

# 2022-2031 Lacey Museum Strategic Plan

The Historical Commission reviews and updates the strategic plan at regular intervals. This plan was approved by the Historical Commission on January 19, 2022. For the purposes of this plan, near-term means 1-3 years, mid-term means 3-5 years, and long-term means 5-10 years.

## **Goal #1: Plan and build the new Lacey Museum & Cultural Center.**

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### Near-Term Objectives:

- Complete the removal of the warehouse building and prepare the site for construction (BP1)
- Develop an operations and interpretive plan for the new facility.

### Mid-Term Objectives:

- Secure funding for Phase 4 of building construction.

### Long-Term Objectives:

- Provide equipment and supplies for all museum functions.
- Open the new museum to the public.

## **Goal #2:**

### **Create and deliver high-quality experiences at the Lacey Museum & Cultural Center.**

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### Near-Term Objectives:

- Hold a grand opening event for the new depot and playground.
- Continue to provide mission-driven programs, outreach and events.
- Continue to change the exhibit in the current museum facility 1-2 times/year.
- Create a permanent full-time benefitted educator position.
- Develop an interpretive plan for the core exhibit in the new museum facility.

### Mid-Term Objectives:

- Develop and implement an annual free community event.
- Construct the core exhibit at the new museum facility.
- Develop a five-year changing exhibit plan for the new facility.
- Develop policies for community exhibits, events and facility rentals.
- Develop education and exhibits staffing needs as identified in the operations and interpretive plans.
- Develop a field-trip program for North Thurston Public Schools.

- Develop an education trunk program for teachers.

Long-Term Objectives:

- Revisit education and exhibits staffing needs as identified in the operations and interpretive plans.
- Create a quiet research room with public access to frequently used materials.
- Develop a history festival event targeted to reach all fourth grade students.
- Begin planning for the museum's 50<sup>th</sup> anniversary in 2030-31.

**Goal #3: Preserve, care for and manage collections professionally.**

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Near-Term Objectives:

- Continue to process and catalogue new acquisitions as well as the backlog.
- Continue to make the collections accessible through the online portal.
- Review and update museum policy manual.
- Develop and implement procedures for collections stewardship based on the policies adopted in 2018.
- Continue to retain professionally-trained collections preservation staff and provide them with ongoing professional development.

Mid-Term Objectives:

- Complete the comprehensive collections inventory.
- Prepare the collections to move to the new facility.
- Develop collections staffing needs as identified in the operations plan.
- Develop a prioritized list for collections care improvements.
- Update the disaster recovery plan.

Long-Term Objectives:

- Move the collections to the new facility.
- Revisit collections staffing needs as identified in the operations plan.
- Develop a collecting plan.
- Secure funding to rehouse collections to meet a professional standard of care.

**Goal #4:**

**Identify and secure stable, long-term funding and revenue sources for the museum.**

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Near-Term Objectives:

- Continue to request funds for priority projects through the Thurston County Heritage grant, CLG Grant and Nisqually Charitable funds program, and other grant programs as potential projects are identified.
- Partner with the Lacey Community Foundation to secure, manage and invest privately-raised funds for the museum capital campaign.
- Develop a charter membership and community partner giving program.
- Request additional operating funding through the lodging tax process.
- Continue to develop museum store revenue opportunities.
- Implement Heritage Capital Grant for the 2021-2023 biennium
- Implement applicable recommendations from the sponsorship insights plan.
- Develop an annual giving campaign.

Mid-Term Objectives:

- Develop a facility rental plan.
- Develop an annual fundraising event.
- Plan and implement a small gift shop space for the new museum.

Long-Term Objectives:

- Partner with the Lacey Community Foundation to develop an endowment fund.

**Goal #5: Increase museum awareness, visibility and value throughout the city and region.**

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Near-Term Objectives:

- Continue to use ConstantContact or similar email service for sharing museum news.
- Finish the museum's new website. Develop a plan for regular updates and additions to the knowledge bank.
- Contribute to city media and publications with heritage stories and images.
- Continue to regionally promote museum programs and events.
- Develop a museum communication plan in partnership with the Public Affairs Department and Lacey Community Foundation.
- Pursue obtaining museum standalone social media accounts.

Mid-Term Objectives:

- Develop a marketing strategy for the new museum.
- Develop wayfinding signage for the museum site.

Long-Term Objectives:

- Develop a system of program, facility and exhibit evaluation.

**Goal #6: Build and foster community partnerships to increase capacity and sustainability.**

Near-Term Objectives:

- Continue to develop and strengthen community partnerships.
- Develop an internship and/or work study program with Saint Martin's University, Evergreen State College, South Puget Sound Community College or other appropriate traditional or online educational institutions.

Mid-Term Objectives:

- Create an educators committee to assist in developing the interpretive plan.
- Develop a History Day partnership with North Thurston Public Schools.

Long-Term Objectives:

- Evaluate community partnership opportunities and challenges.