

Tulare County Museum Strategic Business Plan

September 17, 2019



Introduction

- ▶ Established in 1948 with \$5,000 donation from Hugh Mooney family.
- ▶ In 1956 responsibility was transferred to the County Board of Supervisors.
- ▶ Strong partnership with Tulare County Historical Society.
- ▶ The size and scope of the Museum have expanded over the last 70 years.



Overview

1. Introduction
2. Purpose
3. Mission, Vision, and Values
4. Key Initiatives
5. Conclusion and Requests



Purpose

- ▶ Develop a framework for decision-making.
- ▶ Support Museum's Mission, Vision, and Values.
- ▶ Key initiatives represent significant improvement to structure, operations and programming and also encourage community connectivity to ensure longevity:
 - ▶ Agricultural Equipment Restoration Project
 - ▶ Continuous Restoration Program
 - ▶ Host Events to Encourage Diverse Patronage
 - ▶ Complete Second Story of the History of Farm Labor & Agriculture
 - ▶ Seek Accreditation through the American Alliance of Museums
 - ▶ Establish a Museum Entrance Fee



Mission, Vision, and Values

- ▶ The mission of the Tulare County Museum is to protect, preserve and promote a shared understanding of Tulare County's past and its place in the future by providing the community with innovative, diverse, and engaging exhibits and events.
- ▶ Values: Resourcefulness, Inclusiveness, Collaboration, Friendliness, Accessibility



Vision 1: A Forum for Connection & Identity

- ▶ Strategic Goal 1 - Promote and expand school programs to educate students about history.
- ▶ Strategic Goal 2 - Pursue technology updates to exhibits.
- ▶ Strategic Goal 3 - Establish and rotate relevant cultural and historical displays.



Vision 2: Encourage Community Involvement

- ▶ Strategic Goal 1 - Collaborate on exhibits and events with other local organizations.
- ▶ Strategic Goal 2 - Host events catered to diverse patrons of different ages, genders, socioeconomic background, ethnicity, etc.
- ▶ Strategic Goal 3 - Promote support for the Museum at community meetings.
- ▶ Strategic Goal 4 - Encourage community donations toward specific restoration projects and exhibits.



Vision 3: Foster Expertise

- ▶ Strategic Goal 1 - Create opportunities to collaborate with other experts in the museum field.
- ▶ Strategic Goal 2 - Become an accredited member of the American Alliance of Museums.



Vision 4: Maintain a Welcoming Environment

- ▶ Strategic Goal 1 - Maintain Museum facilities and rotate displays to preserve artifacts.
- ▶ Strategic Goal 2 - Ensure sufficient staff and volunteers are available to receive and guide patrons through the Museum.
- ▶ Strategic Goal 3 - Complete projects to ensure sufficient space to adequately house the collection.
- ▶ Strategic Goal 4 - Secure one-time and ongoing funding to ensure long-term sustainability.



Key Initiative 1 - Expand the Agricultural Equipment Restoration Project

- ▶ Connecting our community to its history and cultivating identity
- ▶ More than 180 pieces of historical agricultural equipment in the collection
- ▶ Last year 9 high schools participated
- ▶ Connecting students to local history



Key Initiative 2 - Continuous Restoration Program

- ▶ Tulare County Historical Society has partnered with the Museum to raise over \$108,000 over the past six years to fund five different projects
- ▶ There are 11 structures in the Pioneer Village still in need of restoration



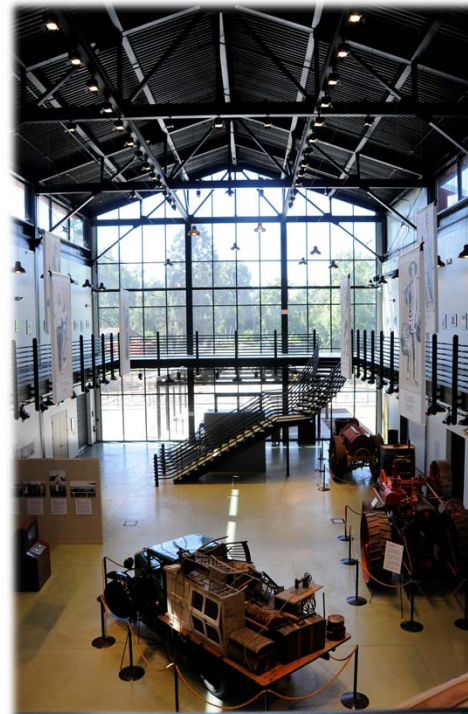
Key Initiative 3 - Host Events to Encourage Diverse Patronage

- ▶ Current annual events: Cultural Exhibit Reception, Main Street Jamboree and the Annual Fundraiser.
- ▶ New events from 2017-2019: Paint Nite, Book Talk for "Murder in Visalia", Veteran's Day event, Women's History month tea & historical talk, documentary film screening.
- ▶ Future events: Dueling pianos, historical lectures, and History Day ceremony.



Key Initiative 4 - Complete 2nd Story of History of Farm Labor & Agriculture Museum

- ▶ 7,000 square feet of expansion space for new galleries, storage space, and meeting/research space.
- ▶ Provide a safe environment for the collection to be properly displayed/cared for through climate control and proper lighting.



Key Initiative 5 - Seek Accreditation through the American Alliance of Museums

- ▶ American Alliance of Museums Core Standards:

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



Key Initiative 6 - Establish a Museum Entrance Fee

- ▶ Currently the Museum generates approximately \$12,000 of revenue annually, which is 3% of the Museum's total expenditure.
- ▶ Establishing an entrance fee and increasing the school reservation fee will generate approximately \$12,000 additional revenue, which would essentially double the current revenue.
- ▶ Funds will support restoration projects, events, additional educational programming, and maintenance required to provide a welcoming environment.



Conclusion & Requested Action

1. Receive a presentation regarding the Tulare County Museum Strategic Business Plan.
2. Approve the Tulare County Museum Strategic Business Plan and direct staff to initiate implementation.
3. Approve an adjustment to the Museum budget for Fiscal Year 2019/20 in the amount of \$82,000 to hire extra help employees for collection development and Museum upkeep, match restoration project funds raised by the Historical Society, and to promote and host Museum activities and events.
4. Approve the necessary budget adjustments per the attached AUD 308 (4/5ths vote required).

