

# STEEL BRIDGE SONGFEST 2009

*Where our industrious past meets the creative future.*



[www.steelbridgesongfest.org](http://www.steelbridgesongfest.org)

Sturgeon Bay, Door County, WI

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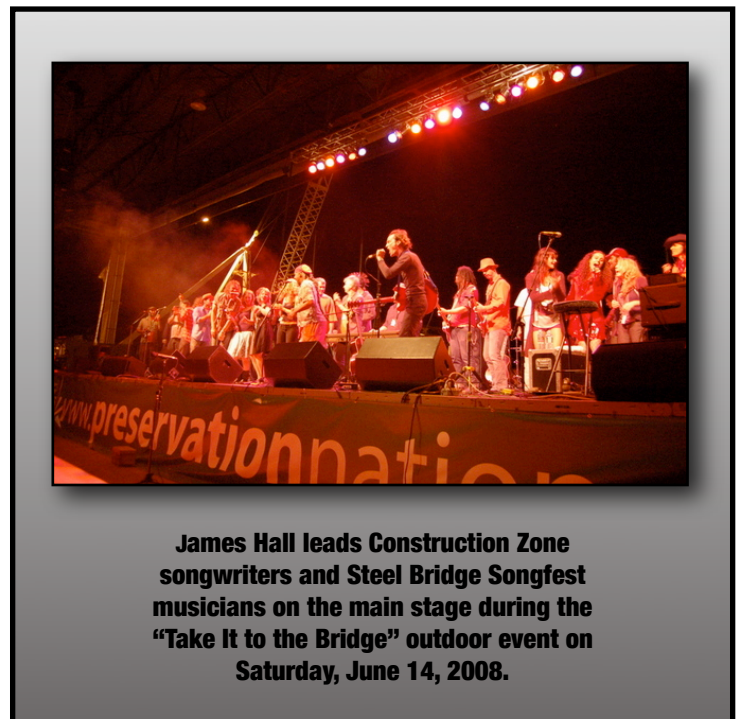
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## The Event

The Steel Bridge Songfest is an annual volunteer community outreach event produced by CfOB (Citizens for Our Bridge) and is now the largest Americana songwriter showcase in the Midwest. The festival mixes major speakers on Historic Preservation with songwriters of national and regional prominence who display a strong affinity for social responsibility and historic preservation.

The annual 4-day celebration is designed to promote community activism and historic preservation through the use of artistic expression, to an audience not normally drawn to such a dry subject as historic preservation. The purpose of the Steel Bridge Songfest is also to raise local, state, and national awareness of the Michigan Street Bridge through original songs based on a "Bridge" metaphor. Artists perform free of charge during the festival at various venues. Funds raised are used to promote the preservation of the bridge and, hopefully, will someday supply the gap financing needed for added features (ie; added lighting, needed painting, and cedar decking) or ongoing yearly maintenance costs, which are not currently covered by Federal or State financing.



**James Hall leads Construction Zone songwriters and Steel Bridge Songfest musicians on the main stage during the "Take It to the Bridge" outdoor event on Saturday, June 14, 2008.**

# Door County, Wisconsin

*The Cape Cod of the Midwest*



## The Bridge

The Michigan Street Bridge is a historical and cultural icon. It is also a necessary part of the infrastructure for the economic viability and safety concerns of our community.

The Historic Michigan Street Bridge is a two-lane bridge spanning the Sturgeon Bay Ship Canal in the central business district of Sturgeon Bay. It was built in 1930. The bridge is one of only two bridges of its type in the United States - an upper rolling lift bascule bridge. Its 1,420 foot span is comprised of a counter balanced movable section (the draw in the center), and six concrete and steel truss approach sections. The historic bridge has long been a landmark symbol for vacationers on their way to upper Door County.

The Bridge needs our help. Although the efforts of the CfOB have shed light on the plight of the bridge, it remains in jeopardy. Ongoing feasibility studies are done to determine the bridge's use and the costs associated with its restoration and maintenance.

Since the opening of the new Maple-Oregon Bridge, the Michigan Street Bridge has not been in use. Although the State of Wisconsin has allocated funds for the rehabilitation of the bridge, efforts have been made by local politicians to divert funding for the repair of the historic bridge to other projects. Sturgeon Bay and its local businesses NEED four

lanes of traffic across the canal downtown. The Maple-Oregon Street Bridge is two lanes.

CfOB is committed to the re-opening and restoration of the Michigan Street Bridge. Constant monitoring by DCP of official transportation authority actions, the actions of elected officials, as well as the public's insistence on the bridge's preservation, are needed to convince public officials that it should be cared for long-term and restored.



## Bridge Facts

- The Michigan Street Bridge was constructed in 1930.
- It is the only bridge of its type in Wisconsin - an upper rolling lift bascule bridge.
- The 1,420-foot bridge is comprised of a counter-balanced movable span and 12 concrete and steel truss approach spans.
- In 2008 the bridge was listed on the National Register of Historic Places.

## The Peninsula

Door County - the thumb of Wisconsin - boasts over 250 miles of shoreline. Surrounded by Lake Michigan on the east, Green Bay on the west, and Death's Door on the North, this peninsula has a year-round population above 24,000. In the center of the peninsula, the Sturgeon Bay Ship Canal separates Northern Door from the rest of Wisconsin. More than 2 million visitors from all 50 states travel to or through Sturgeon Bay each year.

Sturgeon Bay has a beautiful downtown defined by 1900 period architecture, a shipping port, and a historic bridge. Even its main street (3rd Avenue) is ideal - complete with restaurants, shops, pubs, even a toy store. Visitors and locals alike are drawn by the charm of this small town. Though its main industry is shipbuilding, Sturgeon Bay, along with the rest of the Door Peninsula, is becoming a creative haven. Artists, writers, and musicians call this place home and draw inspiration from everything from the gorgeous beaches and sunsets to the laid-back lifestyle of those who live, work, and play here.

Year-round live music can be found at venues up and down the peninsula. The week before the Festival, we invite local, regional, and even national singer/songwriters to write collaboratively at The Holiday Music Motel in downtown Sturgeon Bay. (See 'Construction Zone' on page 3.)



# The Construction Zone

*Bringing new original songs to the festival*

The Construction Zone is a series of week-long workshops for professional and aspiring songwriters to create songs in an intensive collaborative workshop environment using one point of inspiration - the Bridge. National and regional songwriters work in teams to express a cohesive message through their music offering a new experience for most musicians. This intense collaboration process allows the individual artist to expand techniques, network with other artists, and offers a learning experience of all aspects of the creative process including recording and engineering. The workshop ends in a public performance of the fresh new works. The Artists donate the recorded music to the CfOB effort and a compilation CD is created (Steel Bridge Songs: Vol. 1-4). The profits from the CD sales are dedicated and used to build national awareness, promote historic

preservation and sale proceeds are donated to the Michigan Street Bridge Fund held by the National Trust on a long-term, ongoing basis.

The recording of these original songs also engages national technicians in working with aspiring regional music engineers and sound technicians for a hands on learning experience, networking and helps them create a resume from which they can build on.

#### **Past Construction Zone Participants Include:**

- Jackson Browne
- pat mAcDonald
- Jane Wiedlin (*The Go-Go's*)
- Victor DeLorenzo (*Violent Femmes*)
- Eric McFadden (*P-Funk*)
- Kim Manning (*P-Funk*)
- James Hall (*Player/Kommander*)
- Todd Carey
- Seth Raddatz, 16 (*local artist*)
- Corrina Wannish, 15 (*local artist*)

#### **“Take It Inside” Downtown Venues**

Over 100 bands, solo acts, and Construction Zone Songwriters perform on stages at over 15 indoor and outdoor venues in historic downtown Sturgeon Bay. Venues include bars, restaurants, coffee shops, a bowling alley, and a museum. Steel Bridge Songfest enlists local transportation to take music lovers between venues. A trolley is provided free of charge to all ticket holders, and taxis provide safe rides for all.

#### **“Take It to the Bridge” Outdoor Main Stage Event**

Current Construction Zone artists and alumni perform during a 2-day event on an outdoor stage before a crowd of 5,000 music enthusiasts. Various Door County food and beverage tents, vendors art demonstrations, and official SBSF merchandise are also available.

# CITIZENS FOR OUR BRIDGE

## *History of the Organization*

Citizens for Our Bridge (CfOB) started as a grassroots group founded by Christie Weber and Shawn Fairchild originally called the S.O.B.'s (Save Our Bridge). The group was organized to save the historic Michigan Street Bridge from the scheduled wrecking ball. In 2005, the S.O.B.'s grew into Citizens for Our Bridge, Inc., a 501(c)3 non-profit to organize and manage a long-term plan to raise public awareness and money for needed repairs, ongoing maintenance and eventually the complete restoration of the now saved bridge that are not covered by traditional federal or state financing. To build public awareness, we hold a week-long celebration every June at which songwriters create music and donate their performances and songs to raise funds for the bridge. In 2006 we produced our first CD, "Steel Bridge Songs: Vol. 1," since then we have completed Vol. 2 and 3. Proceeds from the sale of these CD's and event support the first-of-its-kind Bridge fund held by the National Trust for Historic Preservation. Musicians from across the United States including Jackson Browne, Jane Wiedlin (The Go-Go's) and hundreds of others have come to this community, written their songs, and dedicated their efforts to preserving the historic bridge.

## *Long-Range Goals*

- To preserve, and restore the Historic Michigan Street Bridge and Historic Downtown for future generations
- To educate and influence the protection of the unique historic structures in America.
- To celebrate citizen activism and participation in historic preservation within their community.
- To support contemporary creative pursuits, especially songwriting and musical performance as a voice for our cause.
- To engage the citizenry in historic preservation through artistic creation via public participation.

## Contact Us

**Citizens for Our Bridge and Steel Bridge Songfest Office**  
311 Pennsylvania Street  
Sturgeon Bay, WI 54235  
(920) 743-5605

*SBSF/CfOB Staff:*

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## STEEL BRIDGE SONGFEST IS GREEN

- SBSF worked with local company Lake Michigan Wind and Sun Ltd. to install solar panels and wind turbines at the "Take It to the Bridge" event. These were used to replace energy used to power sound and lighting equipment.
- A "Green" committee was organized to oversee the festival's carbon footprint at every stage of planning. This committee also set up recycling stations on the festival grounds.
- SBSF offered re-usable mugs for beverages at the event. A discounted price was offered for refills.
- The SBSF Merch team sold official festival tote bags made out of recycled polypropylene.



- SBSF posters were printed on news paper stock for multi-purpose distribution.

- Festival passes were "drop cards" - plastic cards on lanyards that also serve as a souvenir - rather than paper tickets. They also doubled as a means of eco-friendly music distribution with a code for downloadable songs.

## CITIZENS FOR OUR BRIDGE

### BOARD OF DIRECTORS

**Kathleen Finnerty - President**

**pat mAcDonald - Vice President**

**Christie Weber - Vice President**

**John Hansen - Secretary**

**William Parsons - Treasurer**

### MISSION STATEMENT

Citizens for Our Bridge (CfOB) is a not-for-profit 501(c)(3) organization dedicated to preserving and promoting the nationally significant historic Sturgeon Bay (Michigan Street) Bridge as a veteran and services memorial, and the Historic Downtown District, located in Sturgeon Bay, Door County, Wisconsin through community outreach and education by use of creative musical events and projects.

# BRIDGE PARTNERSHIPS

Because Steel Bridge Songfest is part of a non-profit organization, we need financial help to cover the major costs of running a festival. Some of these costs include staging, sound and lighting equipment, food and lodging, and marketing for the event. With your assistance, our festival can remain accessible to all.



## Platinum Sponsor

**\$25,000**

*Limited to four sponsors*

- Logo on festival website and link to your site - home page placement.
- Logo on festival advertisements in newspapers statewide (Wisconsin)
- Logo on all posters and flyers
- Logo on CD
- Logo or mention on all TV advertisements
- 5' X 8' banner on the music stages at all "Take It Inside" venues and the "Take It to the Bridge" main stage venue
- 6 VIP passes which includes reserved seating at the "Take it to the Bridge" event and admittance to the VIP meet-and-greet with headlining artists
- 25 weekend passes for your employees
- 10' X 10' display and sales space for your business at the "Take it to the Bridge" event
- 4 Steel Bridge Songs Volume 4 CDs autographed by Construction Zone artists
- Invitation for 6 to a cocktail party on a 65' yacht with headlining artists
- VIP access to a luxury suite at Stone Harbor Resort on Thursday, Friday, and Saturday nights PLUS 3 grouped rooms

## Silver Sponsor

**\$15,000**

*Limited to 10 sponsors - WI businesses only*

- Logo on festival website and link to your site
- Logo on festival advertisements in newspapers statewide (Wisconsin)
- Logo on all posters and flyers
- Logo on CD
- 4' X 8' banner at the "Take it to the Bridge" event
- 4 VIP passes which includes reserved seating at the "Take it to the Bridge" event and admittance to the VIP meet-and-greet with headlining artists
- 15 weekend passes for your employees
- 10' X 10' display and sales space for your business at the "Take it to the Bridge" event
- 2 Steel Bridge Songs Volume 4 CDs autographed by Construction Zone artists
- Special group rate on lodging

## Construction Zone Sponsor

**\$5,000**

*Supports the songwriting workshops for 25 songwriters*

- Logo on festival website and link to your site
- Your logo on banners placed in two locations welcoming songwriters and visitors
- Invitation for 2 to the Private Songwriter dinner concert
- Invitation for 2 to the VIP meet-and-greet with headlining artists
- 6 weekend passes for your employees
- 2 Steel Bridge Songs Volume 4 CDs autographed by Construction Zone artists

## Vendor Sponsor

**\$3,000**

*Limited to 20 Door County Businesses*

- Business name on posters and flyers
- Business name on banner welcoming songwriters and visitors
- 2 VIP passes which includes reserved seating at the "Take it to the Bridge" event and admittance to the VIP meet-and-greet with headlining artists
- 6 weekend passes for your employees
- 10' X 10' display and sales space for your business at the "Take it to the Bridge" event

## Safe Ride Sponsor

**\$2,000**

- This service supports community safety by decreasing the amount of drunk driving arrests to 1/5 of the average weekend rate in Sturgeon Bay
- Helps provide the free trolley rides and taxis for bar patrons each night during the "Take it Inside" event
- Business name and logo on all trolleys and taxis
- 2 VIP passes which includes reserved seating at the "Take it to the Bridge" event and admittance to the VIP meet-and-greet with headlining artists

## Venue Sponsor

**\$1,000**

*Limited to 1 per venue*

- Cover the cost of sound and/or lighting equipment at individual "Take it Inside" venues
- 2' X 2' banner prominently displayed in high-traffic areas
- Your choice of venue - first come, first serve
- 2 weekend passes