



FRISCO
HISTORIC PARK & MUSEUM

STRATEGIC PLAN 2019 - 2023

Looking Through Windows Into the Past

And Opening Doors To the Future



Adopted by Town Council
on October 9, 2018

Frisco Historic Park & Museum - Annie Ruth House

STRATEGIC PLAN 2019 - 2023

Looking Through Windows into the Past

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INTRODUCTION

OUR MISSION:

The Frisco Historic Park & Museum preserves and promotes the Town of Frisco's heritage and history by presenting an excellent educational museum experience to the community and its visitors, connecting the past, present and future to the world around us.

OUR PLAN:

This five year Strategic Plan for 2019-2023, adopted by Frisco's Town Council in 2018, outlines and guides the direction and priorities for the Town of Frisco Historic Park & Museum. We inform and involve the Frisco community and visitors by upholding a strong, transparent, and thriving museum which leads and builds Frisco's future in preservation, culture, and heritage.



Independence City, CO 2017

WE BELIEVE:

- Museums educate, inspire, nourish minds and spirits, enrich lives and create healthy communities
- Museum experiences are characterized by encounters with objects, stories, experts and learning experiences in welcoming places, supported by scholarship and knowledge
- In the integrity of research, preservation of cultural heritage and the celebration of human achievement
- Our strengths rest upon the diversity of the people we represent
- In active participation in the global community and embracing global perspectives

OUR VALUES:

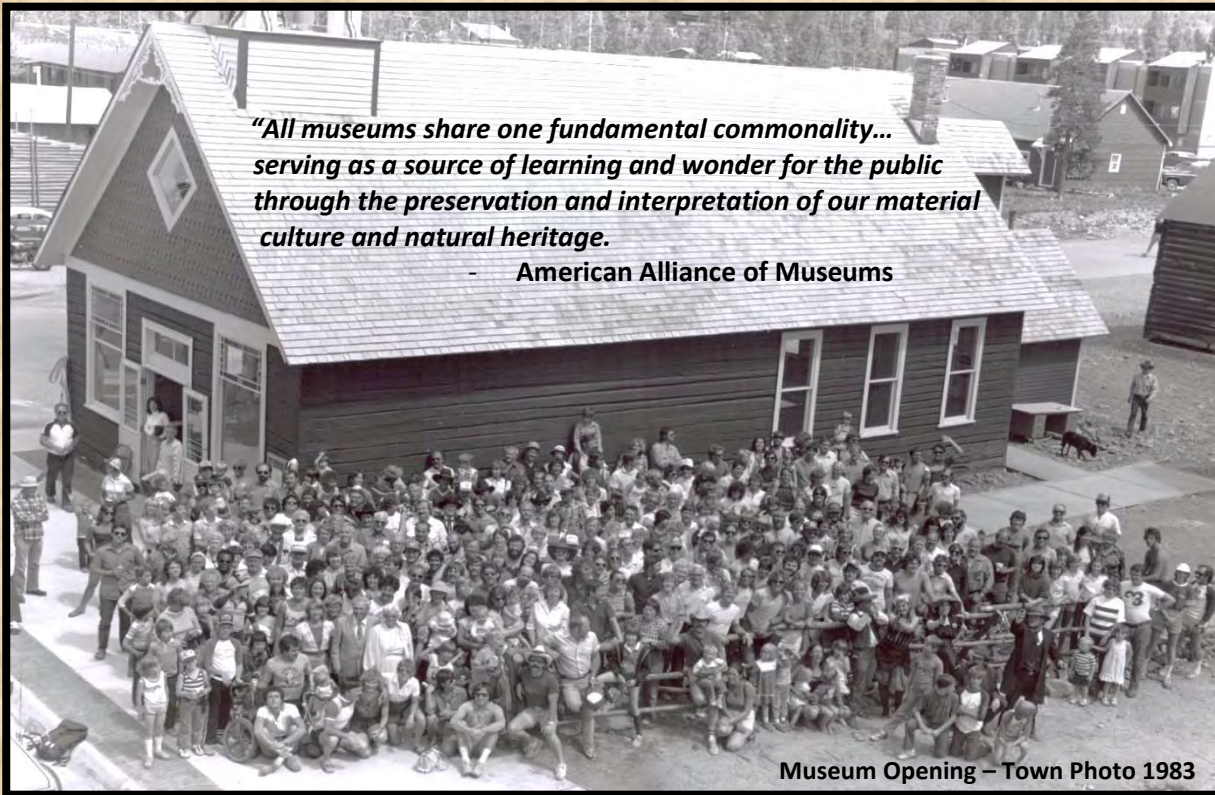
- Foster open communication
- Work to understand issues and concerns
- Encourage involvement
- Maintain the highest level of accountability
- Acknowledge the community by implementing adopted plans
- Support countywide goals consistent with Frisco's interests



SUCSESSES & GOALS ACHEIVED:

- Maintain excellent Museum operations and best practices
- Sustain collaborations and communications with local community and neighboring municipalities
- Uphold fiscal Museum management
- Advocate and provide stewardship for Frisco's preservation
- Provide high caliber Museum programs and events

WHY OUR MUSEUM MATTERS



Museums are powerful community assets economically, culturally, and educationally. They serve as places to convene and discuss issues of the day with reference to the past and in consideration of the future. Museums memorialize historic events and bear witness to political and social change. Museums foster healthy dialogue and provide a venue for renewal. Museums use their power to teach respect for cultural differences and foster community cohesion and sustainability.

The Frisco Historic Park & Museum impacts over 38,000 visitors annually and is vital for preserving and interpreting Frisco's unique and diverse history. Community members frequently express appreciation for the free Museum experience and for the Town's outstanding leadership and support in heritage tourism and preservation.

Our Museum matters to visitors seeking immersive heritage experiences and serves as the highlight of their Colorado exploration. Our Museum matters to the Town as a heritage tourism and marketing asset, and generates additional revenue. Our Museum matters to neighboring communities and governance in Summit County and throughout the rural Colorado region which recognizes us as a leader of exactly how a local municipality prioritizes history, heritage tourism and historical preservation.

We are a prospering Museum institution, we collect, preserve and present the story of Frisco. With successful preservation, we perceive ourselves in relation to time, history, places, and each other. As we look through the window of preservation, we see the past, we feel the present and we glimpse the future. We believe history matters as an essential part of the fabric of our community and in interpreting stories through historic and preserved structures, objects, and experiences we make the Town of Frisco Historic Park & Museum profoundly matter!

HERITAGE TOURISM & MUSEUM STATISTICS



Robinson and Kokomo Odd-Fellows Picnic at Uneva Lake - Ten Mile Canyon

38,000

People Visit the Museum
Annually

360,000

Guests Served in
12 Years

76%

U.S. Leisure Travelers
Who Visit Museums
Spend 60% More on
Average

7000

Program Participants

400 School Students Visited the Museum

400,000 Americans Employed at Museums

35

Museum Programs Offered

850

**Million
People**

Visit American Museums
Annually



40%

Museum Visitors
from Colorado

10%

Attendance Increase
to Night at the Museum

2016 & 2017 *Best of Summit Award!*

STRATEGIC GOALS AT A GLANCE

GOAL 1

DEVELOP A COHESIVE FACILITY AND LAND USE PLAN

GOAL 2

UPHOLD MUSEUM BEST PRACTICES

GOAL 3

PRESERVE FRISCO'S HERITAGE & CULTURE



GOAL 4

MANAGE SUSTAINABLE OPERATIONS & GOVERNANCE

GOAL 5

PROVIDE THE COMMUNITY WITH PROGRESSIVE AND DIVERSE MUSEUM EXPERIENCES AND SERVICES



Deming Family - Frisco, CO c. 1845

STRATEGIC GOAL 1

- **DEVELOP A COHESIVE FACILITY AND LAND USE PLAN**

Ensure Facility and Risk Management Resources for Museum and Public Need



STRATEGIES:

- Assemble an assessment team, comprised of staff, Museum colleagues and community members to develop a strategy for long term Museum facilities, historic park land use and potential preservation projects
- Assessment team objectives:
 1. Conduct financial analysis of future capital expenditures and create a five year capital plan to include revenue sources
 2. Evaluate long term facility and land use needs
 3. Plan and develop Museum staff work and collections spaces
 4. Plan and develop public restroom facilities and event spaces
- Adhere to Historic Structure Assessment guidelines for preservation and maintenance needs



Dickey Depot
and Engine House
c. 1880

STRATEGIC GOAL 2

- **UPHOLD MUSEUM BEST PRACTICES**

Comply with Museum Industry Guidelines, and Standards



BUILDING A FUTURE
with
HISTORIC PLACES

Colorado Preservation Inc., 2018

STRATEGIES:

- Provide excellent Museum services and operations
- Follow guidelines, policies and procedures in the Museum's Collections Management Plan
- Plan, develop and implement an effective collections storage space
- Install security sensors and cameras in remote Museum interiors and exterior park areas
- Allocate and dedicate additional staff time for collections management
- Merge digital archives with the Summit County archive for public access
- Retain Museum professionals by offering professional development opportunities



Barry Barnes reviewed **Frisco Historic Park & Museum** — 5★

Jun 23 at 3:20pm • 🌐

We've been to museums all over the nation and numerous other countries - this is the best we've ever seen! It's full of the reality of everyday living of the American past instead of the usual bravado, braggadoccio, pompousness, false patriotism, and war history. Congratulations on an exceptionally well done preservation of history, artifacts, and buildings.



Frisco Historic Park & Museum

STRATEGIC GOAL 3

● PRESERVE FRISCO'S HERITAGE & CULTURE

Lead Opportunities for Historic Preservation, and Education



Excelsior Mine Office Building Preservation Project 2018

STRATEGIES:

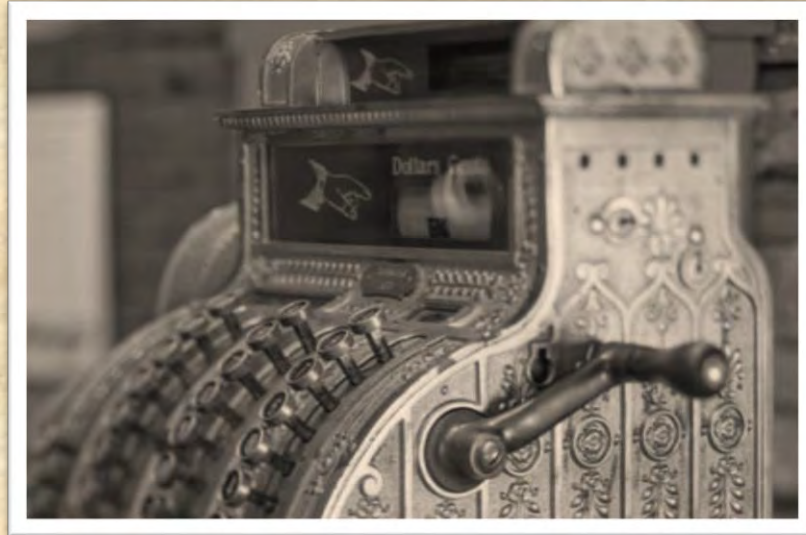
- Review and update Town of Frisco Historic property inventory on a regular basis
- Review and update public art inventory
- Comply with Historic Structure Assessment guidelines for preservation and maintenance needs
- Comply with Colorado Standards in Historic Preservation
- Provide incentives for property owners and lead preservation projects in the community
- Work with professionals within the local and state wide preservation communities
- Provide resources and learning opportunities to educators, students, and colleagues in the Museum and preservation industry
- Manage Preservation Fund – Allocating donation revenue for preservation and/or restoration of historic artifacts.



STRATEGIC GOAL 4

• **MANAGE SUSTAINABLE OPERATIONS & GOVERNANCE**

Continue to Plan, Research, and Budget for Capital Funding



Cash Register
on Display in Museum

STRATEGIES:

- Manage all cultural and heritage-related topics associated to the Frisco Historic Park & Museum, historic signage and markers, historic building designation, historic interpretation, building preservation, preservation of historic and archaeological sites with a future goal of developing a specific Cultural Heritage division.
- Conduct a financial analysis of future capital expenditures and produce a five year capital plan to include revenue sources. Capital projects to consider include, but are not limited to, building additions, preservation projects, exhibit development, collections storage, visitor amenities, maintenance, security upgrades, and technology
- Expand and manage revenue streams such as donations, retail, facility rentals, and the preservation fund – allocating donation revenue for preservation and/or restoration of historic artifacts
- Retain experienced Museum professionals by offering professional development opportunities
- Utilize museum facilities for Town leadership council meetings and retreats
- Provide and promote Museum tours and events to Town of Frisco staff and families

Museums contribute \$21 billion to the U.S. economy each year

Museums annually generate over \$135 billion in economic activity and returns over \$22 billion in local, state and federal tax revenues

Museums and other cultural organizations return over five times in local, state, and federal tax revenue as they receive from all levels of government



STRATEGIC GOAL 5

- **PROVIDE THE COMMUNITY WITH PROGRESSIVE AND DIVERSE MUSEUM EXPERIENCES AND SERVICES**

Deliver Excellent Experiences Through Effective Exhibits, Educational Programs, and Accurate Interpretation



STRATEGIES:

- Promote, advocate and champion the museum
- Implement robust marketing strategies to promote heritage tourism across all demographics
- Maintain educational and interpretive signage for accuracy and relevance
- Continue to utilize collections for education and expand interpretation and exhibitions to include, but not limited to, art, Native American history, oral history, and, artifact use
- Expand interpretation and exhibitions to include new technology
- Continue to provide educational outreach to the community
- Expand, diversify and experiment with Museum programs, tours and events
- Continue to collaborate with educational institutions such as Colorado Mountain College by recruiting and cultivating emerging Museum professionals and students
- Retain experienced Museum professionals by offering professional development opportunities
- Continue to survey, listen to, and implement guest needs, ideas and feedback
- Continue to listen to and implement staff needs, ideas, and feedback

STRATEGIC PLAN SUMMARY



35th Anniversary
Community Photo
2018



The goals of the 2019-2023 Strategic Plan will be prioritized and implemented based on long term and short term tasks to be delegated, measured, realigned, and completed by Museum staff over the next five years.

As we look into the past, live in the present and walk into the future of the Museum, our mission and goals are more vital and relevant than ever in the current rapidly exploding and expanding Summit County community.

With a renewed five year plan in place, the Museum will fundamentally serve its audiences while being valued by the community it serves, and continue to adhere to standards of museum excellence. We will listen to community ideas and will proactively govern and manage operations, connect and embrace leaders, inspire learning and curiosity, and be stewards of land use and preservation.

Looking ahead, the Museum will be innovative and accurate interpreters, seek new revenue sources, demonstrate strategic thinking, and effectively adapt to new technologies.

With a robust and comprehensive five year strategic plan in place, our Museum will continue to matter as we look through windows into the past and open doors to the future!



FRISCO
HISTORIC PARK & MUSEUM

Produced by
Town of Frisco Historic Park & Museum Staff
2018