



Bayfield Heritage Association

2019 – 2024 Strategic Plan

Adopted April 2019

STATEMENT OF PURPOSE

The Bayfield Heritage Association (BHA) has served the Bayfield, Wisconsin and surrounding Lake Superior region for the past 45 years. The organization is unique in that it not only collects and preserves our areas' past through an extensive physical and electronic archival collection, but also shares this rich history with our community through museum exhibits, educational programming and preservation of historic sites.

As a nonprofit, the Bayfield Heritage Association continues to thrive thanks to the support of our members, volunteers and donors. We are at an exciting junction, having acquired new exhibit materials - like the Bayfield Model Railroad - coupled with the continued vitality of our Pike Research Center and popular educational programming. In light of this, the Board of Directors has recognized the need for BHA to adapt and grow so that we can continue to serve our community for the next 50+ years. This Strategic Plan provides a roadmap for the next five years, outlining specific goals and actions to further our mission-based activities and to inform BHA's expansion needs.

MISSION

To collect, preserve, and share the history of Bayfield and the surrounding region.

VISION

The Bayfield Heritage Association:

- Fosters an understanding and appreciation for our region's rich cultural and historical heritage;
- Attracts visitors of all ages and backgrounds through engaging exhibits, rich educational programming, and fellowship opportunities;
- Builds a strong community identity by sharing the stories of Bayfield's past;
- Provides a space for our community to continue to make its history and add to Bayfield's enduring legacy.

Current Strengths:

- John Matthew Black Program Series
- Robust Archives
- Strong Exhibits
- Location in Bayfield, tourist destination with a wide array of stories & industries
- Online engagement through social media and website
- Leadership of board members and Executive Director
- Strong sense of identity and belonging shared by members and volunteers

Short-term Opportunities (1-5 years):

- Clarify collection policies
- Connect and gather stories
- Refresh exhibits
- Increase member engagement and affinity
- Grow museum visitorship
- Increase BHA's visibility

STRATEGIC PLAN: A Roadmap for 2019 – 2024

ADMINISTRATION:

Goal 1: Attract New Members & Actively Steward Current Members

- Action 1: Develop an annual Fundraising Plan outlining how we identify, cultivate, solicit and steward our donors and members through specific communication touchpoints and events
- Action 2: Clarify giving levels and benefits of annual and life memberships, including special discounts, insider tours of new exhibits/collections, special events, exclusive research services, etc.

Goal 2: Expand Awareness of BHA

- Action 1: Develop an annual Marketing Plan with a clear budget, timeline, that outlines print and digital ads, sponsorships and other opportunities to reach new audiences

Goal 3: Enhance Volunteer Opportunities

- Action 1: Develop a recruitment, training and appreciation guide for our seasonal museum volunteers
- Action 2: Actively recruit members to help with specific projects or events based on their interests and skills

RESEARCH AND ARCHIVES:

Goal 1: Ensure Appropriate Pike Research Center (PRC) Staffing

- Action 1: Develop a succession plan for PRC volunteers
- Action 2: Identify and recruit volunteers for specific research and archive projects
- Action 3: Document accessioning process for archives (digital and physical)

Goal 2: Identify Technology Needs

- Action 1: Benchmark with other similar local history organizations
- Action 2: Explore ways to provide online public access to archives

Goal 3: Identify Physical Storage Needs

- Action 1: Assess current capacity including items to be deaccessioned
- Action 2: Develop guidelines on what BHA accepts in its collections
- Action 3: Reach out to local organizations to gather relevant archives

Goal 4: Evaluate Genealogy Research Services

- Action 1: Consider software platforms, technology needs, staffing and cost to determine how and whether genealogy fits into BHA's research services

EDUCATION AND OUTREACH:

Goal 1: Continue to Provide Rich Educational Programming

- Action 1: Develop an itinerary of sequential or complementary topics for the next 1-2 seasons of John Matthew Black Programs
- Action 2: Recruit relevant speakers or volunteers to research and execute these program topics

Goal 2: Provide In-Depth Learning Opportunities for Adults

- Action 1: Assign a committee to conceptualize an adult continuing education series or course and brainstorm topics, structure, and pricing
- Action 2: Connect with local experts (historians, scientists, etc.) who could teach these courses

Goal 3: Educate Visitors About Historic Bayfield

- Action 1: Reach out to local establishments about highlighting the history and stories of their respective buildings or businesses
- Action 2: Identify potential auxiliary spaces around Bayfield for new exhibits
- Action 3: Explore developing exhibits in collaboration with area attractions such as Big Top Chautauqua, the Apostle Islands Marina, Mt. Ashwabay, etc.

Goal 3: Share Local History with Local School Age Children

- Action 1: Connect with local school teachers to develop special classroom visits to the museum and historic sites
- Action 2: Continue to provide 4th grade tours of the Old City Jail

Goal 4: Grow and Share the Bayfield Video Archives

- Action 1: Identify Individuals to be Interviewed as part of the Bayfield Video Archives collection
- Action 2: Reformat videos for online sharing

Goal 5: Identify Multipurpose/Educational Space Needs

- Action 1: Record number of education and outreach activities at the museum, number of attendees, and space/technology specifications

EXHIBITS:

Goal 1: Develop a Plan for New Exhibits

- Action 1: Determine relevant and timely exhibits for the next 1-5 years, and potentially a rotating exhibit to display new collections
- Action 2: Assess current collections for materials to develop these exhibits
- Action 3: Identify additional exhibit space needs
- Action 4: Develop a transition plan to allow for new exhibits, including digitizing current exhibits for permanent archive and online sharing

Goal 2: Display Bayfield Model Railroad Exhibit

- Action 1: Develop a target timeline, including a grand opening date
- Action 2: Develop exhibit materials and identify space needs
- Action 3: Determine budget and funding for train installation and ongoing maintenance

BUILDING AND HISTORIC SITES:**Goal 1: Restore and Share Old Bayfield City Jail**

- Action 1: Complete restoration work
- Action 2: Develop exhibit materials, including educational signage
- Action 3: Set timeline and plan for grand opening and special events

Goal 2: Restore and Sustain Fountain Garden Park

- Action 1: Establish committee to explore fundraising ideas for fountain restoration and ongoing park maintenance

Goal 3: Determine Potential Uses for Historic Apple Shed

- Action 1: Explore cost and funding options for preserving the historic Apple Shed on Washington Avenue

Goal 4: Maintain Museum Facility

- Action 1: Maintain and beautify lot around museum, including tree trimming, landscaping, etc.
- Action 2: Identify a lead facility maintenance professional to oversee custodial services and general property upkeep