



**Department Performance Plan
Fiscal Year 2017-18
As of November 1, 2016**

History Colorado

Department Description and Performance Plan

For the Fiscal Year 2017-18

Introduction

History Colorado is invested throughout Colorado, showcasing our past, connecting and revitalizing communities today, and preserving Colorado’s heritage for future generations. To us, Colorado history is more than just a story of yesterday. Communities, cultures and our way of life today are all built upon the foundations and lessons of our past.

Established in 1879, the Colorado State Historical Society, now known as “History Colorado”, is an agency under the Colorado Department of Higher Education and an “institution of higher education” in the State of Colorado. We are also a 501(c)(3) non-profit entity under Federal tax law. History Colorado is the State agency entrusted with preserving the stories, places and material culture that document the State’s history for the benefit of our citizens (CRS 24-80-401 et seq.)



Our Mission

History Colorado inspires generations to find wonder and meaning in our past, and to engage in creating a better Colorado.

Our Goal

To touch the lives of more people with History Colorado programs.

Our Five Main Strategies

To accomplish our goal in FY 2017-18, History Colorado will:

1. Present inspiring exhibits and programs, with increased access to collections to better connect with our audiences;
2. Strengthen our community museums;
3. Improve our service to the state through our preservation programs;
4. Drive to operational excellence; and
5. Excel at obtaining resources to reach our goals.

Our Vision Statement

We connect with Coloradans and enrich Colorado communities, statewide, through exhibits, educational resources and programs; historic preservation initiatives; and stewardship of Colorado's history.

Our Assets include:

- A talented and caring staff dedicated to the success of our mission and vision.
- Community museums and historic properties located throughout the state.
- A state-of-the-art facility at the History Colorado Center in Denver that connects Coloradans, tourists, students, teachers, and researchers with exhibits, programs, services and lifelong learning.
- A world-class historical collection of artifacts, photographs, manuscripts, archival materials.
- Digital collections that are accessible on the internet.
- A public research library at the History Colorado Center.
- A network of historic sites, landmarks, and state monuments.
- Services dedicated to archaeology and historic preservation.
- A nationally renowned historic preservation grants program (the "State Historical Fund") that provides funding in communities to preserve Colorado's heritage.
- Financial resources that Colorado taxpayers constitutionally provided from public gaming tax revenue.
- Community partners, members, and individual donors who support us.
- Our relations with educational organizations, Native American tribes, and local communities who share our passion for Colorado history.
- Amazing historic properties like the Georgetown Loop Railroad and Lebanon Silver Mine that connect people from all over the world with Colorado's past.



History Colorado provides an array of services for the public benefit, generates economic stimulus, and revitalizes local communities throughout the State. This is achieved through its network of community museums; relevant educational programs and exhibits; publications, research library and online learning resources; the Office of Archaeology and Historic Preservation; and administration of the State Historical Fund grants program.

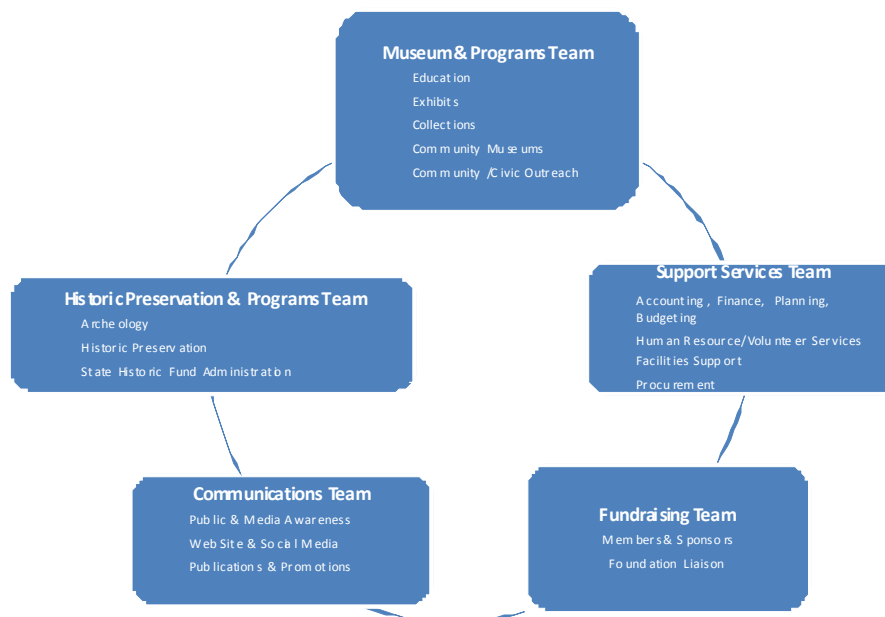


History Colorado Department Description

In Fiscal Year, 2015-16, History Colorado implemented several transformational steps within its organizational structure, which flattened the organization and restructured its governance.

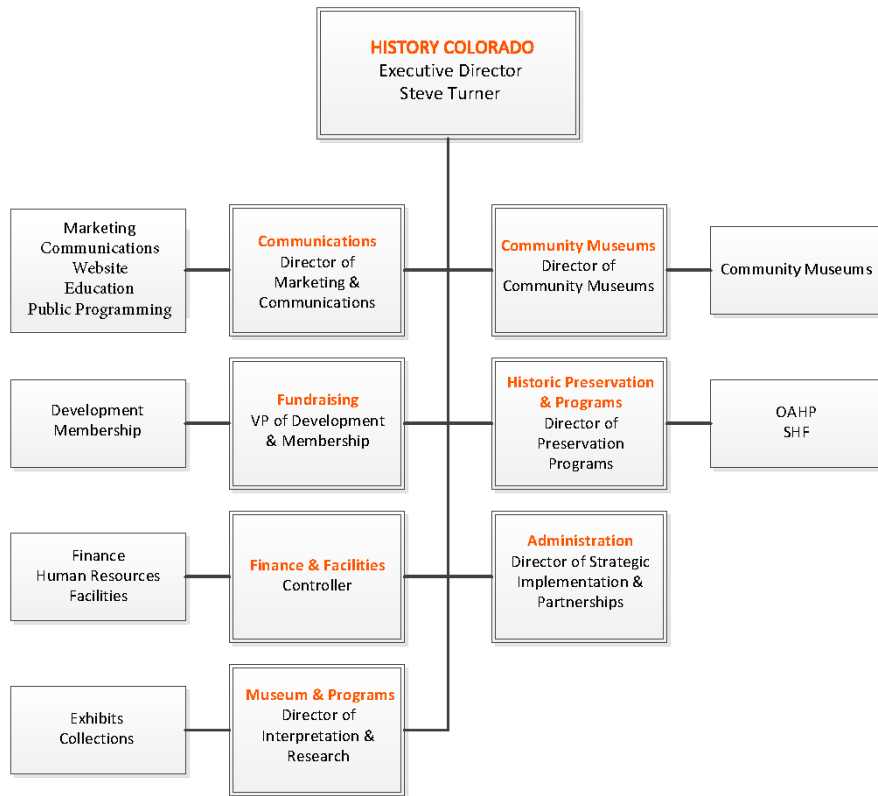
With the passage of SB 15-225, the 28-member board of directors, previously elected by the membership of History Colorado, was transformed into a nine-member board. The new governance structure came about as a result of collaboration among the Governor's Office, the Colorado Department of Higher Education (CHDE), the Office of the State Controller and History Colorado, based on a recommendation made by the Legislative Audit Committee. History Colorado agreed that a modified governance structure would help better align the organization with other agencies within CDHE as well as with similar historical agencies in other States.

History Colorado's Functional Organization



The structure of History Colorado's management and staff was streamlined in Fiscal Year, 2015-16 to improve efficiencies and reduce overall operating cost, while maintaining History Colorado's commitment to its mission and public benefit.

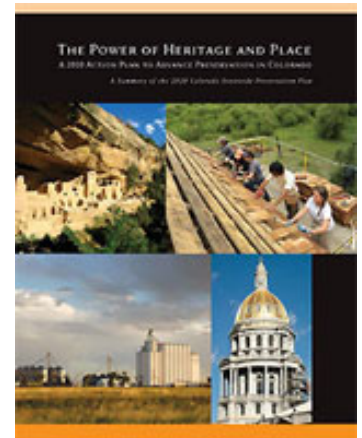
In June 2016, History Colorado's Board of Directors selected Steve Turner as the Agency's **Executive Director**. Working collaboratively with the Board, Steve is responsible for the overall vision of the Agency and for the Agency's strategic performance initiatives. History Colorado also realigned its staff organizational structure to more closely integrate its staff with its overall strategic vision.



Historic Preservation & Programs is comprised of two divisions; the Office of Archaeology and Historic Preservation (OAHP) and the State Historical Fund (SHF).

OAHP documents, studies, and protects Colorado’s historic places, fulfilling statutory responsibilities assigned to the State Archaeologist and the State Historic Preservation Officer to heighten awareness and raise public appreciation for these cultural resources. Through publications, data searches, and websites, the group provides current and accurate information for planning, research, and educational purposes, including information on sites, projects, procedures, and a variety of archaeological and architectural topics. The group consults with Federal and State agencies regarding the effects of their actions on historic properties, reviews rehabilitation tax credit projects, instructs and certifies local preservation commissions, and administers the annual Historic Preservation Fund Federal grant to the State Historic Preservation Officer.

OAHP also oversees the development of the statewide historic preservation plan articulating 5-year goals for the preservation community, the survey and identification of Historic Sites, and the designation of such sites to the State Register of Historic Properties and the National Register of Historic Places. The State Archaeologist encourages the study of the State’s archaeological resources through various methods including educational programs such as the Program for Avocational Archaeology Certification (PAAC), permits for archaeological and paleontological work on State lands, and coordination of responses to discoveries of unmarked human graves.



Colorado voters created **SHF** through the passage of a 1990 State constitutional amendment that legalized limited stakes gaming in Black Hawk, Central City, and Cripple Creek. Under that amendment, an allocation of Colorado tax revenue, generated by gaming activity, is used for historic preservation purposes throughout the State. Subsequent legislation placed these preservation funds under the supervision of History Colorado, the “SHF Program.” In 1993, SHF awarded its first grant, and since then, hundreds of Colorado’s historic treasures have been saved for future generations. The SHF staff conduct grant application workshops, provide direct on-site advice and guidance to grant applicants, review draft applications, administer the application process, and provide public relations services to grant recipients. Once a grant has been awarded, SHF staff oversees the issuance of award contracts, conduct performance reviews and audits of all funded projects, provide on-site advice and guidance, and negotiate changes to scopes of work and budgets as necessary.

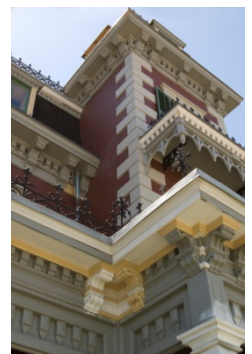
State Historic Preservation Office (“SHPO”) is the principal advocate for historic preservation in the State. One statutory responsibility of the SHPO is to consult with Federal agencies regarding the potential effect of their planned actions on historic places so that development is balanced with the heritage of the site. Following the procedures implementing Section 106 of the National Historic Preservation Act, the SHPO’s staff reviews approximately 3,400 projects annually. Projects receiving Federal permits or Federal funding, property and/or personnel are subject to Section 106 review. Several ongoing and major areas of impact will include transportation corridors (including Interstates 25 and 70), the training facilities at Ft. Carson and Piñon Canyon, petroleum exploration and drilling, wildfire mitigation efforts, and energy corridors. SHPO staff members effectively promote archaeological site preservation and the sensitive use of green technologies in historic building rehabilitation.

Preservation Goals for FY 2017-18

1. In cooperation with OIT, initiate transition from all paper receipt of regulatory data to electronic receipt and processing
2. Create and inaugurate new preservation promotion and training program for local government officials and their staffs
3. Make revision to section 9 of 8 CCR 1504-7 (the rules and procedures of the Historical, Prehistorical, and Archaeological Resources Act) to clarify the terms and incentives (for the greater public benefit) of approved “held-in-trust partner museums” for the curation of collections from State lands; and to better meet the goals and objectives of the Office of the State Archaeologist

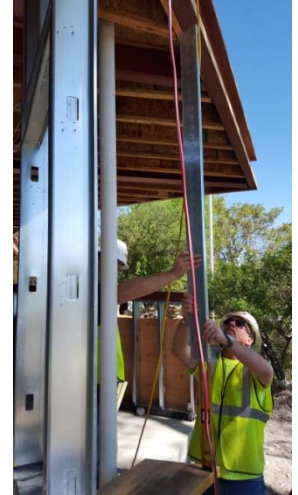
Museum & Programs

History Colorado Community Museums and Historic Sites include the Byers-Evans House in Denver, Ft. Vasquez Museum in Platteville, Fort Garland Museum, Healy House/Dexter Cabin in Leadville, El Pueblo History Museum, Trinidad History Museum, and Ute Indian Museum in Montrose. Each of the community museums is among the most popular tourist destinations in its area, and each holds a place of esteem among residents in their respective communities. Although its visitation is primarily due to special events, the Grant-Humphreys Mansion is managed as an eighth museum because of its historic heritage, public outreach and community benefit.



There are also several historic properties, including Grant-Humphreys Mansion and its carriage house, Pearce-McAllister Cottage, McFarland House, Pike's Stockade, and Georgetown Loop Railroad. Of all regional properties, Grant Humphreys Mansion and Georgetown Loop Railroad generate sufficient revenue to cover operating cost before facility maintenance. Community Museum operations are primarily funded from admissions, rentals and gift shop revenue received. Operations are supplemented from limited gaming operating revenue and limited philanthropic support from their communities.

In FY 2012-13, the Colorado General Assembly authorized the expansion of the Ute Indian Museum, a project which had been on hold for nearly a decade. This project provides History Colorado with an opportunity to re-define the mission, purpose and operation of that facility in consultation with Ute Tribes, community leaders, educators, and citizens. The entire project, including exhibits, is targeted for completion by June 2017; however, the museum will have been open to the public for its popular retail gift shop and also for hosting events in late November 2016.



Traditionally, community museums have improved local economies as a destination stop for tourism. This, alone, is significant, because most community museums are located in rural areas with smaller local economies, and they may depend on tourism. More recently, trends have emerged within educational and cultural institutions where there is also a focused priority shift to the local community, itself. For History Colorado, our strategy is to revitalize the future of local Colorado communities, gaining from lessons of past historical events. By partnering with local organizations and officials, developing local programs, and increasing community engagement, we have piloted local success stories in fiscal years ending 2015 and 2016. Our vision is to develop and implement programs that will expand on these local successes. Implementation of this strategy will result

from partnerships that connect local communities and their history with their community museum; instill local pride and enthusiasm by providing education and by learning lessons from their past; promote historic preservation and community revitalization; and create multiple success stories within local economies. Vital to its success is sustainable funding and related philanthropic support that will enable the community museums to grow unique programs that address an ongoing community needs, provide economic stimulus in communities where economic development is of vital need, and promote the education of Colorado history with a directed purpose to residents of underserved communities.

History Colorado's Programming and Facilities groups, headquartered in Denver, serve the needs and local focus of its Community Museums by assisting with program and exhibit development, technologies, maintenance, operations support, and planning. When advantageous, the goal is to create efficiency, improve operations, and serve the entire State more effectively.

Community Museum Goals for FY 2017-18

1. Increase visitation, attendance and enterprise revenue
2. Improve operating efficiencies
3. Develop new programs; gain improved community, philanthropic, and financial support

History Colorado Exhibits. The History Colorado Center offers interactive and experiential exhibits aimed at serving families, schools, groups and individuals of all ages. In April 2012, the History Colorado Center opened to the public with Phase I of its core exhibits, located primarily on the first and second floors. In 2014, History Colorado opened Phase II of its core exhibits program at the History Colorado Center, featuring *Living West: Natural Systems and Human Choices*. In recent years, History Colorado supplemented its core exhibits at the History Colorado Center with traveling exhibits including *RACE Are We So Different, 1968*, and *Toys*. By leveraging *1968* and *Toys*, History Colorado gained 1,133 new or rejoined members in FY 2014-15.

In 2015, History Colorado also added *El Movimiento: the Chicano Movement in Colorado* - an exhibit that was developed with community advisers from across the State, and *We Love Rocky Mountain National Park*, in honor of the park's 100th birthday.



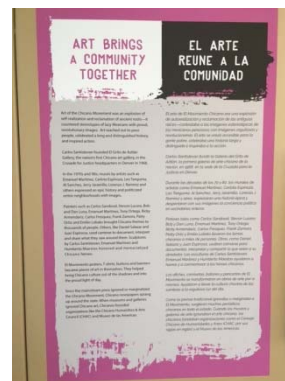
Exhibits at community museums most often focus on and engage their respective communities. For

example, El Pueblo History Museum features *Children of Ludlow*, an exhibit commemorating the hundredth anniversary of the Ludlow Massacre and *The Museum of Memory*, a dedicated space in the museum for the community to share their histories. *El Movimiento* at the El Pueblo History Museum is a collaborative exhibit with CSU-Pueblo, Chicano(a) Studies; and at the Ute Indian Museum, exhibit

development is underway in consultation with the three Ute tribes. The expansion of the Ute Museum allows History Colorado to reassess and develop new exhibits on site to serve the community at large.



More recent exhibits at the History Colorado Center include *Searching for Home* a redesign of Bent's Fort at the request of the Native American Tribes, *Who Knew?*, and *Awkward Family Photos*. The themes of future exhibits will spotlight our mission, our collections and artifacts, research, collaborative development with groups of interest, connection to Colorado history, and connectivity with local communities throughout the State. History Colorado utilizes the Center for the American West, CU-Boulder, (<http://centerwest.org>), cultural and educational institutions, local communities, and other stakeholders in the planning and development of future exhibits. Accompanied by a change in strategy and focus, look forward to exciting and experiential exhibits to engage audiences in upcoming years!



Exhibits Goals for FY 2017-18

1. Create new metrics and criteria for exhibits, based on connection to Colorado history, scholarly research, and collections
2. Develop and implement scheduled projects for FY2017-18, by a new exhibit development process guide as approved by the Board of Directors, including an exhibits calendar
3. In cooperation with Cheyenne and Arapaho tribes, complete redesign the Sand Creek Exhibit

The Collections Team documents the people, places, and stories of Colorado’s past and present to inspire generations to find meaning in the past and establish connections to their stories. The collection comprises approximately 15 million items including archival materials, artifacts, and visual images.



Fourth Floor Collections Storage is home to History Colorado's collection of artifacts including archaeology and textiles.

History Colorado collections are governed by Senate Bill 03-193, C.R.S. 12-47.1-1201 includes the following language: *“The State Historical Society has a unique role as the State Educational Institution charged with collecting, preserving, and interpreting the History of Colorado and the West.”* C.R.S. § 24-80-210 further states that *“Collections of a scientific or historical nature shall be properly classed and catalogued and shall be at all reasonable hours open for public inspection and examination...”*. Free public access to

all of the collection is provided at the History Colorado Center through the Stephen H. Hart Library and Research Center.

The focus of the Collections team is in three primary goal areas: Audience Engagement, Stewardship, and Preserving Colorado’s History (Sustainability). Collections and Library Division staff lead these activities and initiatives, providing excellent stewardship of a meaningful, accessible, and a sustainable collection that will serve audiences for generations to come.

Collections and Library Goals for FY 2017-18

Audience Engagement

The value of collections comes from audience engagement with them through exhibits and programs, as research tools and design inspiration, as educational resources, and as sources of information and entertainment. We work to ensure that the collection we steward holds value for our audiences and reflects both the past and the present, so future generations will continue to find meaning in the people, places, and stories of Colorado’s history.

Extending to Communities

Access is dependent upon knowing what we have, knowing where it is, and making sure that the public is aware we have it so they can access and use it. We provide online access to catalog data and digital collections, promote active use of collection items and information and take collections and programs out of storage and into the museum and local communities.

Preserving Colorado’s History

Thoughtful allocation of staff and fiscal resources is a key to collections sustainability. Activities include: consolidating all offsite collections storage into a single, efficient, and accessible storage facility; implementing a plan for collection acquisitions that responds to institutional goals and fits within the capacity of the institution to provide long-term care; and deaccessioning collection items that do not fulfill the institutional mission and goals as defined in law (C.R.S. § 24-80-202).

Education and Public Programs. Education is integral to History Colorado’s mission. In partnership with the Colorado Department of Education, institutions of higher education, school districts, and social studies education organizations, History Colorado education programs reach Colorado’s schoolchildren, educators, residents, and tourists. The Education group is specifically charged with developing and

delivering formal and informal programs for all audiences. Delivery includes live facilitated experiences, on-line programs, and special place-based learning programs for at-risk youth.



History Colorado is completing a Federal grant to create online exhibits and digital badges for K12 students, with **25,000** unique visitors accessing these online exhibits. History Colorado serves students across the State through the History Take-Out program delivered by our educators and our partners, as well as students through artifact kits used by teachers in their classrooms.

Over 6,000 people participated in our adult public programs, including programs such as lectures at the History Colorado Center, exploring the State on one of our Tours & Treks, attending a daytime curator talk or even enjoying Colorado's musical heritage featuring Colorado artists at our tiny library concert series.

Education Goals for 2017-18

1. Prioritize and develop new programming
2. Finalize the remaining on-line exhibits, badges, and analytics for Digital Badges program
3. Provide professional development opportunities and classroom resources for educators throughout the State

Communications provide public outreach through public relations and media engagement, website management, publications and promotions throughout the year. Guest services staffing at the History Colorado Center is a personal connection with our museum guests. Communications staff work closely with the fundraising team to increase public participation in History Colorado's programs, services, events and products, and their support for History Colorado's mission.

With effective promotions, History Colorado's communications contribute to developing a meaningful engagement with our audiences, connecting them with exciting, experiential and accessible programs, and creating promotional partnerships to extend our mission. With effective data analytics, History Colorado will build a visitation baseline, enabling us to understand attendance and audience trends better and to improve our planning of future exhibits and programs.

The communications team is actively engaged in promoting and communicating History Colorado's mission by expanding and enhancing our use of a digital and mobile environment. This includes the active use of social media and a major redesign to historycolorado.org. Work is underway to improve the website and public outreach with updated technologies that connect a virtual audience with History Colorado programs and resources. Promotions will also expand to include collaboration and cross-marketing, which is intended to effectively attract a greater audience, and at a lower cost. Communications works closely with other cultural attractions, government offices and outside entities to increase its reach to the community.

Website Redesign Goals for FY 2017-18

1. Infrastructure improvement and support - major upgrade needed to CMS platform to avoid exposing the History Colorado site to vulnerabilities and provide for the farthest horizon of product viability by implementing the most State-of-the-art option available
2. Revenue generation - with mobile readiness and faster load times, the new site will allow for more traffic which will ultimately translate to increased use of the HC facilities
3. Customer service improvement - supporting all of the various audiences that visit the site and their respective purposes in unique ways and with appropriate flows
4. Content quality - providing the ability to manage manual effort by leveraging relational database capabilities rather than static HTML information as well as managed permissions to enable more staff to upload content with appropriate approval processes in place for final publishing.

During FY 2017-18, Communications will complete a redesign of History Colorado's publications. This will allow audiences to connect to the cultures, places, and stories of Colorado's past; increase member benefit and value; promote museum and program attendance, and expand History Colorado's reach to a wider audience. The objectives of the redesign are to improve public reach and accessibility to content, increase awareness of community museum offerings and their connection with local communities, provide more diversified content, and grow partner opportunities.

Fundraising engages in activities that cultivate, maintain, and strengthen relationships with individuals and organizations that provide donations and philanthropic support to the Society and its mission. Donations and endowments to History Colorado sponsor or supplement funding of museums and other historic locations, exhibit development, educational programs, and community outreach objectives. The goal in membership and development is to create a top-notch fundraising programs, emphasizing both retention and growth strategies.

Over 7,500 individuals and families provide their commitment and support to History Colorado each year as members. To maintain this membership base, History is committed to providing excellence in membership support, frequent member communications, relevant publications, exclusive opportunities to members only, and individual member support. Additionally, the fundraising team engages in annual strategies to reach and engage new members.

Development is committed to achieving higher and more sustainable levels of financial support for History Colorado's mission, programs, and properties. Strategies include individual giving, annual fund, grants, sponsorships, a planned giving society, bequests, endowments, fundraising events, and programs that cultivate new opportunities. Throughout the year, Development works closely with donors to fund specific programs, build the annual fund, secure endowments, and cultivate planned gifts. Critical to the success and growth of development programs is an emphasis on maintaining and cultivating long-term fundraising relationships and providing excellent stewardship of donated funds.

Fundraising Team Goals for FY 2017-18

Increase unrestricted development revenue

- Expand upper level membership program
- Increase Annual Fund by 5%

Increase membership revenue goal by 10% over the prior fiscal year

- Create series of email solicitations from September
- Increase on-site membership sales
- Send acquisition mailings to annual members in March 2017 and 2018
- Follow-up mailed acquisition with email acquisition campaigns
- Launch combined email and mail campaigns for renewals to increase renewal activity

Increase efficiency by improving data processes

- Complete feasibility study of the ALTRU software application system and other donor/membership/POS systems to determine best and most cost-effective option for History Colorado

Launch Exhibit Fund Campaign

- Determine fundraising goals with executive leadership
- Host donor meetings

Finance & Facilities

Under the direction of its Controller, History Colorado provides finance and accounting, human resource management and facilities management.

Finance and Accounting are responsible for the overall the preparation and management of accounts, budgets, payroll, contracts, inventory, business analysis, and planning. This group works closely with all other teams as stewards of State financial resources and is responsible for compliance with State Fiscal Rules, procedures, legal requirements, and financial audits. Finance and Accounting also work closely with the Department of Higher Education, the Office of Information Technology, the State Controller's Office, the Office of State Planning and Budgeting (OSPB), and it is the Agency's legislative liaison with the Capital Development and Joint Budget Committees of the General Assembly.

Finance and Accounting Goals for FY 2017-18

1. Develop and manage to an operating budget that will produce an increase in net financial position during FY 2017-18.
2. Work closely with the Department of Higher Education, to achieve efficient operations and build upon "best financial practices" at both departments.
3. Work closely with the Governor's Office, Joint Budget Committee, and Office of the State Controller to maintain best practices in budgeting, appropriations structure, decision item submissions, compliance with State Fiscal Rules, and maintenance of internal controls.
4. Implement financial systems that will integrate with CORE, streamline processing from third party organizations, or expedite transactions between regional locations.
5. Coordinate procurement information, including its processes and procedures, into internal accounting procedures and documentation.

Human Resources is responsible for coordinating all human resource administration and HR compliance activities throughout the organization, including matters related to the hiring and termination of

employees, compensation and benefits administration, employee relations, employee training and development, compliance with Federal and State regulations and policies, and related matters.

The work of volunteers is important to History Colorado's operations. In FY 2015-16, our volunteer force was comprised of 441 people, and they contributed approximately 29,900 volunteer hours (a monetary equivalent of approximately \$560,000.)

Facilities Support provides all aspects of operations, maintenance, and project management to History Colorado's properties throughout the State. The group manages the prioritization and utilization of funding for controlled maintenance and capital construction. They also are responsible for coordinating railroad business operations, working in partnership with partners and officials at Georgetown Loop Railroad® and the Cumbres & Toltec Scenic Railroad.

History Colorado requests capital funding for construction projects prioritized by the preservation needs of History Colorado properties, by program needs or other business priorities. A cost-benefit analysis is created to make a case for any appropriation requests to the State Legislature. The Agency requests controlled maintenance funding for the repair or replacement of structures or equipment in existing State-owned, cash funded buildings that are suitable to be used for at least five years. Because History Colorado properties may be over 100 years old, priorities are often based on infrastructure, safety or security needs. History Colorado requests an annual \$700,000 Cash Fund appropriation for capital construction to cover ongoing maintenance and periodic cost for projects at our community museums or other historic properties. Examples of these expenditures may include projects such as adobe repair, roof repair, foundation repair, plumbing or other similar needs requiring total dollar expenditures between \$10,000 and \$500,000 at any given property. Stand alone capital construction and controlled maintenance requests are made when costs exceed \$500,000.

FY 2015-16 Accomplishments

1. Structural repairs on two buildings at Ft Garland.
2. Restoration of the porch at Grant-Humphreys Mansion.
3. Phase 2 of Georgetown Loop Fire Mitigation Project.
4. Phase 3 of the Georgetown Loop Capitalization Project.
5. Ute Indian Museum expansion construction.

FY 2016-17 and 2017-18 Goals

1. Complete Code Improvement Project for Bloom Mansion in Trinidad.
2. Rebid Lebanon Mine and Safety Egress Project at Georgetown Loop Railroad.
3. Complete Phase 4 (FY 2017-18) of the Georgetown Loop Capitalization Project.
4. Complete expansion of the Ute Indian Museum.
5. Complete Lebanon Mill Dam reconstruction at Georgetown Loop RR (through FY 2017-18)
6. Complete rehabilitation of Pearce-McAllister Cottage

Facilities Goals for FY 2017-18

1. Work collaboratively with community museum staff to identify and prioritize basic operations, maintenance, upgrades, and site-specific needs for each museum.

2. Implement a plan to incorporate the concept of flexible space utilization at the History Colorado Center, Community Museums and Historic Properties.

Technology is an increasingly integral part of History Colorado operations. The implementation of these technologies is in close coordination with contracted vendors and services consolidated under the Governor's Office of Information Technology. History Colorado's daily business needs are also coordinated with that office. They perform ongoing review and provide direct oversight over the Agency's business technology strategies and service agreements. OIT is committed to working closely with History Colorado to improve technologies and processes and to provide technology solutions that gain efficiencies throughout all History Colorado divisions.

Examples of Leading Technology-based Performance Objectives

- Within the Office of Archaeology and Historic Preservation (OAHP) and in conjunction with OIT, there are plans to upgrade its historic property database to updated technologies that better interface with its Geographic Information Systems (GIS).
- Community awareness, including websites, social media platforms, and e-newsletters, is an essential part of a business strategy that coordinates the requirements of Communication/PR, Education, and Preservation programs.
- Increase service levels for digital visitors and researchers; implement technologies that will allow the secure delivery and receipt of all forms of digital site data; enable the efficient delivery of site maps, photos, and data via the internet.
- Upgrade technologies in Community Museums to improve business efficiencies and to avoid downtime that reduces productivity.

Legislation – Bills of Interest to History Colorado

During the 2016 Legislative Session, the General Assembly passed the following bills that directly affect History Colorado. Other bills were passed that may also impact the business operations of History Colorado.

- HB 1241 – Supplemental Appropriation Department of Higher Education (Rep. Hamner and Sen. Lambert) – This bill amended the FY 2015-16 Long Bill and prior year Long Bill in the Department of Higher Education. A footnote was added to authorize the Cumbres & Toltec Railroad to roll forward any unspent encumbered funds from FY 2013-14 to FY 2014-15 and from FY 2014-15 to FY 2015-16. Effective Date: March 22, 2016
- HB 1352 – History Colorado Cash Fund (Rep. Hamner and Sen. Grantham) – This act amends current law by authorizing \$2,000,000 in the Historical Society State Museum Cash Fund be used for exhibit planning, development, and build-out at all History Colorado facilities, instead of limiting the use of funds to the History Colorado Center for a period of up to four years effective July 1, 2016. It also specifies that \$3 million dollars, including interest, be set aside for controlled maintenance at the History Colorado Center that will be available for appropriation effective July 1, 2027. Effective Date: April 22, 2016
- HB 1405 – FY 2016-17 Long Appropriation Bill (Rep. Hamner and Sen. Steadman) – This act contains the appropriation for History Colorado for FY 2016-17. Effective Date: May 3, 2016

- HB 1417 – Capital-Related Transfer of Moneys (Rep. Hamner and Sen. Lambert) – This law authorizes the transfer of funds from the General Fund to the Capital Construction Fund to fund capital construction and controlled maintenance projects for state agencies in FY 2016-17. It authorizes a transfer from the General Fund to the Information Technology Capital Account to fund IT projects in FY 2016-17 and authorizes a \$1,000,000 transfer from the Preservation Grant Program account of the State Historical Fund to the General Assembly for historic renovation occurring in the Senate and House Chambers. Effective Date: May 4, 2016
- SB 73 – State Auditor Authority to Conduct Audits of State Historical Fund Distributions (Sen. Grantham and Rep. Lawrence) – No later than September 1, 2017, September 1, 2022, and September 1, 2027, this law requires the State Auditor to conduct post-audits and performance audits related to the limited gaming funds that are transferred from the State Historical Fund for the preservation and restoration of the gaming cities of Blackhawk, Central City and Cripple Creek. Effective Date: August 10, 2016

Strategic Policy Initiatives (SPI's) Supporting History Colorado Goals

Present inspiring exhibits, programs, and increase access to collections to better connect with our audiences

- SPI 1 Implement programs for increased public access to collections
- SPI 2 Incorporate more collections into exhibits
- SPI 3 Broaden the audience for our program offerings
- SPI 4 OIT will continue to keep a focus on emerging technologies and attempt to make connections with companies who could have a positive impact on our exhibits. IT will work closely with Exhibits and Fundraising in these conversations for partnership opportunities. Examples include conversations with Google and with Digital Globe.

Strengthen our community museums

- SPI 1 Strengthen operations, technologies, and structures
- SPI 2 Develop a long-term revenue sustainability program
- SPI 3 Implement community engagement programs at community museums
- SPI 4 Evaluate community outcomes; reassess priorities
- SPI 5 IT will assist with a community museum request to strengthen the technology infrastructure at all community museums. IT will work with the director of community museums to determine what level of connectivity is necessary and the implementation cost at each museum.

Strengthen the services History Colorado provides through our Preservation Programs

- SPI 1 Define the meaning of Public Benefit for SHF grant funding through public meetings held during Fiscal Year 2017-18
- SPI 2 Increase the number of SHF grant applications received in rural or underserved counties
- SPI 3 Coordinate SHF deliverables to better meet the needs of OAHP's regulatory and information gathering demands by creating standards for electronic technology
- SPI 4 OIT will focus on updating an electronic Section 106 (e-106) program that will expedite reviews of projects and improve in-house project management and tracking

Engaging staff to build a better History Colorado

- SPI 1 Communicate strategic vision to all staff
- SPI 2 Initiate S.M.A.R.T. goal program with metrics that tie to strategic vision
- SPI 3 Encourage employee development to obtain SMART goal performance measures
- SPI 4 Establish a variable compensation program tied to performance

Metrics

Indicators	FY13-14 Actual	FY14-15 Actual	FY15-16 Actual	FY16-17 Estimates	FY17-18 Estimates
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Visitation

Visitation and participation at the History Colorado museums, sites, and public programs.	426,340	468,144	421,330	429,756	435,000
Visits to the History Colorado Website. (History Colorado uses Google Analytics as our reporting tool. Google Analytics does not count hits by search engines and other automated web crawlers as "visits," which more effectively represents user engagement.)	472,353	583,084	615,816	648,548	670,000
Social media engagement. Facebook, Twitter, e-newsletter, subscribers and followers	37,173	43,162	63,000	80,000	100,000

Preservation

Number of archaeology and paleontology permits issued.	120	110	130	115	120
Number of site forms and survey documents processed for archaeological and Historic Sites.	8,538	10,098	5,914	4,500	4,800
Number of Certified Local Governments.	51	52	54	60	60
State Historical Fund					
Grant Applications Received	\$15,363,070	\$12,602,997	\$13,389,672	\$14,000,000	\$14,500,000
Grant Applications Awarded	\$9,116,438	\$8,592,652	\$8,574,178	\$8,000,000	\$8,200,000
Total Value of Awarded Projects (Award + Cash Match)	\$14,371,243	\$14,666,092	\$14,204,842	\$14,500,000	\$14,700,000

Community Museums

Visitation and participation at the History Colorado Community Museums *	95,084	80,627	108,245	109,000	135,000
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Fundraising

Members	6,659	8,032	7,735	8,122	8,528
New Members	1,249	2,453	1,282	1,350	1,350
Development Donors	1,234	970	725	800	900

Education

School Group Field Trips	604	746	631	700	725
Number of Participants	35,466	42,939	38,502	40,000	42,000
Trunk Kits (Education)	191	202	250	250	250
# of Trunk Participants	12,580	12,338	14,700	14,700	14,700
Teacher Professional Development Programs	27	44	31	30	30
Teacher Professional Development Participants	1,362	4,863	2,218	2,200	2,200

Indicators	FY13-14 Actual	FY14-15 Actual	FY15-16 Estimates	FY16-17 Estimates	FY16-17 Estimates
Collections					
Library Outreach By Patron Type (%)	Percentages				
Academic/Teacher	4.96	3.98	3.71		
Adult	49.02	46.78	47.67		
College+ Student	5.91	4.06	4.65		
Creative/Author	11.1	11.5	9.41		
Donor		0.22	0.25		
Genealogist	8.56	7.04	5.89		
HS Student	0.35	0.36	0.11		
Journalist	1.42	2.88	1.81		
Journalist/Media			1.69		
K-8 Student	1.22	2.05	0.84		
Librarian	3.71	2.88	3.82		
Museum Professional	0.07	1.57	1.83		
Professional	0.16	4.51	4.08		
Publisher	7.78	2.31	2.34		
Staff/ Other	5.55	9.86	11.9		
Library Community Outreach Classes	887	1,127	1,588	1,600	1,700
Library/Curation: Visits and Public Inquiries	12,225	9,100	9,859	10,500	11,000
Collections Documented/Cataloged	24,404	15,500	18,500	18,000	18,000

* Community Museum Visitation by Museum

	Byers-Evans House	El Pueblo Museum	Fort Garland	Fort Vasquez	Healy House	Trinidad History Museum	Ute Indian Museum
Visitors: 2014-15	13,799	35,625	8,352	4,416	3,099	4,720	8,459
Visitors: 2015-16	11,274	58,811	10,260	4,680	1,825	7,297	1,916*

*Under Construction