

Bigfoot Discovery Project (BDP)

CapriTaurus

Bigfoot Discovery Museum

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by Michael C. Rugg

Introduction

Michael Rugg and Paula Yarr started the project in 2003. The business plan called for the development of the BDP website and Bigfoot Discovery Museum, a roadside attraction designed to educate and entertain the public, and to generate revenue from sales of souvenir items, a bigfoot-oriented product line, and consigned local art and crafts. The goal was to create a fulltime research center and library—that would perpetuate itself through a cottage industry and memberships—dedicated to studying, and being instrumental in solving, the bigfoot problem. (Problem: People see “it”... science can’t adequately explain why.)

So far the project has been most successful in terms of the research, because as soon as the museum opened its doors to the public, the local bigfoot encounter stories started rolling in. Although we had planned to do occasional fieldwork, it was not the emphasis, as the principles expected to be tied down working in the museum and developing products and curriculum. But the stories were so compelling that they could not be ignored. As a result of time spent documenting local stories and researching local history, the emphasis of the project shifted towards fieldwork; the product line fell behind schedule, and the revenue stream has fallen short of being self-sustaining. For these reasons, we are currently seeking funding from outside sources.

Our plans for the future include attracting more members and volunteers, implementing the educational product line and developing curriculum, while setting up a local network of field observers and investigators in an attempt to locate or create a primate habituation scenario. The museum creation and the first four years of research have been funded out of pocket. (I personally have spent nearly all my time since 2003 developing the project as a fulltime research and education center.)

Over the past 5 years my conviction that this is a worth-while and important pursuit has been proven to me time and time again through conversations with others who have personally experienced bigfoot, as well as other unexplained phenomena. The importance of scientific exploration has been firmly established in my heart and mind after talking with dozens of young future cryptozoologists, and many intelligent adults who, like myself, are sick and tired of the scientific “establishment” explaining away things they can’t adequately explain, and the arrogant tendency to infer that all the eyewitnesses and experiencers are either fools or liars.

With adequate funding and more help, this project will pay its own way by generating profits from sales and services.

Market Indicators

For the sake of potential investors and/or benefactors here are some indicators of the current wave of bigfoot interest—unparalleled since the 1970's—that has been building since the turn of the century:

- many overly ballyhooed media stories
- many new books both pro and con being published
- many out of print bigfoot titles being reprinted
- many old low budget films being released on compendium DVDs
- many new television treatments and documentaries (Travel, History, Discovery Channels)
- art exhibits in San Francisco, New York and London etc. featuring sasquatch inspired artwork
- dozens of new web sites devoted to mystery primates
- research organizations starting up all across the world/ dozens of Bigfoot blogs
- the remake of the blockbuster movie King Kong
- many new low budget Bigfoot movies being made (and some with bigger budgets in the works)
- dozens of hoaxed videos appearing on the Internet (including one by Penn & Teller)
- numerous conventions being held across the country (CA, WA, TX, PA, OK, ID)
- several new Bigfoot Museums appear (CA, WA, TX, ME, CO)
- many TV commercials featuring sasquatch
- exhibits at major museums (Vancouver, BC; San Antonio, TX; Pocatello, ID; Berkeley, CA)
- Bigfoot Safaris (people pay to go out in the forest at night looking for bigfoot)
- Bigfoot pay-per-view web casts
- Bigfoot reality TV shows currently in the making
- Google searches very high for Bigfoot, sasquatch and yeti
- High profile mailorder manufacturers creating bigfoot products (Bronner's; Design Toscana)
- Bigfoot Friday (8/15/08) the most publicized hoax in recent history (#1 international story)

The Bigfoot Discovery museum is in sight of the main entrance to Henry Cowell Redwood State Park which has over 400,000 visitors per year. Next to the park is Roaring Camp, both a narrow gauge steam railroad and a full size diesel train to the beach/boardwalk in Santa Cruz. It also has 1000s of visitors a year. Not far away (9 miles as the crow flies) is the Mystery Spot, another international tourist attraction.

Demographics are across the board... all ages and races of people come to the area from all over the world.

We've had much unsolicited media coverage representing thousands of dollars worth of free publicity

- TV treatments
 - Croatian TV magazine show
 - Eye on the Bay (CBS-SF)
 - Life in the 831 (KION-Monterey)
 - Despierta America (Latin American morning show)
 - The Great Outdoors (Australian travel show)
 - California Postcard (Sacramento TV Ch10)
 - Bo Selecta (comedy program in UK)
 - Community TV in Mt View
- Newspapers & magazines
 - SF Chronicle
 - San Jose Mercury
 - LA Times
 - Santa Cruz Sentinel
 - Budget Travel
 - Via magazine
 - Valley Press/Scotts Valley Banner
- Radio and internet radio interviews
 - KSCO (Santa Cruz), Xzone (Canada), Seattle, Tennessee, Florida,

BIGFOOT DISCOVERY PROJECT SUMMARY

MISSION

1. Attract & educate the public with the facts about mystery primates around the world
2. Generate revenue to cover expenses, pay staff, fund ongoing projects & programs
3. Establish Research Center for Discovery Science & Scientific Exploration
4. Teach children about reverence for wildlife and conservation of wilderness via cryptozoology
5. Seek proof of the existence of Bigfoot via local field research and forensics

ACTIONS NEEDED TO FULFILL MISSION

Upgrade website & add online store

Complete the museum improvements & exhibits

- Bookstore/research room
- Outdoor classroom/ Theatre /Children's Art project
- Sculpture garden / Tanglewood Bazaar (outdoor booths)

Marketing (advertising & collateral)

Develop product line

Seek sponsors, staff, subscribers, volunteers and more visitors

Develop curriculum

Follow through with local field work, starting with Operation Y.E.T.I.

MOST IMMEDIATE PLANS

Arrange for additional Capital

- seek sponsors, donors, partners, investors
- start Ebay store

Remake & revitalize website

- make current & dynamic
- add online store

Set up the Bigfoot Discovery Weekend eco-tours

Get more members, visitors, volunteers

- membership campaign (direct mail/email)
- rack cards printed & distributed
- listings in local & greater Bay Area newspaper Calendars

Plan more events

Design & produce product line

- prep basic logo art for imprinting souvenirs
- finish first two posters (Monarch & Moment)
- design & produce new tshirts & bumper stickers
- SCruz Mtn Bigfoot Book with trail maps
- Museum Tour DVD

JOBS/DUTIES

Creative director/curator/spokesman
Sales clerk/docent
Store management (inventory, POP)
Webmeister
Blogger, forum administrator
Librarian
Event planning
Advertising/PR/promotion
Networking
Janitorial & maintenance, grounds-keeper
Product design & production
Exhibit design & production
Research & investigatory fieldwork
Newsletter creation
Newsletter production & distribution
Curriculum development/classes & workshops

EQUIPMENT

Tour bus
Thermal imagers
Video recorders
Audio recorders
GPS devices
Night vision
Microscope
Sound analysis software
Specimen collection supplies
Materials & supplies for product manufacture