of this section is a dark blue gradient.

Rocky Springs Carousel Association *Partner Prospectus*

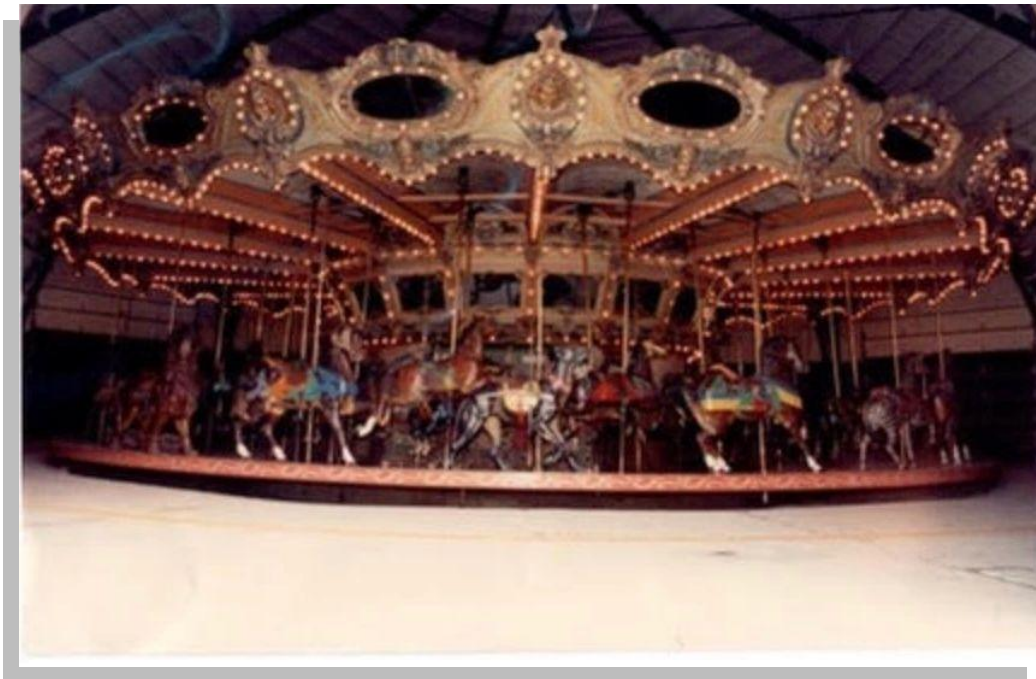
Request for Expressions of Interest (RFEI)

Issue Date: March 1, 2023

Submission Deadline: May 15, 2023

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A. INTRODUCTION

The Rocky Springs Carousel Association (RSCA) is an independent nonprofit 501(c)3 organization. Our mission is dedicated to the historical and cultural preservation of the former Rocky Springs Carousel (now known as the Stoner Carousel) for the benefit of the Lancaster County community, the education of the public regarding the history and culture of Lancaster County, and the provision of public recreation.

Known as the Rocky Springs Carousel, until 2001, when it was renamed the Stoner Carousel, Lancaster's c.1924 antique "merry-go-round" is considered to be one of the finest hand-carved wooden park carousels in the United States. There are only 135 functioning antique wooden carousels left in the country, and Dentzel menagerie carousels like ours are much rarer (just 15).

From as early as 1895, premier carousel carver Gustav Dentzel of Philadelphia, brought potential customers to visit Lancaster, to see his show-case carousel here, in a popular community park, just south of the city. Originally steam-powered, with stationary animals, the carousel was converted to electricity in 1903, then reconfigured to its current top-of-the-line "Jester Head" design in 1923-4. It has three rows of realistically detailed hand-carved animals, finely painted enclosure panels, and a jumper mechanism, so that 25 of the 48 animals go up and down. It includes animals carved from 1880 to the 1890's. There are 25 jumper horses, 8 "stander" horses, and 15 menagerie animals: a giraffe, deer, mountain goat, zebra, lion, rooster, tiger, two (very rare) Weimaraner dogs, two mules, and four ostriches. The carousel includes a ring-game machine, 2 painted chariots (bench seats), and a 1901 Wurlitzer-Gavioli band organ with hundreds of #165 Wurlitzer music rolls.

B. THE OPPORTUNITY

"We seek to find a partnering organization and the optimum location, to restore and sustainably operate our carousel for the benefit of all members of our community and for the education and delight of visitors to Lancaster County," (from our Vision Statement.)

RSCA is open to discussion or exploration of any interest regardless of **any size and scope**. Minimum criteria will be detailed later in this document. We are seeking simple interest in partnership from developers, municipalities, or property owners who have legal control for locations that could accommodate the carousel.

Additionally, we are seeking partners that are interested in restoring and operating the carousel. This partnership can be limited to nominal financial contribution or as exhaustive as complete renovation and long-term operating agreement.

C. ABOUT THE PROJECT

Restoration Costs

While 14 of the animals were restored prior to 2006, remaining animals and the machine, parts, carousel panels and platform, have not been refurbished, and retain their original paint/patina.

Options include:

- 1) A refurbishment of the machine to operating condition while gradually restoring the wooden animals and panels over time. Some communities do this with volunteers, under supervision of a professional restorer. (Estimated cost: \$400k-\$600k)
- 2) A full-scale restoration of the entire carousel at once, by a professional restorer (Estimated cost: Up to \$1 million.)
- 3) Some option in between Options 1 and 2.



Dimensions

- The carousel is 55' in diameter (2,376 sq. ft). A suggested 10' safety ring (943 sq. ft), would bring the minimum required footprint to 65' in diameter.
- A building of 85' wide or more, may be desirable to accommodate meeting space in proximity to the carousel.
- The height of the original carousel pavilion was 30' at it's peak, to accommodate the 29' center pole.

RFEI Summary

- We seek a partnering organization, and a potential site location for Lancaster's historic hand-carved wooden carousel.
- Carousel pavilion dimensions: 65' diameter or larger, minimum 30' high at roof peak.
- Estimated restoration cost of the carousel: up to \$1 million.
- Constructing a building/ pavilion = \$3 - \$7 million.
- Location: Lancaster County, ideally adjacent to other family entertainment activities that draw visitors and foot traffic.
- The RSCA is soliciting private philanthropic support (ideally, a significant multi-million \$ matching grant or seed funding) to support this effort.

Our Goals

- Enable children and adults (children at heart) to experience the joy of riding a spinning carousel again, hear the unique music of our historic band organ, and learn about the history, science, and technology involved in carousels, then and now.
- Maximize the accessibility of this valuable folk-art piece to our community.
- Increase visitors and tourism in Lancaster County and the partnering organization, with mutually beneficial profitable outcomes.
- Operate the carousel in a sustainable way and preserve a valuable piece of history.



D. SUBMISSION REQUIREMENTS

1. Submission Criteria

- a. Respondents must be willing to sign an Exclusive Negotiating Agreement with RSCA.
- b. Respondents interested in housing or locating carousel on selected properties must provide details on legal control of the proposed location, in terms of a deed, lease, or legal purchase agreement of property.
- c. Respondents interested in financial, material, or restoration support must have full legal claim to any proposed contribution to RSCA.

2. Contact for Letters of Interest

Please direct all inquiries regarding this opportunity to **Mike Berk, Association Manager**
Email: manager@rockyspringscarousel.org | Phone: 717-961-9752

3. Selection Process

All submitted Letters of Interest will be reviewed by the RSCA Board of Directors. The RSCA Board at its sole discretion will elect to proceed as they deem appropriate. The RSCA Board may take the following actions:

- Review all submitted Letters of Interest and provide feedback and questions to selected respondents.
- Solicit additional information, document verification, clarifications, or other requirements from selected respondents.
- RSCA Board may select respondents to engage in second-round detailed Request for Proposal (RFP) process.
- RSCA Board may select one, multiple or no respondents for partnership arrangement.

4. Submission Timeline

Letters of Interest must be submitted by 5 PM on Monday, May 15, 2023.

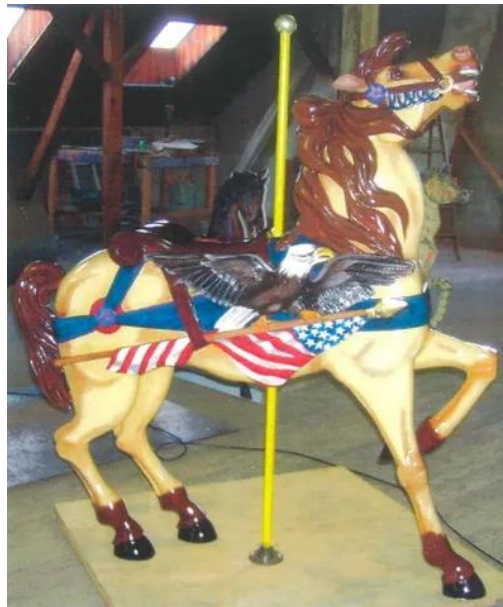
5. Submission Method

Letters of Interest should be submitted in writing to manager@rockyspringscarousel.org or by mail to Rocky Springs Carousel Association, Attention: Mike Berk, 1401 Oregon Pike, 2nd Floor, Lancaster, PA 17601.

6. Selection Criteria

While it is not necessary to meet the following criteria, preference will be given to those respondents that can offer as much of the following as possible:

- An environment-controlled facility to house and operate the Carousel.
- Financial contributions and/ fundraising/ grant-writing capacity.
- Locations adjacent to existing family entertainment or tourist/visitor attractions.
- Locations considerations will include # of visitors and accessibility to the public.
- Alignment with the mission and vision of RSCA.
- The ability to support and sustain a long-term operation of the carousel for the benefit of Lancaster County Community.
- Proposals with a solid strategic plan to find additional resources and partners that can bring the carousel into operation.



Appendix



A folk-art treasure – but inaccessible



During the **Golden Age of Carousels** from 1900-1930, premiere carver **Gustav Dentzel of Philadelphia** brought his customers all the way to a park just south of Lancaster to see his company's showcase **carousel**. Lancaster's "merry-go-round" featured the Dentzel style of realistically detailed hand-carved animals and finely painted decorative panels.

Today, fewer than 170 historic wooden carousels of more than 3,000 carousels once operating in the U.S. survive.

Lancaster's historic carousel was saved from being broken up and auctioned off to collectors two decades ago – but it was *not* meant to stay in storage. This beloved piece of county history is unavailable for our children to enjoy. Many new residents have never seen it.

Key features of the Stoner Carousel

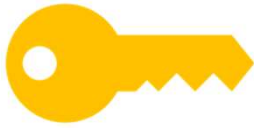


Originally steam-powered, Lancaster's carousel was converted to electricity in 1903, then reconfigured in 1924 to a 3-row **top-of-the-line "Jester Head" jumper** design-- 25 of the 48 animals go up & down.

Few historic carousels retain their original animals, but ours has! We have 25 jumper horses, 8 standing horses, and **15 menagerie animals**: a giraffe, deer, mountain goat, zebra, lion, tiger, two mules, four ostriches, two (very rare) Weimaraner dogs, and the only original Dentzel rooster on a carousel. Plus a ring-game machine, two chariots (bench seats), & a rare 1901 **Gavioli band organ**, that uses Wurlitzer music rolls.



RSCA Goals



Make the Carousel
Accessible to All



Increase Visitors &
Tourism- Mutual
profitability



Operate the Asset in a
Sustainable Way -
Preserving Iconic
Piece of County
History

Timeline – first 100 years



- **c.1900:** Lancaster's historic wooden Carousel is a feature of Rocky Springs Park south of Lancaster city, a popular destination for travelers on the city's streetcar line.
- **1924:** the Carousel is updated to a 3-row design w/ jumper mechanism.
- **1960's:** Park closes, in part due to civil rights protests of racist swimming pool policies.
- **1979-1981** The Amusement Park briefly reopens, & new generation is able to ride our carousel. However, the park closes again in 1981.
- **1983:** Our carousel moves to Lake Lansing Park, Michigan for 2 years, then becomes a popular ride at **Dollywood** in Tennessee.
- **1999-2001:** Mayor Charlie Smithgall & civic leaders form the nonprofit RSCA & raise **\$1.3 million** to bring this treasure home.
- **2001:** We rename the **Stoner Carousel** for a key benefactor.



Timeline – the last two decades



- **2005-06: The city's plans stall-** to operate the carousel in an economic development project at Lancaster Square/ Binn's Park on N. Queen St.
- **2005-07:** 14 of 48 animals are restored, funded by patrons like Board member Peggy Steinman. Unable to find a new site, during a recession, the RSCA lapses activity.

Lancaster's Hidden Treasure:
The Rocky Springs Dentzel Carousel
Eileen H. Gregg



Special contributions by William H. Dentzel III

- **2020-22:** RSCA Board re-forms, secures operating funds, relocates storage trailers w/our carousel machine, a [web site](#) launches. Media coverage & public outreach starts.
- **2022:** Local author publishes a full-color book, picturing Dolly Parton on our "Hidden Treasure" carousel, now in 3rd printing.
- **2023:** RSCA's **posts prospectus**; request for letters of interest, seeking a site/ partner.
- Exhibit opportunities: **Gavioli band organ** & carousel animals.
- RSCA Board seeks **challenge grant** /seed funding.



Partner Profile Requirements

- We seek a partnering organization, and a potential site location for Lancaster's historic hand-carved wooden carousel.
- Location: Lancaster County site. Ideally adjacent to other family entertainment activities that draw visitors and foot traffic.
- Fundraising and grant-writing experience.
- Interest/desire to grow visitors, tourism. Economic development.

Seed Funding/Challenge Grant:

What we've learned: In 2022, we had exploratory meetings with a few potential partners. We heard concerns related to this project's financial lift, particularly when many are still recovering from pandemic-related revenue losses.



Solution – Spark Fundraising with a Challenge Grant

Our research, including case studies from other communities, demonstrates the need for a significant **challenge grant**.

RSCA will seek a \$1.5 to \$2 million gift (*potential naming opportunity for the new pavilion.*)

Through the challenge grant, we will:

- Spark economic development grants & other public funding.
- Inspire community support for new campaign.

Pavilion Specs

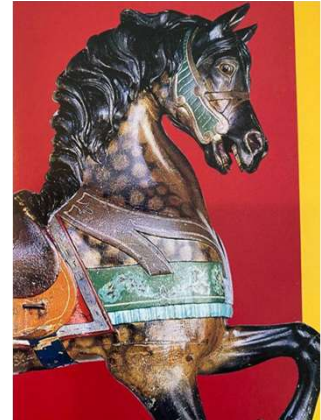


The Rocky Springs Carousel Pavilion, now privately owned, circa 2000.

- Carousel is 55' in diameter & 29' high
- Desired Building Dimensions: >75' diameter
- Desired Roof Peak Height: >31
- Control Temp Facility for year-round use

Estimated Project Costs & Next Steps

- Restoration Costs of the carousel: \$700K - \$1M
- Pavilion/Building Construction: \$3-7M
- The RSCA solicits philanthropic support to support this effort. Goal = multi-million \$ challenge grant
- **March '23:** RSCA publishes RFEI.
- **Summer '23:** RSCA evaluates submissions, chooses partner, negotiates agreement.
- **Nov. '23:** Public fundraising launch @ ExtraGive.



Case Study: Buffalo Heritage Carousel

Carousel Manufacturer: Spillman Engineering c1924

Opened: Summer 2022

Pavilion Construction Cost: \$5.3M

Size: 7,056 sq. ft.

Carousel Restoration : \$600,000

Details: Solar-power & “green” pavilion – promotes renewable energy

- **w/Children’s museum - “STEAM” education theme** (Science, Technology, Engineering, Arts, Math)-- classrooms and exhibits

Canalside Waterfront -- mixed-use development project

- State & local economic development funding + 4 local foundations
- \$1/ ride = condition of seed grant, re: affordable family entertainment

Website: <https://www.buffaloheritagecarousel.org/>



Case Study: Glen Echo Park, Md.



GLEN ECHO PARK
Glen Echo Park Partnership for Arts and Culture



Carousel Manufacturer: Dentzel Carousel, c1921

100th Anniversary: Summer 2021

Details: Community Arts & Culture Park

Federal + State + County + nonprofit Management Trifecta

Ridership: 55,000/ summer season (~11-14 % of Park Visitors)

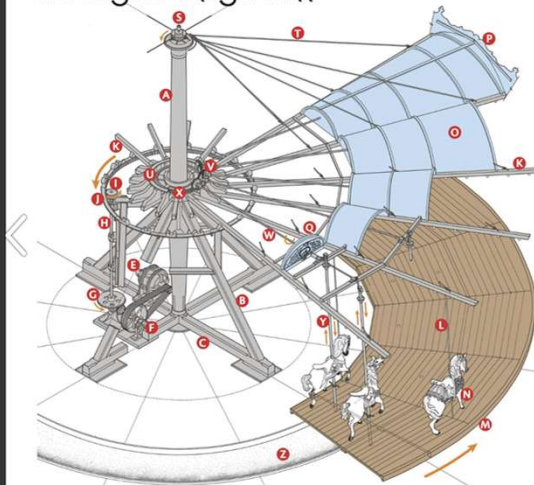
\$2.00 per ride | \$5.00 for all-day pass

2022 Revenues: \$94,000 (ticket sales - May- Sept)

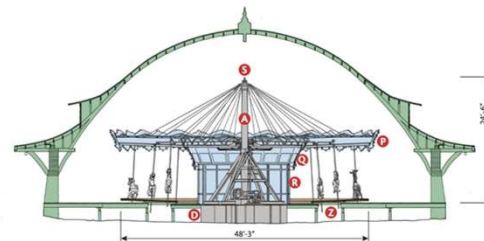
Expenses: \$49,700: Maintenance + Supplies \$14,700
Operators/ staffing \$35,000

Website: <https://glenechopark.org/carousel>

HOW DOES THE CAROUSEL WORK?



20



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The carousel has a very elegant, relatively simple mechanism. Weight is carried by the Center Pole (A), supported by the Diagonal Braces (B) and Mud Sills (C), all sitting on five concrete Piers (D). With a full load of riders, the weight could easily exceed 50,000 pounds.

An Electric Motor (E) powers the Drive Belt and Horizontal Drive Shaft (F), which turn the Beveled Gears (G) and Vertical Drive Shaft (H), topped by the Bull Gear (I). The Bull Gear drives the large Ring Gear (J) attached to the bottom of the Sweeps (K). Everything is connected to the Sweeps, so when the Ring Gear rotates, the Sweeps move the carousel. The Drop Rods (L), hanging from the Sweeps, support the Deck (M). Outside Drop Rods also stabilize the outside row of Figures (N). Façade elements—Vaulted

Ceilings (O), Outer Rounding Boards and Shields (P) and Inner Rounding Boards (Q)—are attached to the Sweeps and rotate. Only the Center Surround (R) does not rotate.

From the top of the Center Pole, the Top Bearing Assembly (S) carries 100% of the rotational load. Guy Rods (T), hooked into the Top Bearing Assembly, support the Sweeps. The Sweeps attach to and radiate from the Center Bearing Assembly (U), which carries the lateral stress load. Just above, Jumper Rotating Gears (V), at the end of the Cranks (W), circle on the stationary Bevel Gear (X). Jumper Poles (Y) for the inner two rows of Figures are activated by the Cranks. The floor of the building has a circular Jumper Pole Pit (Z), where the Jumper Poles can go up and down 13".

Source: page 20 *Glen Echo Park Carousel: A Brief History of the First Hundred Years of the W. H. Dentzel Carousel at Glen Echo Park*