



FRISCO
HISTORIC PARK & MUSEUM



A STRATEGIC PLAN FOR FISCAL YEARS 2013 – 2018



Frisco Main Street c.1880





A STRATEGIC PLAN FOR THE FRISCO HISTORIC PARK & MUSEUM

FISCAL YEARS 2013 – 2018

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A STRATEGIC PLAN FOR THE FRISCO HISTORIC PARK & MUSEUM FISCAL YEARS 2013 – 2018



EXECUTIVE SUMMARY



The Frisco Historic Park and Museum (FHPM) plays a vital role in our community's educational and cultural character. Through the use of historic artifacts, history exhibits, interpretive material, and programs the FHPM conveys the story of Frisco and its people.

The Museum's primary goal for the next 5 years is to sustain a professional public institution which excels in presenting engaging, educational exhibitions, innovative programs and quality heritage experiences. The FHPM strives to become an accredited institution within the museum arena and become regionally recognized as an outstanding museum, while continuing to serve as a pivotal center for Summit County's heritage and tourist attractions. With a focus on collections stewardship, historic preservation and education projects, all fundamental to the Museum's mission, staff will advocate, facilitate and promote excellence in all museum programming and services.

2013 marks the Museum's 30th Anniversary, providing an ideal opportunity to launch this strategic plan. Utilizing existing resources and maintaining collaborative partnerships, the Town will carry forward the Museum's successes as stewards of Frisco's heritage into the 21st century.

*"America's museums are **community-centered** places for remembering, discovering, and learning. From the display...and the interpretation of history to the appreciation of the natural world..., America's museums help **preserve the past, define the present, and educate for the future.**"*
(American Association of Museums)

*"Heritage is valued as a major contributor to our distinctive identity, character and sense of place, affording significant **economic and social benefits** to our communities and our residents. We strive to make known heritage tourism's ability to contribute to the greater public good, to **connect us with people of the past and present** and to further our continued prosperity."*
(Colorado Tourism Office)

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.

Operational Goals:

- To provide exceptional guest services.
- To retain quality museum staff and volunteers.
- To adhere to the collections management plan.
- To adhere to the historic preservation plan.
- To present educational programs interpreting and enriching Frisco's heritage.

ORGANIZATIONAL PROFILE

History

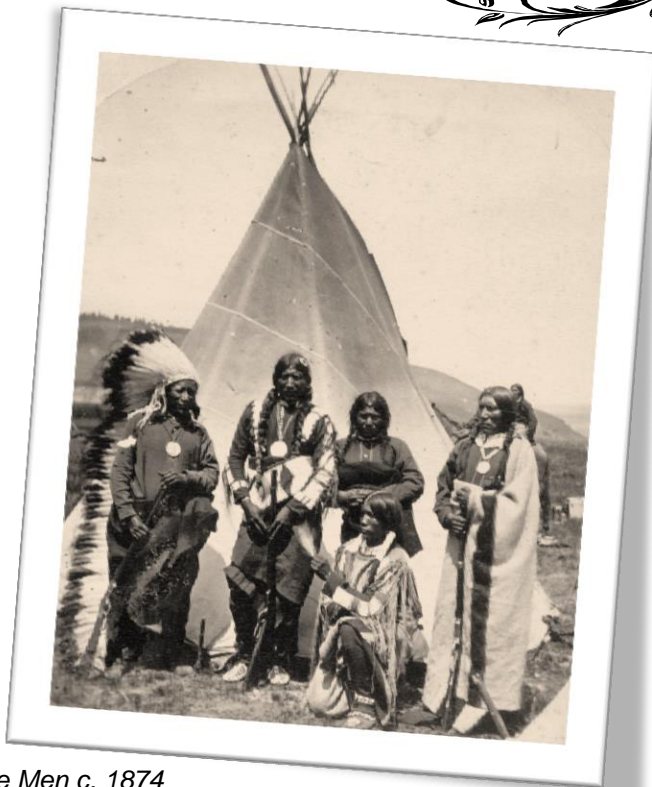
The FHPM is owned and operated by the Town of Frisco. The School House (located on its original site and listed on the National Register of Historic Places) opened its doors to the public as a museum in 1983. During the following 15 years, 11 other historic structures were added to the park complex, all of which were restored to display artifacts and exhibits depicting periods from the 1860s to the 1960s.



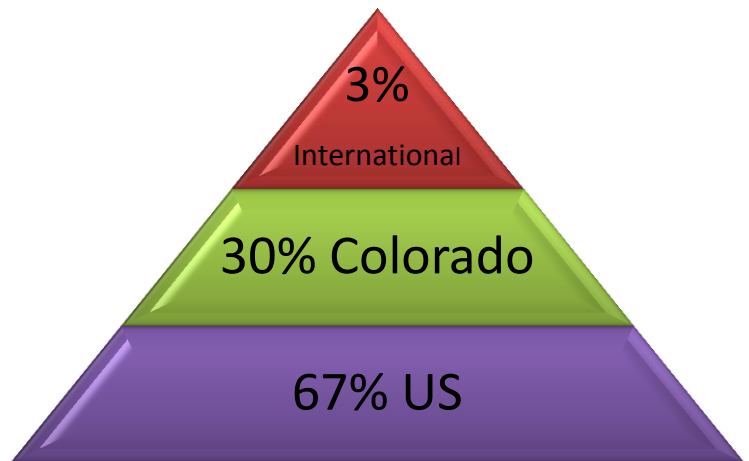
In 2011 the Frisco Town Council adopted the following **Frisco Community Plan Principles** relating to Art & Culture: Frisco is a community that celebrates its history, honors its eclectic influences and promotes artistic and cultural opportunities; preserves and enhances the Town's historic resources; celebrates and highlights Frisco's heritage.

FHPM operates as an amenity to the community with no charge for admission to the Museum or park complex. Museum staff and volunteers facilitate a range of programs, providing guests an opportunity to experience local historical and cultural heritage. The FHPM maintains strong relationships with the Breckenridge Heritage Alliance, National Mining Hall of Fame and Museum, Summit Historical Society, Senior Center, Summit County Library and many community volunteers.

As a leading historical attraction in Summit County, with visitor attendance totaling 35,000 annually, the Museum and park are open year-round, six days a week. In addition to serving Frisco, Summit County and neighboring Colorado communities, the Museum attracts visitors from all over the United States and the world.



Ute Men c. 1874



2011 - FHPM Visitor Demographic

Programs and Services

The FHPM buildings feature furnishings, artifacts and exhibits on local history and culture including the Ute Indians, trapping, mining, skiing, Frisco's women, and the engineering feats of the Dillon Reservoir and the Eisenhower Johnson Memorial Tunnel. The Museum also features an extensive collection of historical maps and photographs.

Additionally, guests may use the Museum's self-guided interpretive brochure to explore and experience examples of early pioneer log and Victorian architecture and building techniques. (See Appendices A) Educational programs include public and school tours, history lectures, and guided hikes to sites of local historical interest.



The FHPM also serves as the starting point for visitors to explore several of the area's additional heritage attractions including Masontown, the Lund House, Dillon Reservoir, the Frisco Cemetery, the Rouse-Staley House, coke ovens and local mine sites. These sites can be toured using the Museum's Audio Cell Phone Tour. (See Appendices B)

In addition to the cell phone tour, guests can choose from a variety of other interactive Museum experiences including push button audio recordings, scavenger hunts, touchscreen kiosk, discovery cart, animal fur flip-lids, children's dress-up area, and "The Story of

Frisco" video.

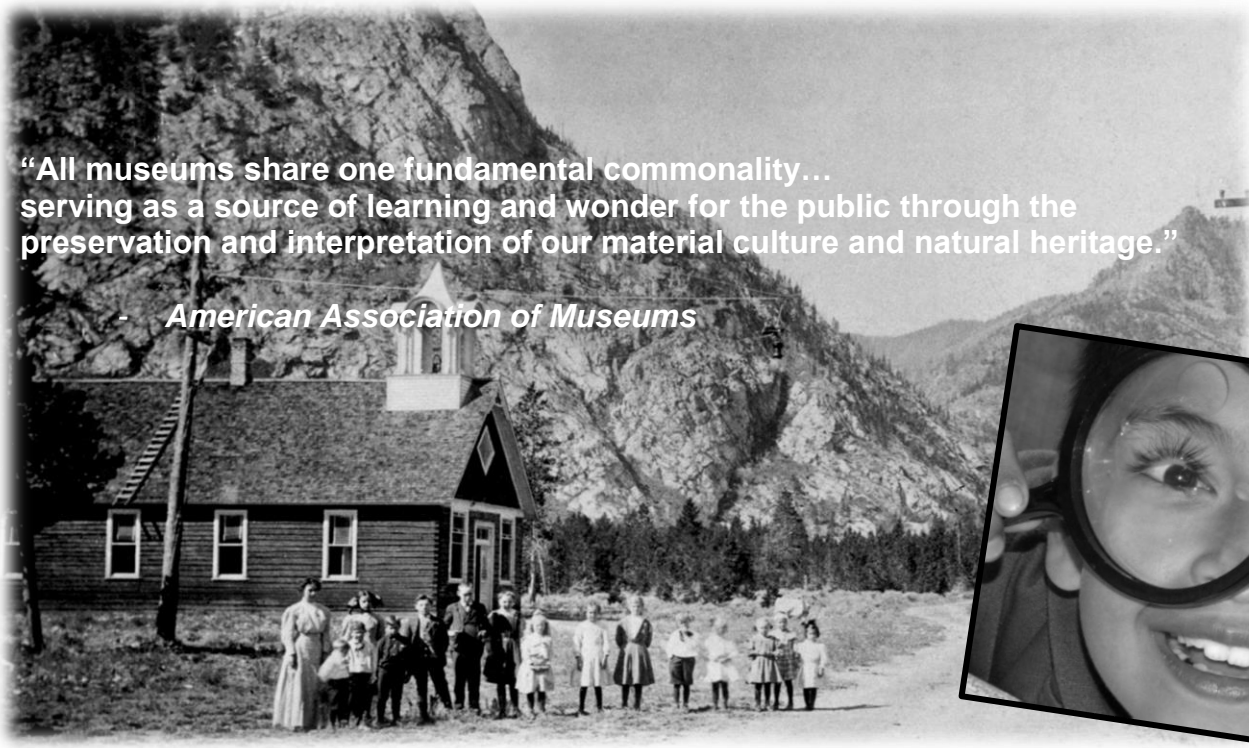
The Museum also facilitates the following educational programs:

- Night at the Museum (Annual Event for May's Preservation Month)
- Lunchtime Lecture Series
- Guided Walking Tours
- Guided Hikes to Heritage Attractions
- Founder's Day (Annual Heritage Event)
- Virtual Tour on Website
- School Curriculum



“All museums share one fundamental commonality... serving as a source of learning and wonder for the public through the preservation and interpretation of our material culture and natural heritage.”

- American Association of Museums



Frisco Schoolhouse c.1910

PLANNING PROCESS

This five-year plan incorporates the results of public feedback, the Museum's collections management plan, and staff retreats involving intensive brainstorming sessions and recommendations from Museum staff and volunteers.

Strategic Plan Objectives for 2013-2018

- To underline a sense of purpose, movement and accountability.
- To state who we serve and our role in the community.
- To review the programs and services we offer.
- To explore and plan resources.
- To examine strengths, challenges, opportunities and threats.
- To align with the American Association of Museum's strategic plan.

The feedback collected from guest surveys, staff meetings, trainings, and from industry research over the last five years, was instrumental in developing the goals and moving the Museum forward. (See Appendices C)

Accomplishments from 2008-2012 Strategic Plan

- 2008 - Marked the 25th Anniversary by hosting a significant "community open house". Launched new events and programs throughout the year. Awarded a Colorado State Historic Fund grant from the Colorado Historical Society.
- 2009 - Developed and executed a Collections Management Plan. Inventoried, reconciled and stabilized the Museum's collection.
- 2010 - Finalized a Historical Structural Assessment and implemented preservation and maintenance plans for all historic buildings. Launched the Museum's first interactive mobile application.
- 2011 – Completed Schoolhouse Roof and Bell Tower Restoration, and Annie Ruth House Restoration projects. Published pictorial history book: *Frisco and the Ten Mile Canyon*.

STRATEGIC GOALS – MEASURING SUCCESS

Goals

The FHPM promotes and demonstrates a mission to provide a professional scope of museum services, while preserving the historic integrity and character of Frisco.

The FHPM strategic plan sets forth four strategic goals that support the organizational mission. Each goal has corresponding strategies and all organizational efforts, projects and plans are directed to achieving these goals. Goals are designed to align with AAM's Museum Standards and Characteristics of Excellence.

GOAL 1

Achieve Museum Accreditation

GOAL 2

Follow the Collections Management Plan

GOAL 3

Provide Excellent Museum Services

GOAL 4

Promote Museum and Frisco's Heritage



Goal 1 Strategies

- Apply for AAM Accreditation
- Conduct Self-Study
- Conduct Peer Review
- Receive Accreditation with the American Association of Museums
- Adhere to AAM Museum Standards and Code of Ethics

Goal 1 Summary – In spring 2013, staff will submit the preliminary AAM accreditation application. Pending acceptance into the accreditation program, staff will plan to participate in a self-study and peer review in 2013-2016. Prior to and during this time, staff will specifically be working on aligning with AAM's Museum standards and refining all existing Museum operations to an optimal level.

Staff will continue to cultivate an established mentor relationship with the Littleton Historic Park & Museum in Littleton, Colorado. This institution has been accredited for almost 20 years and will continue to assist us in achieving this goal.

AAM's Accreditation Program, will serve as a key component in facilitating and evaluating the goals of this strategic plan, ultimately measuring all of the Museum's successes in the years to come.

AAM's Characteristics of Excellence At-A-Glance: (See Appendices D)

- Public Trust & Accountability
- Mission and Planning
- Leadership and Organizational Structure
- Collections Stewardship
- Education and Interpretation
- Financial Stability
- Facilities and Risk Management



Kokomo c. 1886

Strategic Goal 2

Follow the Collections Management Plan

Goal 2 Strategies

- Continue to Follow Collections Policies and Procedures
- Continue to Follow Historic Preservation Plan
- Continue to Utilize and Expand Past Perfect Database
- Begin Collections Digitization
- Develop a Digitized-Virtual Collection for Public Access
- Continue to Improve Exhibits and Display Environs

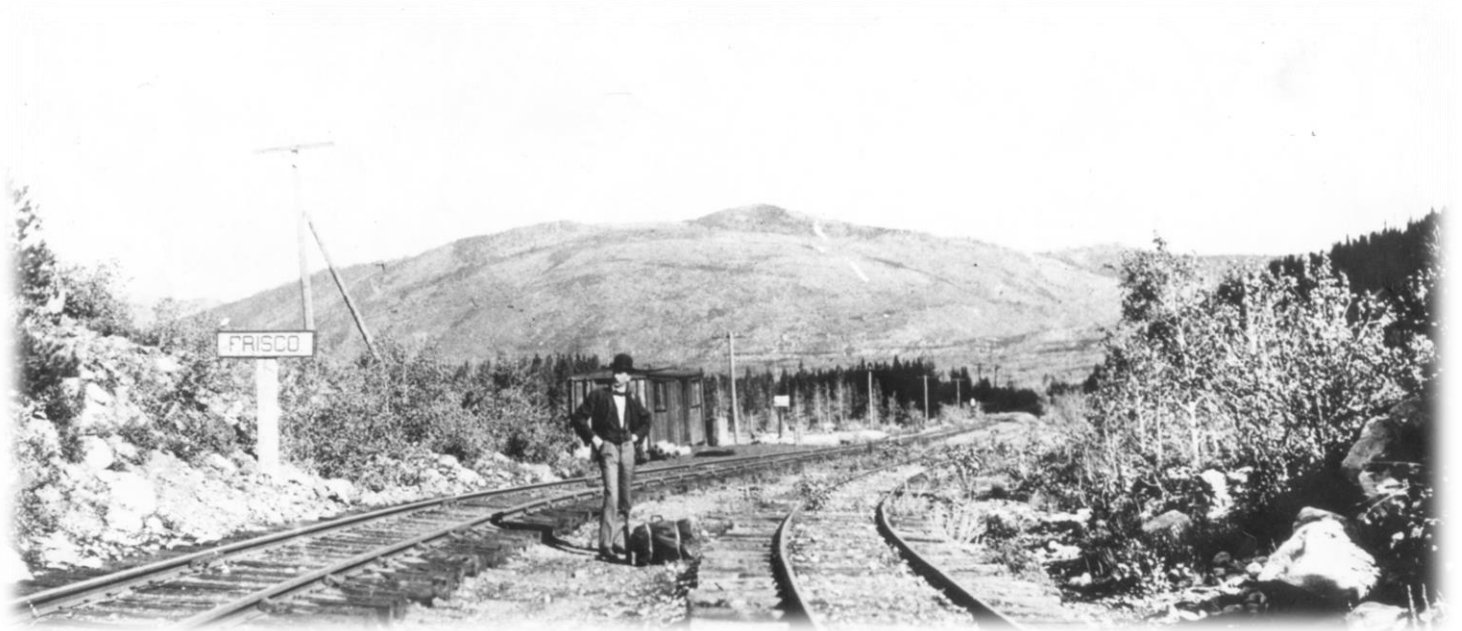


Goal 2 Summary - Following the guidelines, policies and procedures of the FHPM Collections Management Plan, staff will maintain and address the needs of all Museum collections. Following the guidelines set forth in the Historic Preservation Plan, staff will fiscally plan and address the needs of building maintenance and preservation of historic properties.

In 2007, the FHPM complex was deemed complete to meet the future needs of the Museum. The community supports maintaining the current aesthetic and recreational appeal of the park. Staff will assess and examine potential options for relocation and preservation of other in-Town historic properties should opportunities arise.

While conducting and maintaining collections inventory, staff will continue to collect more specific data on all objects and archives including creating digital photos and implementing a barcode system. Digital data will be organized using Past Perfect. This data will ultimately be available to the public through a virtual collections conduit available on the Museum's website.

To improve exhibit spaces and keep displays dynamic, projects slated for the next five years will include routinely updating label copy and signage, changing out artifacts and objects on display, and adding interactive components to the buildings.



Frisco c.1900

Strategic Goal 3

Provide Excellent Museum Services

Goal 3 Strategies

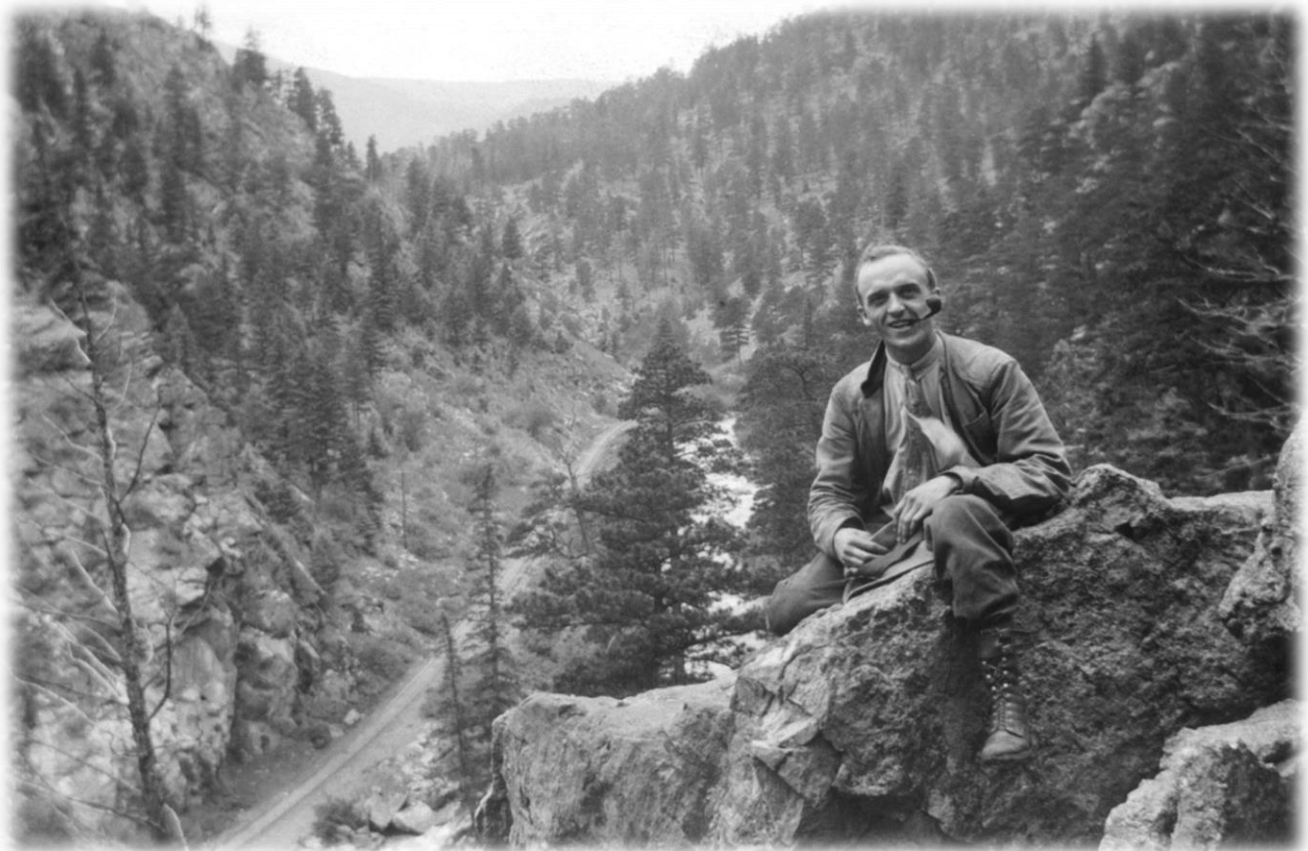
- Retain Experienced Museum Professionals
- Maintain Transparent and Accountable Organizational Structure and Leadership
- Adhere to AAM's Museum Standards and Code of Ethics
- Operate Within a Sustainable Budget
- Provide Excellent Guest Services
- Deliver Quality and Relevant Exhibits and Programs
- Utilize Volunteers for Relevant and Feasible Projects



Goal 3 Summary – The Town of Frisco will continue to hire, train and retain experienced staff by providing comparable pay and professional development opportunities. Staff will operate under excellent leadership, ethics, and museum standards which are held accountable by the community. Cultivating, investing in and retaining a quality museum team will result in excellent guest services and satisfaction.

Operating under a feasible and sustainable budget, staff will focus on improving exhibit interpretation, providing more evening events, and offering hikes and tours to offsite locations.

Staff will continue to utilize volunteers on specific projects related to collections, programming, and outreach. Volunteers will be trained and supervised by staff on projects that directly support the Museum's mission, objectives and strategic goals.



Ten Mile Canyon c.1920

Strategic Goal 4

Promote Museum and Frisco's Heritage

Goal 4 Strategies

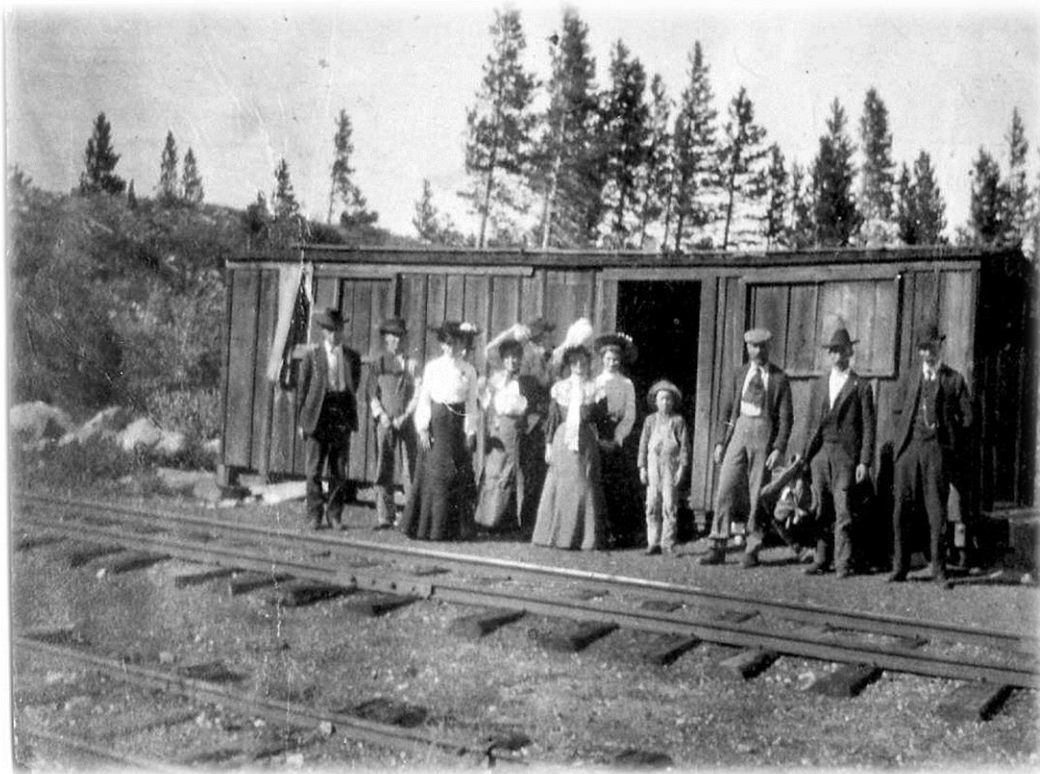
- Utilize Current Marketing Trends
- Utilize Current Technological Interpretive Mechanisms
- Cross Promote Town Amenities and Heritage Attractions
- Deliver Historically Accurate Interpretation
- Develop and Cultivate Collaborative Partnerships
- Advocate and Champion the Role of Museums



Goal 4 Summary – Focusing on and implementing projects which support the Museum's mission, staff will provide guests with heritage activities and innovative exhibitions which enhance the tourist experience and will preserve Frisco's rich history. Primary goals will include historic building preservation and restoration projects, providing special events such as the 30th Anniversary celebration, delivering educational projects such as interactive components in all buildings, and launching an augmented reality application option for smart phone users.

Staff will continue to collaborate and develop partnerships with professional organizations who share comparable goals towards promoting Frisco's heritage. Other collaborative opportunities that promote Frisco's heritage and support FHPM's mission will be considered.

Staff will continue to advocate and educate the community on the importance of Museum services through professional communication, press releases, and presentations. Primary projects will include capturing specific guest feedback from a broader demographic.



Frisco Depot c. 1890

REFERENCES

- 2011 Frisco Historic Park & Museum Guest Survey
 - SurveyMonkey
- Institute of Museum and Library Services
 - Creating a Nation of Learners: Strategic Plan 2012-2016
- American Association Museum
 - Characteristics of Excellence for U.S. Museums
- Strategic Planning Workbook for Non-Profit Organizations – Brian W. Barr



Last Train Leaving Frisco 1937



APPENDICES

- A. Frisco Historic Park & Museum Brochure
- B. Audio Cell Phone Tour Brochure
- C. 2012 Guest Survey Responses
- D. AAM's Characteristics of Excellence



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