

FY 2024-25 Performance Plan



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Letter from Executive Director



Two foundational things are true at History Colorado: We love Colorado. And we believe in the transformative power of history. We are a people-driven, history-centered movement building a better future. We take our role as Colorado’s memory keepers seriously. We believe in a Colorado where everyone belongs, in learning together, in building knowledge and shared meaning, in pursuing a just and compassionate world, and in improving lives today and for our descendants.

At History Colorado, we strive to be a place of belonging for all Coloradans and serve as a community connection platform. We’re committed to Colorado’s diverse communities through education, engagement, and access. We know we’re succeeding when more voices, perspectives, and experiences are part of History Colorado.

We carry these values through the work of our Strategic Plan, which includes four pillars:

- Strengthening Colorado through Education
- Telling the Diverse Stories of Colorado
- Investing in Rural Prosperity
- Building Long-term Sustainability

The staff and Board of Directors at History Colorado are pleased to present this Performance Plan for FY25 under the direction and guidance of the Office of State Planning and Budgeting and the provisions of the State Measurement for Accountable, Responsive and Transparent Government (SMART) Act.

This Performance Plan reflects the critical value of One History Colorado. Strategies, goals, objectives, and tactics are threaded together through each strategic priority — not broken down by department or location- as we strive to be **One History Colorado**.

Sincerely,

A handwritten signature in black ink that reads "Dawn DiPrince". The signature is fluid and cursive.

Dawn DiPrince
President/CEO
State Historic Preservation Officer

Overview & Agency Description

Established in 1879, the Colorado State Historical Society (History Colorado), is an agency under the Colorado Department of Higher Education, an “institution of higher education” in the State of Colorado, and also a 501(c)(3) nonprofit 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 Colorado citizens (24-80-201 C.R.S).

Mission: History Colorado creates a better future for Colorado by inspiring wonder in our past.

Vision: We are Colorado: a people-driven, history-centered movement building a better future. We are stronger when we do this together, building new knowledge and shared meaning that improves lives today and for our descendants. Together we foster the robust understanding, dynamic reconciling, and fearless discovery necessary to build a just world.



Our organization is the sum of many parts. We offer access to our state’s history through enriching experiences at eleven museums and historic sites, with dynamic and relevant exhibits and activities. We work with school groups and young learners through field trips, day camps, and traveling programs focused on Colorado history. We’re also home to a free public research center, the State Historic Preservation Office (SHPO) and the Colorado State Historical Fund (SHF), the nation’s largest preservation program of its kind. We steward 15 million objects, photographs, and archival resources that make up the State’s collection, and serve tens of thousands of learners of all ages through dynamic programs.

In pursuit of a more just and equitable Colorado, our Diversity, Equity, & Inclusion strategies, embody the grounding virtues listed below as the foundation of all aspects of our work: our thinking, communication,

process, outcomes, and evaluation. We commit to work guided by, for, and of the communities we build, belong to, and serve.

Grounding Virtues

- Being in Community.
- Amplifying and Centering Voices of Black, Indigenous, and People of Color (BIPOC).
- Co-creation and Shared Authority
- Humility and Reflection.
- Responsiveness and Flexibility.
- Shared Destiny.

Strategic Plan

In 2020 History Colorado adopted a new five-year Strategic Action Plan. This plan focuses on maximizing the organization’s service to the State of Colorado, its residents, and visitors through four pillars:

- Building Long-Term Sustainability
- Investing in Rural Prosperity
- Strengthening Colorado Through Education
- Share The Diverse Stories of Colorado

History Colorado in FY 2024-25 comprises 147.6 FTE (Full-time equivalents), numerous temporary staff, and over 1,000 unpaid staff (volunteers) who are dedicated to preserving the stories, places, and material culture that document the State’s history for the benefit of Colorado citizens (CRS 24-80-201 et seq.). Staff is located across eleven museums and historic sites to serve their communities and surrounding regions through exhibits, education, partnerships, and programs.

Sites include:

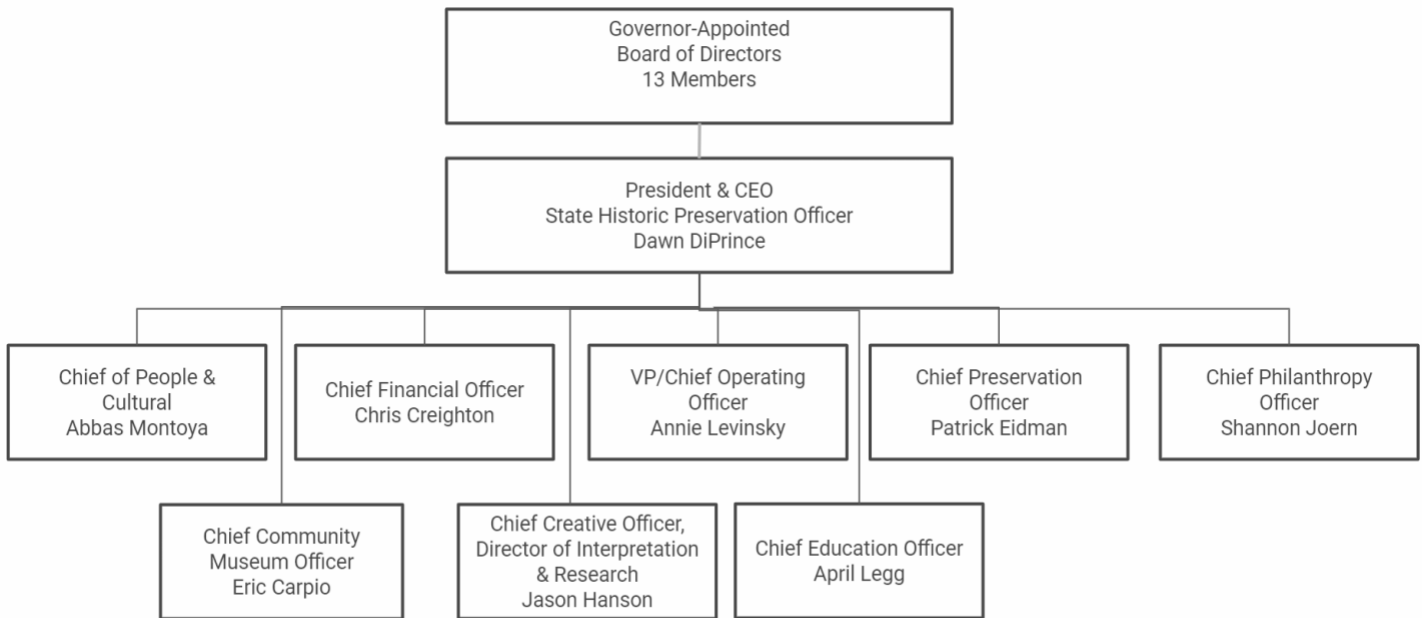
- Center for Colorado Women’s History, Denver
- El Pueblo History Museum, Pueblo
- Fort Garland Museum and Cultural Center, Costilla County
- Fort Vasquez, Platteville
- Georgetown Loop Historic Mining & Railroad Park, Georgetown
- Grant-Humphreys Mansion, Denver
- Healy House and Dexter Cabin, Leadville
- History Colorado Center, Denver
- Pike’s Stockade, Conejos County
- Trinidad History Museum, Trinidad
- Ute Indian Museum, Montrose



This work is done across History Colorado’s operational programs and includes the following public-facing aspects:

- Museums and exhibits located throughout the state
- A growing statewide Affiliates Network of history museums or organizations
- Educational programs and events ranging from K-12 students to adult learning
- Direct community engagement initiatives
- Public access to a vast array of collection resources
- Stewardship of archaeological resources (identifying, documenting, and protecting)
- Archaeology learning programs and certification
- Access to historic sites and survey location information
- Access and documentation of historic sites with national and state significance
- Consultative services that assess the impact on historic properties and/or cultural resources before federal and state funding, licensing, or permitting activity
- Administration of Federal and State tax credits for rehabilitation of historic buildings
- Administration of the State Historical Fund, one of the most extensive programs in the nation that awards grants to public entities and nonprofit organizations to protect, restore, and document archaeology and historic sites and provide education across Colorado

Organizational Chart



History Colorado is governed by a board of directors appointed by the Governor and approved by the Colorado Senate. President & CEO Dawn DiPrince reports to the board. The senior leadership team all report to the President & CEO, including:

- Vice President & Chief Operating Officer, Annie Levinsky
- Chief of People & Culture, Abbas Montoya
- Chief Financial Officer, Chris Creighton
- Chief Preservation Officer, Patrick Eidman
- Chief Philanthropy Officer, Shannon Joern
- Chief Community Museum Officer, Eric Carpio
- Chief Creative Officer, Jason Hanson
- Chief Education Officer, April Legg

Financial Breakdown

FY 2024-25 Operating Expense Budget (as per Long Bill; HB24-1430)

Budget Category	Amount
Central Administration (12 FTE)	\$2,848,064
Collections and Curatorial Services (16.5 FTE)	\$1,470,786
Facilities (10 FTE)	\$1,876,165
Historical Site Maintenance and Operations (5.9 FTE)	\$836,345
America 250- Colorado 150 Commission (History Colorado provides administrative support to the Commission, which is separate from History Colorado)	\$151,503
History Colorado Strategic Initiatives	\$1,218,415
Community Museums (19 FTE)	\$3,237,105
History Colorado Center (7 FTE)	\$ 1,285,885
Statewide Programming (34.5 FTE)	\$4,629,181
Archaeology & Historic Preservation (23 FTE)	\$1,893,753
State Historical Fund Administration (19.7 FTE)	\$2,027,818
State Historical Fund Preservation Grants	\$9,000,000
State Historical Fund Gaming Cities Distribution	\$6,489,914
Lease-Purchase of Colorado History Museum (Certificate of Participation)	\$3,570,026
Indirect Cost Assessment for History Colorado Administration	\$325,000
Total	\$40,859,960*

*Additional funding is also provided for expenses not directly attributed to these major functions. Some examples are controlled maintenance at History Colorado statewide properties, funding allocated for common policy expenses such as insurance and technology, and donations funds generated from philanthropic development.

Major Function Description - One History Colorado

With a statewide commitment, History Colorado strives to function as One History Colorado- increasing access to history, historic places, and preservation services through three function areas: **Museum Experiences, Education & Engagement, Preservation Programs**, and the **Central Services** that make each function possible.

Museum Experiences

History Colorado's statutory obligation is "collecting, preserving, and interpreting the history of Colorado and the west." (44-30-1201, C.R.S.)¹ This is done by creating engaging experiences at History Colorado properties, including educational exhibits, programs, and services that inspire and engage people in the diverse history of Colorado.

Introducing new exhibits and engaging programs is critical to audience engagement, museum attendance, and membership interest. History Colorado uses a 5-year plan for all museums' exhibit development, with a commitment to developing museum exhibitions that feature Colorado's diverse history and artifacts from the state's collections. The guest services staff and volunteers will continue to work to deliver personal connection and outreach to ensure that visits to the exhibits and programs are meaningful.

Colorado Statute (24-80-210, C.R.S.) states, "Collections of a scientific or historical nature shall be properly classed and cataloged and shall be at all reasonable hours open for public inspection and examination..." Management and care of the collection is a resource-intensive enterprise, and it is incumbent on staff to ensure collection resources are accessible to the broadest possible audience. The Stephen Hart Research Center, open to the public free of charge, is a primary access point to the collection for onsite and remote researchers. History Colorado continues to add collection information to online databases through grant-funded initiatives and provides direct access to resources through various collection-based programs, including behind-the-scenes tours, public reference inquiries, and image reproduction services.

Key Services

- Interpretation & Research
- Collections Access & Curatorial Services
- Community Museums
- Marketing & Communications
- Guest Services

Museum Experiences primary audiences

- Colorado communities
- History Buffs
- Researchers and Scholars
- Families with children (kids are free)
- Tourists



¹ See also C.R.S. § 24-80-202 and § 24-80-210

Education & Engagement

The vision of the agency’s education and public programs is to increase access to the organization’s resources and programs so that more adults, families, and students see themselves in Colorado’s story. Throughout the state, the education programs aim to connect students to culturally relevant and meaningful stories that reflect the diverse contributions to Colorado’s history. Public programs drive membership and museum attendance and highlight the breadth of Colorado history.

History Colorado is particularly focused on increasing access to enriching history education across the state through the Hands on History program, which serves working families on days when kids are not in school, especially in the many districts in Colorado now operating on a four-day school week. “Fifth Day” programs in Pueblo, Trinidad, and Fort Garland are growing, with satellite sites planned in north east and southeast Colorado. Camps over summer breaks, winter break, and spring break reach more than 600 students in recent years.

Key Services:

- School Programs & Field Trips
- Adult Education (lectures, tours, special programs)
- Museum of Memory Community Projects
- Hands on History Programs & Camps

Education & Engagement primary audiences

- Community residents
- Families with children (kids are free)
- Elementary and Secondary Students
- Communities with shared history, especially those that are under-resourced



Preservation Programs

History Colorado's preservation programs strive to creatively engage Coloradans to discover, preserve, and take pride in the state's architectural, cultural, and archaeological treasures through statewide, community-centered programs. For example, the program organizes Archaeology and Historic Preservation Month and manages the Centennial Farms and Ranches program that honors the history of families that have owned or operated their farm or ranch for over 100 years. As part of the state's celebration of its 150th anniversary in 2026, along with the 250th anniversary of the Declaration of Independence, the preservation program has set a bold goal of adding 150 sites that represent Colorado's diverse history to the State Register of Historic Places



History Colorado is home to the State's Historic Preservation Office, which includes the Office of Archaeology and Historic Preservation and the Preservation Planning Unit. These groups fulfill Federal mandates and State statutory responsibilities assigned to the State Archaeologist and the State Historic Preservation Officer. The division safeguards extensive archaeological and historic property site records. It assists with the stewardship of Colorado's historic built environment while providing access to these resources for researchers, archaeologists, historic preservationists, and educators.

A leading preservation service for more than thirty years, the State Historical Fund was created by the 1990 constitutional amendment allowing limited gaming in the towns of Cripple Creek, Central City, and Blackhawk. As part of this law the General Assembly statutorily designates History Colorado to administer the State Historical Fund (Limited Gaming Act of 1991). To do this, History Colorado oversees a robust competitive grants program, awarding millions of dollars in grants each year to deserving projects and historic properties throughout Colorado. Since 1993, more than \$355 million has been provided to support preservation in all 64 Colorado counties. Historic preservation and rehabilitation of historic resources stimulate economic activity and build prosperity in small and large communities, including Black, Indigenous, Latino, Asian American & Pacific Islander communities, and rural communities.

Program areas that play a key role in Historic Preservation:

- Office of Archaeology and Historic Preservation (OAHP)
- State Historical Fund (SHF)

Historic Preservations' primary customers

- Colorado communities
- Historic building owners and stewards
- Local governments and community groups
- State & Federal agencies and officials
- Historic preservationists
- Archaeologists
- K-12 and university students
- Land use surveyors

Support Services

The Support Services group supports all organizational divisions and functions, serving as History Colorado's connective tissue, and ensuring that programs are appropriate resources, efficiently managed, and in-step with state processes and requirements. The Central Administrative team develops and manages the overall agency budget (capital and operational), financial reporting, planning, audit, internal controls compliance, management policies, and best practices in governmental finance, budgeting, and legislative requests and relations. The Facilities team oversees the project management for capital construction, and controlled maintenance and repairs of historic and modern buildings and structures in History Colorado's portfolio. Given History Colorado's unique role as both a state agency and a 501c3 non-profit, the Philanthropy team works to cultivate donors and members, manage a robust volunteer program, and oversee special projects that intersect across all program areas.

Program areas that play a key role in Support Services

- Executive Office
- Facilities & Historic Site Maintenance
- Accounting and Finance
- People & Culture/HR
- Philanthropy & Membership
- Evaluation and Impact
- Volunteer Program

Support Service's primary customers

- Colorado communities
- Donors & Members
- History Colorado's Board of Directors
- History Colorado Staff & Volunteers
- Legislators
- Office of State Planning and Budgeting
- Other State and Federal Agencies
- Joint Budget Committee
- Capital Development Committee
- Partner organizations



Agency Business Initiatives and Priorities

Build Long-Term Sustainability

Diversify revenue by investing in revenue-generating programs

Enhance financial planning, forecasting and operating infrastructure

Nurture and maintain top talent

Implement long-term fundraising plan, including an endowment strategy

Develop site master plans and facility assessments for all History Colorado property

Build-out new Collections Care Facility

Strengthen Colorado Through Education

Develop and deliver Colorado History Curriculum and Curriculum Hub

Increase statewide access to history-based education through Hands on History

Reconfigure field trip offerings to grow capacity and experiential opportunities

Developing adult programs and corporate trainings and consulting services that focus on inclusive history

Use Fellowships, AmeriCorps, and other professional development to foster a next generation workforce

Invest in Rural Prosperity

Implement Colorado Heritage for All- adding 150 sites to the State Register by 2026

Increase access to preservation incentives by growing engagement staff and connecting communities to preservation resources

Increase access in rural communities through Affiliates Program, Hands on History, and AmeriCorps

Elevate community museums as connectors to build capacity in rural communities

Leverage partnerships to realize the strategies of the 2030 State Preservation Plan

Share the Diverse Stories of Colorado

Integrate co-authorship practices

Capitalize on the 250/150 Commemoration

Connect with diverse audiences through new forms of content delivery

Implement inclusive engagement practices and co-authorship practices

Develop multi-year exhibit plan, including traveling exhibits

Implement relevant historical research projects that inform current community conversations

FY 2025 Wildly Important Goals

For several years History Colorado has focused on a single Wildly Important Goal (WIG)- doubling the organization's impact by serving 1 million people each year. Maximizing service to the state remains a driving force in the organization's strategic plan and its daily work, but in order to ensure strong focus on the four strategic plan pillars History Colorado has set four WIGs for the coming three-year period:

- **Build Long-term Sustainability:** History Colorado will diversify its funding by growing earned and contributed revenue to at least 25% of all operating revenue to support programs, care for existing resources, and reduce uncertainty.
- **Invest in Rural Prosperity:** History Colorado will provide meaningful access (in-county offerings) to programs and resources in at least half of Colorado counties each year.
- **Strengthen Colorado Through Education:** History Colorado will expand access to historical content and learning materials by engaging 100,000 students and 75,000 adults annually with dynamic history-education by 2026.
- **Share the Diverse Stories of Colorado:** History Colorado will increase the diversity index of the organization's audience by centering Indigenous, Black, Latino, Asian American, LGBTQ+ and previously under-represented communities in its programs, exhibitions, and publications.

#1 Building Long Term Sustainability

History Colorado will diversify its revenue strategy and grow its earned and contributed revenue to at least 25% to support programs, care for existing resources, and reduce uncertainty.

History Colorado's core funding continues to come from limited gaming tax revenue². Despite some post-COVID gaming recovery, this core funding can only grow up to the 3% cap each year, and is not enough to support the organization's annual operations, due to rising costs faced by nearly all employers, such as insurance, IT requirements, and inflation. Earned and contributed revenue generation is necessary to fulfill History Colorado's mission, statutory obligations, goals, and operating costs.

In addition to limited gaming, History Colorado also receives State support through General Fund appropriations for the Certificates of Participation for the History Colorado Center, investment in Community Museums, storage lease funds, and term-limited project funding such as the Native American Boarding School Research Program or IT Accessibility. These are important investments but also are not sufficient enough to cover History Colorado's full operating needs.

STRATEGIES & ACTIVITIES

- Diversify revenue streams by investing in revenue-generating programs, projects, and services
- Enhance capabilities in financial planning and forecasting to build financial infrastructure
- Nurture and maintain top talent by ensuring living wage compensation, work culture improvements, and professional development
- Implement comprehensive long-term fundraising strategies, including an endowment strategy
- Develop site master plans and facility assessments for all History Colorado property

² History Colorado's limited gaming tax revenue support is divided between the State Historical Fund grants (majority share 50.1%) and History Colorado's operating budget (minority share 49.9%). This funding is subject to a formula that caps the revenue growth available for History Colorado and undefined administrative expenses for the Department of Revenue.

- Build the new Collection Care Facilities

OUTPUTS & METRICS

Grow the percentage of earned and contributed operating revenue from a baseline of 18% as follows:

Baseline	FY 24-25 Goal	FY 25-26 Goal	FY 26-27 Goal
18%	20%	23%	25%

#2 Investing in Rural Prosperity

History Colorado will support rural resilience, foster pride of place and ensure all Coloradans feel connected to each other and our collective history by providing meaningful access and resources through at least two programmatic engagements in at least half of Colorado counties each year.

One of History Colorado’s core mandates is to serve communities statewide. Over the course of 145 years, History Colorado has grown into more than a single, Denver-based museum to include 11 museums and historic sites in eight of Colorado’s 64 counties. The organization now also includes a 15 million artifact-collection reflecting hundreds of Colorado communities, as well as robust educational outreach programs, community engagement initiatives, traveling exhibits, grants, and other preservation services that spread History Colorado’s impact well beyond the institution's walls.

History Colorado has a proven record of success in doing work that revitalizes Colorado communities through the State Historical Fund, and through programs that meet the needs of Colorado communities through the community museums. History Colorado uses storytelling, collective memory, and preservation support programs to catalyze investment in communities in ways that spark economic vitality, community connection and hope.

STRATEGIES & ACTIVITIES

- Support local communities in their efforts to protect important places that tell Colorado’s diverse stories, and safeguard vulnerable historic resources by Implementing Colorado Heritage for All-adding 150 sites to the State Register by 2026
- Increase access to the State Historical Fund and preservation tax credits by growing engagement staff and connecting communities to preservation resources
- Increase access to programs and resources in rural communities through the Affiliates Program, Hands on History, and placing AmeriCorps Fellows in communities beyond HC’s current footprint
- Elevate community museums and partner sites as connectors to build capacity in rural communities
- Leverage partnerships with other state agencies and non-profit organization to realize the strategies of the 2030 State Preservation Plan

OUTPUTS & METRICS

Serve at least half of Colorado counties with more than one program service annually as follows:

Baseline	FY 24-25 Goal	FY 25-26 Goal	FY 26-27 Goal
28 Counties	32 Counties	36 Counties	40 Counties

#3 Strengthening Colorado through Education

History Colorado will fill gaps in childcare, curriculum access, and social connection to build new knowledge, foster understanding, and strengthen social fabric by engaging 100,000 students and 75,000 adults annually with dynamic history-education by 2026.

History education has the power to transform lives and strengthen communities. Connection to history is an important thread of self-identity for youth, adults, neighborhoods, and communities. The educational landscape is changing. Many districts across Colorado run four-day weeks, leaving students and their families with needs for the fifth day. Schools and districts prefer a deep educational experience that resonates with state mandates over one-time field trips for the sake of exposure. With museums and resources across the state, History Colorado is poised to fill vital gaps and impact more students and their families in the coming years.

In the post-COVID educational landscape this programming is even more necessary, and continues to recover from the deep impacts of school closures, along with lingering limitations on field trips and enrichments. After assessing the needs of counties statewide, the organization can strategically expand its programmatic footprint to serve regions where programs such as Hands on History and Affiliates can make the greatest impact. Additionally, the passage of legislation requiring inclusive social studies education, and growing demand for teacher resources and curriculum History Colorado is uniquely positioned to lead.

STRATEGIES & ACTIVITIES

- Develop and deliver Colorado History Curriculum and Curriculum Hub that meets teachers needs, centers hyper-local and culturally affirming content
- Increase statewide access to history-based education through the growth of Hands on History into at least 10 counties
- Reconfigure field trip offerings at the History Colorado Center to reach more students, leverage the Maker Space, and introduce experiential learning
- Enhance life-long learning opportunities by developing adult programs and corporate trainings and consulting services that focus on inclusive history
- Use Fellowships, AmeriCorps opportunities, and other professional development to foster a next generation preservation and history workforce

OUTPUTS & METRICS

Increase youth & adult program participants per year as follows:

	Baseline	FY 24-25 Goal	FY 25-26 Goal	FY 26-27 Goal
Youth	70,000	97,000	130,000	150,000
Adults	45,000	55,000	65,000	75,000

#4 Sharing the Diverse Stories of Colorado

History Colorado will actively engage in co-authoring a more expansive historic record and foster a sense of belonging for all Coloradans by centering Indigenous, Black, Latino, Asian American, LGBTQ+ and previously under-represented communities in its programs, exhibitions, and publications.

History Colorado strives to be a place of belonging for all Coloradans and to serve as a platform for community connection. To achieve its mission statewide, the organization must ensure that its audiences, its collections and its partners reflect the rich diversity of Colorado. Communities for History Colorado are defined as geographic, demographic, and cultural.

Meaningful engagement means working with members of a community to build trust and understanding and to provide a sense that the institution is part of the community. The investment in this kind of relationship work results in the co-creation of exhibits and programming, the diversification of History Colorado’s permanent collection, and the preservation of places important to a wide range of communities.

STRATEGIES & ACTIVITIES:

- Integrate co-authorship practices into content development, including exhibits, publications, programs, and projects
- Capitalize on the 250/150 Commemoration to implement signature programs, including Colorado Heritage for All, Colorado History Curriculum, Turning Points exhibition, and more
- Connect with diverse audiences through new forms of content delivery, including using new technology (apps, website enhancements, etc.) for easier access to engaging material
- Implement inclusive engagement practices, including Museum of Memory, to strengthen relationships, co-author histories, and identify places in need of preservation attention
- Develop a system-wide multi-year exhibit plan, including a menu of traveling exhibits that expands access and engagement with inclusive interpretation and content
- Implement relevant historical research projects that inform current community conversations, including the Federal Indian Boarding School Research and Engagement Work, and the Racial Equity for Black Coloradans study

OUTPUTS & METRICS:

Increase the diversity index of History Colorado’s audience from 50% as follows:

Baseline	FY 24-25 Goal	FY 25-26 Goal	FY 26-27 Goal
50%	52%	53%	55%

FY 2020 - FY2024 Wildly Important Goal Report

For the last four years History Colorado’s Wildly Important Goal was to double our impact. History Colorado focuses on human-to-human interaction, but how that human-to-human connection happens

has evolved as we learn from the data we have been collecting from the audiences we engage. Increasing engagement is an opportunity for the organization to generate a meaningful relationship with audiences and Colorado residents. It is also the best path toward a more financially sustainable organization.

In an effort to reach its goals, including those outlined in this plan and the Strategic Vision, History Colorado is implementing several strategic initiatives. Senate Bill 22-216 provided \$3.0 million to do this, expand the statewide impact of History Colorado programs, and generate additional earned revenue.

These funds are available until FY27 and support the following programs:

- Grow Hands-on History youth program to more sites statewide
- Provide Free admission for kids at all History Colorado Museums
- Create and disseminate a comprehensive Colorado history curriculum
- Expand the Museum of Memory Program
- Create an Affiliates Program to assist the 417 historical organizations in Colorado
- Create and attract marquee exhibitions
- License “What’s Your Story” exhibition, which connects students to leaders and changemakers
- Upgrade meeting/events spaces to improve rental business
- Expand preservation access for marginalized communities
- Support compliance with Section 106 requirements as part of the Federal Infrastructure Investment and Jobs Act

Measurement Framework

History Colorado created baseline numbers in 2019 to chart success and direction of the 2020 WIG- which was to double the organization’s impact and reach one million people annually by 2025. The baseline was created using a four-year average. Three engagement types have become the buckets that our various department's work.

1. **Interpersonal Engagement** - in-person and digital activities in which we have direct engagement and participation with our audiences, who are currently actively involved. (e.g., live-streamed or in-person events, admissions, research visits, etc.)
2. **Independent Engagement** - activities in which audiences enjoy our products and programs independently in their own way and on their own time without direct interaction with us. (e.g., Podcast, on-demand content, digital exhibits, etc.)
3. **Social Engagement** - These activities utilize social channels and websites where the audience enjoys our products and programs and engages with us but in their own time. (e.g., facebook, twitter, instagram)

For FY 2023 and FY2024, History Colorado tracked three strategic policy initiatives (SPIs), all of which are part of our strategic plan. The charts below indicate progress toward the SPI metrics through FY2024.

SPI 1 – Engage One Million People Annually

Measure	Base	FY19	FY20	FY 21	FY 22	FY 23	FY 24 (through period 11)
Interpersonal Engagement*	592,214	553,288	454,115	280,565	465,248	515,699	455,608
Independent Engagement**	1,233,8539	316,172	1,150,488	1,196,423	1,860,515	2,504,668	2,188,615
Social Engagement	638,777	539,840	874,668	946,778	766,661	1,320,762	685,820

**Due to Covid-19 and the recovery, interpersonal engagement continues to be below base levels. FY24 captures numbers through Period 11, but social engagement numbers will more closely match FY23 after full year reporting.*