

TRI-CITIES HISTORICAL  
**MUSEUM**

CELEBRATING 60 YEARS

EST. 1959



STRATEGIC PLAN SUMMARY 2019-2024



# Mission

OUR PURPOSE

Creating connections to local history.



# Vision

HOW WE SEE THE FUTURE

A community that values its past.



# Values

WHAT'S IMPORTANT

**INCLUSIVENESS:** With thoughtful exhibition and programming strategies, we strive for an authentic interpretation of our community, past and present.

**ADAPTABILITY:** We encourage innovative practices. This ensures the relevant and qualitative impact of the museum now, and its expansion into the future.

**STEWARDSHIP:** We are caretakers of the assets entrusted to us through continuous education, promoting expertise, fiscal responsibility, and the implementation of best practices.

**WONDER:** We cultivate curiosity. We value an inquisitive and fun environment as we engage guests in a memorable experience.



# STRATEGIC PRIORITIES

## Strengthening the Organization

**CURRENT REALITY** Our community has demonstrated its support through a 75 percent YES vote on the millage. We own our buildings, and are transitioning from a grassroots volunteer organization to a professionally staffed museum.

**STRATEGIC VISION** We will continue to build upon our strong foundation by developing an endowment that reinforces our millage revenue. We will also invest in training and staff additions to support ongoing growth.

## Expanding Strategic Partnerships

**CURRENT REALITY** We have built exceptionally strong relationships with area elementary schools, and we engage hundreds of students in history each year.

**STRATEGIC VISION** We will expand our reach to middle and high school students, while fostering additional collaborations with senior centers, libraries and more.

## Enriching the Visitor Experience

**CURRENT REALITY** We welcome many one-time visitors because we have tended towards permanent exhibits, and only one of our three buildings is open to the public. Ninety-five percent of our vast collection is locked away in secure storage.

**STRATEGIC VISION** We would like to cultivate repeat visitors by sharing more of our treasures through interactive, rotating exhibits. We would also like to explore ways of opening other buildings and offering exciting membership opportunities.

## Promoting the Brand

**CURRENT REALITY** Our move from The Depot to 200 Washington in 2004 dramatically increased our visitor count. However, there are still many residents who don't know we exist and have never visited.

**STRATEGIC VISION** We don't want to be a secret anymore! We will promote our venue, exhibits and events to attract residents as well as tourists.

## Attaining Accreditation

**CURRENT REALITY** We have invested in staff, storage and collections over our 60-year history, and have grown steadily.

**STRATEGIC VISION** We would like to achieve accreditation by the American Alliance of Museums. This is more than a prestigious designation. It demonstrates our commitment to best practices, and will qualify us to apply for new funding opportunities.

## GOVERNING BOARD

### EXECUTIVE COMMITTEE

President: Marsha Peterson  
Vice President: David Garland  
Secretary: Duane Leet  
Treasurer: Jennifer Crouse



### BOARD MEMBERS

Gay Cole  
Cathy Feyt  
Edward Grafton  
Rebecca Hopp

Frank Kennedy  
Gail Krug  
Patty Redeker  
Ann White

### MUSEUM DIRECTOR

Julie Bunke

The Tri-Cities Historical Museum is pleased and proud to celebrate its 60th anniversary by building a plan for the future.

Our treasure-trove of artifacts spins stories of the past that convey a rich and varied history. We can immerse people of all ages in the allure of an old-time grocery store, or the rugged challenge of running a sawmill. We can capture the imagination of the young, and reminisce with the old.

Our challenge is to take the next steps of transformation, so that we can draw more people into the fascinating history of the tri-cities area. A treasure has more value when it engages and excites. We have the treasures, and we have the spaces. Now we need to weave stories and offer experiences that create pride of place for our community and its visitors.

This plan identifies the strategies that will transform the Tri-Cities Historical Museum into a more robust, more engaging and more interactive historical center. Thank you for sharing this journey with us!

Julie Bunke  
Executive Director

Marsha Peterson  
Chairman of the Board



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[www.Tri-CitiesMuseum.org](http://www.Tri-CitiesMuseum.org)



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