



MINUTES OF THE CITY COUNCIL WORK SESSION
CITY OF NEW PORT RICHEY

NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS

5919 MAIN STREET, NEW PORT RICHEY, FLORIDA

March 3, 2020

5:00 PM

**ORDER OF
BUSINESS**

1 Call to Order - Roll Call

The meeting was called to order by Mayor Rob Marlowe at 5:00 p.m. Those in attendance were, Deputy Mayor Jeff Starkey, Councilman Chopper Davis, Councilman Peter Altman and Councilman Matt Murphy. Also in attendance were City Manager Debbie Manns, City Clerk Judy Meyers, Economic Development Director Charles Rudd, Public Works Director Robert Rivera, Development Director Earl Hahn, Technology Solutions Director Bryan Weed and Assistant Parks and Recreation Director Chris Bornfleth.

DISCUSSION ITEMS

2 Discussion on Natural History Museum - Page 2

City Manager Manns introduced the item to Council. She stated that the purpose of this agenda item was to discuss a proposal regarding establishing a Natural History Museum within the city. City Manager Manns then highlighted topics for discussion including public support, funding for operation, preservation and collection management, space analysis, organizational model, staff and volunteers. She then introduced Rich Melton and Charles Zidar who then made a presentation to Council. Mr. Zidar began his presentation by giving an overview of the Museum of Archeology, Paleontology & Science (MAPS.) Mr. Zidar stated the museum will tie into existing curriculum with the STEM program. Mr. Zidar then highlighted different aspects of the project including an indoor dig pit, Maya village/garden, public viewing prep laboratory and a focus on global antiquities and Florida fossils. Mr. Zidar stated there is also a mobile exhibit proposed that would go to schools. The program could be expanded to the Grey Preserve. He then highlighted the different museum programs and exhibits that are being developed. Mr. Zidar then highlighted national and state statistics regarding museums and the affect they have on the communities they are located in. Deputy Mayor Starkey began the discussion by asking about a business plan. Deputy Mayor Starkey stated that the City does not own the Health Building where the museum is being proposed. He stated there was no projected costs discussed in the presentation. Mr. Zidar stated he could provide financials. Mr. Zidar stated the River Road Church could be used as a starting point. Councilman Altman stated that funds could be available

in tourist tax dollars. He stated that West Pasco residents deserve a share of the funds that have been collected over the last thirty-five years. A show of community support is important. Mayor Marlowe stated it was his understanding that potentially the church on South River may be part of the redevelopment of Keiser. City Manager Manns stated a development proposal should be submitted within the next six months. He asked if there was a timeframe on the Health Department moving out of the building City Manager Manns stated her last conversation with the County Administrator stated it would be about a year and a half. Councilman Davis stated the Tourism Board is becoming more of a County entity than to help cities. He stated that this is a team effort between the State, County and City. He suggested trying to get matching funds. Councilman Murphy stated a partnership is the best route. He stated it will be a longer process and not something short term. Deputy Mayor Starkey suggested this could be a legislative priority for the next session. He stated perhaps we could sit down with the Tourism Board, County Commission and State Legislators to gauge their interest in the project. Councilman Altman stated now is the time to have the conversation and get public support. Mayor Marlowe stated if we had a temporary warehouse it would lock in for us. Mr. Melton stated that having a place to show some of the artifacts now to generate income while planning for a bigger building sounds like a good idea. Deputy Mayor Starkey stated he could reach out to members of the School Board regarding Schwettman and their plans to vacate the building. Mayor Marlowe then opened the floor for public comment. Bill Phillips came forward to suggest passing a resolution so they could use it as a tool moving forward. He stated he was disappointed that there was no discussion on any temporary locations. It was the consensus of City Council that the next steps would include a resolution and an inventory of places within the city that the exhibits could be stored.

3 Communications

None.

4 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 6:07 p.m.

Approved: _____ (date)

_____ (signed)

Initialed: _____

Judy Meyers, CMC, City Clerk

Intro. Letter of Ken Detzner Secretary of State

- In 2015, more than 41 million people, including 7.5 million children, participated in programs supported by these grants. People across Florida's 67 counties attended more than 42,750 events and 10.6 million visitors from out of state took part in Florida's arts and cultural events, spending nearly twice as much per event as Florida residents. "
- In the State of Florida:...
- Cultural Attendees – Almost 70 million people
- Employs – Over 132,000 people
- Revenue to local governments – Over \$200 million

Economic Impact

- The arts yield \$22.3 billion in revenue to federal, state, county and municipal governments. Federal arts funding leverages \$9 in matching funds for every \$1 granted.
- 46.1 percent indicated that the primary purpose of their visit to the State of Florida was "specifically to attend this arts/cultural event."
- 42.2 percent of nonresident attendees would have "traveled to a different community to attend a similar cultural event."
- The nonprofit arts and culture sector is a \$4.68 billion industry in the State of Florida—one that supports 132,366 full-time equivalent jobs and generates \$492.3 million in local and state government revenue.
- As taken from the Arts and Economic Prosperity (5) study by the Florida Dept. of State.

Consumer Spending

- \$33.53 spent in addition to the cost of admission
- Meals and Refreshments - \$18.10
- Souvenirs and Gifts - \$3.81
- Ground Transportation - \$3.56
- Overnight Lodging (1 night) - \$4.77
- Other/Misc. - \$3.29
- Almost \$70 million spent at cultural venues/events each year

According to the AAM-Nationally...

- Museums employ 400,000 Americans
- Museums contribute \$21 billion to the US economy each year
- 78% of travelers visit museums/heritage sites
- Arts and culture is 3.2% of US economy = a \$504 billion industry

- Arts and culture generate \$135 billion in economic activity; support 4.1 million jobs; return \$22 billion in tax revenue
- Governments that support the arts see a return of \$7 in taxes for \$1 investment

P-K Education

- Museums spend over \$2 billion a year on education (3/4 of their ed. budgets)
- 18 million instructional hours – tours, outreach, etc.
- Help teach core curriculum – history, geography, art, etc.
- Keiser Univ.; Schoolasaurus

What We Are Asking For...

- House the Museum in either the Church on River Rd. or the County Health Building on Main St. for \$1 a year for a minimum of two years and reevaluate the local impact/success at that point
- Renovation Costs...



MAPS List of Departments

Developed by Donna Krabill

1. Administration Page 2-4
2. Collections, Archives & Exhibits Page 5-6
3. Development & Membership Page 7-8
4. Education Page 9-13
5. Events & Rentals Page 14-17
6. Facilities & Grounds Page 18-19
7. Guest Experience Page 20-21
8. Marketing & Communication Page 22-24

This initial document is a launch point that will continue to develop and evolve with the business.



MAPS Administration Department Outline

Administration Department

Collections & Exhibits Department Statement

The Administration Department will provide transparency, honesty, diversity, equality, fairness and superior staff support to build a world-class museum.

Slogan: How can we help or is it in the budget?

Mission:

The mission of the Administration Department is to provide support, guidance & resources to ensure the success of the museum.

Administration Department Goals Overview

1. Develop CEO Office
2. Develop a Finance Program
3. Develop a Human Resources Program
4. Develop IT program
5. Create evaluation methods/tools
6. Develop Board Governance
7. Create a 3-yr budget

Administration Department Goals & Objectives

1. Develop Administration
 - a. Create Office of CEO
 - b. Create a Department Procedure Manual (2 copies, depart/admin)
 - c. Develop long and short term goals
 - d. Create a 3-yr budget
 - e. Museum oversight, development, growth, success
 - f. Regulations, Legal, security, Non-Profit status
 - g. Museum/Collection Direction
 - h. Financial Responsibility
 - i. Accreditation
 - j. Board Responsibility
 - k. Buildings
 - l. Staff/Departments
2. Develop a Finance Program
 - a. Museum Budget
 - i. Create a 3-yr and 5 yr budget
 - b. Create a Department Procedure Manual (2 copies, depart/admin)
 - c. Research financial/accounting/bookkeeping software
 - d. Create equipment/supplies needs list
 - e. Taxes
 - f. Staffing
 - i. scheduled meetings
 - ii. recognition
 - iii. evaluation
 - iv. training and on-going development

- g. Banking/Payroll/Insurance
 - h. Association Memberships (AAM)
 - i. Purchasing
 - j. Consultants
 - k. Audits
 - l. Museum Attorney
 - m. Investments
 - n. Special fees (consultants)
 - o. Compliance
 - i. Codes/OSHA, hazardous waste
3. Human Resources
- a. Budget
 - b. Staffing: Hire/Release process/onboarding
 - c. Benefits
 - d. Payroll, direct deposit
 - e. Staff insurance
 - f. Staff development, rights, safety, procedures
 - g. Uniforms, name tags, dress code/policies
4. Technology
- a. Budget
 - b. Computers
 - c. Internet
 - d. Servers
 - e. Printer/Copier (monthly fees and supplies)
 - f. Security
 - g. Exhibits
 - h. Website
 - i. AV equipment
 - i. Projectors, computers, carts, cables/cords, remotes, screens, portability, speakers, mics, podium, tables, software, thumb drives
 - j. Phone/Communication systems
 - i. Land and cell lines
 - ii. Walkie-talkie, radios,
5. Board Governance /Advisory Committee
- a. Board structure
 - b. Board development
 - c. Ethics
 - d. Legal
 - e. Board structure
 - f. Fundraising, resources, support
 - g. Compliance
 - h. Terms
 - i. Expecations/policies

Administration Department Timeline Overview

Goals	Target Date	Responsible	Complete
1. Develop CEO Office	6/2020		
2. Develop a Finance Program	4/2020		
3. Develop a Human Resources Program	5/2020		
4. Develop IT program	7/2020		
5. Create evaluation methods/tools	10/2020		
6. Develop Board Governance	8/2020		
7. Create a 3-yr budget	9/2020		



MAPS Event and Rental Program Outline

Collections & Exhibits Department

Collections & Exhibits Department Statement

MAPS important world-class collection will be celebrated, protected, embraced, and honored through exceptional curation and historically accurate exhibitions for all to enjoy.

Slogan: Respect, protect and honor each collection piece.

Mission:

The mission of the Collections & Exhibits Department is to correlate the past, present and future through exemplary curation methods and profound exhibits.

Collections & Exhibits Department Goals Overview

1. Develop a Curation Program
2. Develop an Exhibit Program
3. Develop a Staff/volunteer policies, expectations and training program
4. Develop signage, print and digital guest information methods
5. Create an evaluation program/methods

Guest Experience Department Goals & Objectives

1. Develop a Curation Program
 - a. Create a Department Procedure Manual (2 copies, depart/admin)
 - b. Create a 3-yr. budget
 - c. Policy, procedures
 - d. Staff/volunteers
 - i. Job descriptions
 - ii. Training
 - e. Handling Procedures
 - i. Manual
 - ii. Tracking and other forms
 - f. Security
 - g. Safety
 - h. Storage
 - i. Methods
 - ii. Supplies/material
 - iii. Pest control
 - i. Lab
 - j. Identify collection categories
 - k. Technology
2. Develop an Exhibit Program
 - a. Collections
 - b. Display
 - i. Interpretation, graphics, lighting, sound, technology
 - c. Exhibit layout (Permanent, revolving, mobile)
 - d. Infrastructure
 - e. Safety/security

- f. Mobile Museum
- g. Power/electrical placement, needs
- h. Develop exhibition schedule based on mission, themes, etc.
- 3. Develop a Staff/volunteer policies, expectations and training program
- 4. Develop signage, print and digital guest information methods
- 5. Develop evaluation methods

Collections & Exhibits Department Timeline Overview

Goals	Target Date	Responsible	Completed
1. Develop a Curation Program			
2. Develop an Exhibit Program			
3. Develop a Staff/volunteer policies, expectations and training program			
4. Develop signage, print and digital guest information methods			
5. Create an evaluation program/methods			



MAPS Development & Membership Department Outline

Development & Membership Department

Event and Rental Statement

MAPS believes that people want to connect and celebrate with dynamic organizations that contribute to the community, therefore MAPS provide membership and giving programs that will meet the needs/capabilities of the broad community and the museum.

Slogan: Service, respect and gratitude in all that we do

Mission:

The mission of the MAPS Development and Membership Department is to provide membership and giving programs that will benefit the public and the museum.

Development & Membership Department Goals Overview

1. Develop a Membership Program
2. Develop a Donor/Gift Program
3. Develop Fundraising Plan/Committee
4. Create a Grant Writing plan
5. Create a Legacy and Memorial Program
6. Create a Capital Campaign plan (We will always be in a campaign)
7. Develop 3 yr. budget

Event and Rental Department Goals & Objectives

1. Develop a Membership Program to meet the needs of the broad community
 - a. Gather data on other institutions, local mean income, resident opinions and schools
 - b. Create Membership Levels and pricing
 - i. Determine pricing
 - ii. AAM Membership
 - iii. Reciprocal admission
 - c. Create Membership packet (digital/print)
 - i. Gather membership packages from other institutions for review
 - ii. Determine look and packaging
 - iii. Create marketing plan and material
 - d. Create Renewal & gift package
 - i. Develop pricing
 - ii. Create gift certificate
 - e. Research and purchase membership registration software
 - f. Create a Department Procedure Manual (2 copies, depart/admin)
2. Develop a Donor/Gift Program
 - a. Donor levels
 - b. Donor recognition
 - i. Displays: museum exhibit, website, newsletter, announcement, thank you letter,
3. Develop a Fundraising Plan/Committee
4. Create a Grant Writing plan
5. Create a Legacy and Memorial program
6. Create a Capital Campaign plan

- a. Conduct a feasibility study
 - b. Research and create potential donor list
 - c. Create a plan and timeline to meet with potential donor
 - d. Speak to other museums regarding successful campaigns
 - e. Hire a specialist if needed
7. Develop a 3-yr. budget.

Development & Membership Department Timeline Overview

Goals	Target Date	Responsible	Completed
1. Develop a Membership Program			
2. Develop a Donor/Gift Program			
3. Develop Fundraising Plan/Committee			
4. Create a Grant Writing plan			
5. Create a Legacy and Memorial Program			
6. Create a Capital Campaign plan			
7. Develop 3 yr. budget			



MAPS Education Department Outline

Education Department Outline

Education Statement

MAPS believes that people of all ages and levels enjoy learning. Maps will share its knowledge and passion for archeology and paleontology in multi-dimensional formats in effort to reach different learning styles through engaging and interactive programs and displays.

Slogan: Dig In, We Rock, Rock On, Time will Tell,

Mission:

The mission of the MAPS Education Department is to ignite a sense of wonder in the science of archeology and paleontology though dynamic educational programs in a safe and fascinating setting.

Education Department Goals Overview

1. To drive MAPS attendance
2. To bring the science of archeology and paleontology to the region
3. To support and enhance local schools and college programs
4. To connect families to the science of archeology and paleontology
5. To be a resource center for the history and science of archeology and paleontology
6. To incorporate technology where ever possible
7. To define and establish a MAPS Education Department culture
8. To continually evaluate and revise programs
9. To Develop a detailed 3-yr budget
10. Create a department procedures manual

Education Department Goals & Objectives

1. To drive MAPS attendance

- a. Develop Programs/Activities for daily guests
 - a. Onsite Programs
 - Dinosaurs, paleontology, archeology
 - Dig Site
 - School Programs
 - Camps
 - Home School
 - Preschool
 - Community Classes/Adults
 - Family Programs
 - Youth Programs
 - Clubs, weekend classes
 - Curation Certificate Program
 - Dig sessions
 - Special events
 - Lecture Series (endowment)
 - Travel Program
 - Interpretation/Signage

- Community Give-Back
- b. Off-site Programs
 - i. Outreach Treasure Boxes
 - ii. Mobile Museum Program
 - c. Develop an education advisory committee
 - i. Teacher Advisory Committee
 - ii. Check in with local schools, meet with Science Supervisor
 - iii. Community College
 - d. Develop volunteer committee Education Volunteer Training/ Volunteer Program run by Volunteers
 - Develop Handbook
 - Develop yearly training dates
 - Develop recognition program
 - Background checks
 - e. Develop an adult community classes program
 - i. Develop/Draft a minimum for 6 community classes by Dec 2019
Title: Class ideas
 - Fossil Forensics
 - Stone Cold (Fossils)
 - Fossil Fun
 - Digging up Dinosaurs
 - Chocolate: Mayan Magic
 - Techniques for a dig
 - Famous dig excavations and locations
 - Historical digs
 - Rock Shock: Plate Tectonics
- 2. To bring the science of archeology and paleontology to the region**
 - a. Develop a mobile education program
 - b. Develop a public lecture series
 - c. Develop family programs/activities for daily guests
 - d. Create a plan for a mobile museum by Dec 2020
 - 3. To support and enhance local schools and college programs**
 - a. Develop a school field trip program
 - i. Develop/Draft 3 core school programs for elementary schools aligned to state standards by Dec 2019
 - ii. Meet with school Superintendent
 - iii. Secure minimum 3 teachers for advisory committee
 - iv. Develop/Draft a homeschool program June 1, 2020
 - 4. To connect families to science of archeology and paleontology**
 - a. Create a family/youth advisory committee
 - b. Plan activities that are family and youth friendly
 - 5. To become a resource center for the history and science of archeology and paleontology**
 - a. Create a virtual resource center on website

- b. Create a lab and resource center in the museum
 - c. Interpretation
- 6. To incorporate technology where ever possible**
 - a. Create a technology prioritized needs and want list
 - 7. To define and establish a MAPS Education Department culture**
 - a. Conduct the Duke Values activity
 - 8. To continually evaluate and revise programs**
 - a. Create an evaluation plan to include quantitative and qualitative methods
 - i. Programs, courses, events, display, guest experience
 - 9. Develop a detailed 3-year department budget**
 - 10. Develop department Procedure Manual**

Education Timeline

Phase 1: Planning (2019)

Develop outline the Education Department

Phase 2: Preparation (2020)

1. Build committees
 - a. Teachers (public, private, college students)
 - b. Volunteers
 - i. Develop volunteer program/recognition program
 - ii. Train volunteers
2. Develop/Test curriculum
 - a. School Programs
 - Preschool
 - Homeschool
 - Primary (K-2)
 - Intermediate (3-5)
 - Middle (6-8)
 - High (9-12)
 - b. Museum Programs
 - Daily guided/self-guided tours
 - Dinosaurs, paleontology, archeology
 - Dig Site / Dig sessions
 - Home School
 - Preschool
 - Community Classes/Adults
 - Family Programs/Youth Programs /Camps
 - Curation Certificate Program
 - MAPS Special events, Birthday/other private partiesarties
 - Lecture Series (endowment)
 - Meet the Curator

3. Develop registration methods/procedures (2020)
 - a. Develop registration on website, and by phone
4. Market and Implement Programs (2021)
5. Evaluate/Revise (2021)

Education Department Logistics/Infrastructure

1. Uniforms/Attire
 - a. Name badges
 - b. Background Check
2. Education Procedure Book (each dept will create a procedure handbook with copies in Admin)
3. Inventory, material and supplies
4. Wish list
5. Printer, printing fees, copier, etc.
6. Classrooms, furniture, etc.
7. Teachers/staff
8. Website software, registration, registration desk/staff
9. Bus loading area procedure
10. Security, procedures, signage, camera, etc

Funding Sources

1. Fee-based programs
2. Included with Admission
3. Grants/ Donor/ Endowment

MAPS Daily Visitor Programs

3-5 Year Museum Themes

All programs for the year (calendar or fiscal) will center around a main theme

- Community Programs, Classes, Lectures
- School Programs
- Outreach/Mobile Programs
- Special Events, programs, events, etc.
- Fundraising Events
- Displays

Opening of Museum

What is our message? What do we want the world to know? What collection(s) will be the focus?

Year 1 Theme:

Year 2 Theme:

Year 3 Theme:

Year 4 Theme:

Year 5 Theme:

Possible Theme/title ideas:

- The past is the architecture of the future
- Present actions are Tomorrow's Realities
- Ghosts of the Future from Present Times
- Learning from the past for a better future

- Digging into the Past
- Buried
- Secrets of the Dead
- Dig Deep
- Hard Rock Café
- Let's get to the bone of the matter
- State Correlations/School programs
- Safety standards and procedures (Practice sessions)
- (Rock Shock Plate tectonics)

Accreditation (Future)

- American Alliance of Museums (AAM)
- Membership
- Annual Conference

Goals	Target Date	Responsible	Completed
8. Drive MAPS attendance			
9. Bring the science of archeology and paleontology to the region			
10. To support and enhance local schools and college programs			
11.			
12. Connect families to the science of archeology and paleontology			
13. be a resource center for the history and science of archeology and paleontology			
14. incorporate technology where ever possible			
15. define and establish a MAPS Education Department culture			
16. continually evaluate and revise programs			
17. Develop a detailed 3-yr budget			
18. Create a department procedures manual			
19.			



MAPS Event and Rental Program Outline

Event and Rental Department

Event and Rental Statement

MAPS believes that people want to connect and celebrate with dynamic organizations that contribute to the community, therefore MAPS will help provide events and venues to support the needs of the community with acute attention to detail with sound environmental practices. Special Events will support the mission, the annual museum theme and work collaboratively with all departments.

Slogan: Better than expected.

Mission: The mission of the MAPS Event and Rental Department is to provide outstanding events and rental needs through exceptional planning and customer service.

Event and Rental Department Goals Overview

11. To drive MAPS attendance
12. To generate operating revenue through events and rental services
13. To provide better than expected customer service
14. To evaluate, revise and update program and logistics
15. To develop a 3-yr. budget

Event and Rental Department Goals & Objectives

11. To drive MAPS attendance
 - a. Develop Programs/Activities for guests
12. To generate operating revenue
 - a. Weddings
 - b. Events
 - i. Members/Donor/Guests
 - ii. Fundraising (Annual/ One-time)
 - c. Space Rentals
 - i. Determine Meeting spaces
 1. Set-up, equipment
 - ii. Parties, special events
 1. Set-up, equipment
 - iii. Wedding
 - iv. Photography policy
 - d. Develop volunteer committee Event and Rental Volunteer Training/ Volunteer Program run by Volunteers
 - Develop Handbook
 - Develop yearly training dates
 - Develop recognition program
 - e. Develop
 - i. Develop/Draft a minimum of three events by June 2020
Title: Event ideas
13. To provide better than expected customer service
 - a. Develop customer service creed, manual, training and evaluation program

- b. All staff and volunteers will take the customer service training
14. To continually evaluate, revise and update programs
 - a. Create an evaluation plan to include quantitative and qualitative methods
 - i. Event, rentals, and guest experience
 15. To develop a detailed department budget
 - a. Create projected 3-yr budget
 16. Create a Department Procedure Manual (2 copies, depart/admin)

Event and Rental Timeline

Phase 1: Planning (2019)

1. Develop 3 yr. budget
2. Create a Department Procedure Manual (2 copies, depart/admin)
3. Develop the Event and Rental Department Programs
 - a. Create a Department Procedure Manual (2 copies, depart/admin)
4. Develop a list of events
 - a. Develop a 3-year list of events including annual and one-time events
Description, target attendance/financial goal, target group, supplies, staffing, volunteers, budget, marketing/promotion, and sponsors
 - Open House
 - Annual Fundraising Party/Gala
 - Scheduled mixers
 - Special events
 - b. Create a calendar of events
5. Develop rental program
 - a. Weddings
 - i. Wedding Open House with wedding vendors, bridal show
 - b. Meeting rental space
 - c. Info Literature
 - d. Rental Agreement Forms
 - e. Develop Website, social media
 - i. Text, forms, contact info
 - ii. Images
 - iii. Vendor list
 - iv. Links to vendors
 - f. List Staffing, volunteers needs
 - g. List Equipment, supply needs
 - i. Computers, AV, screens, monitors, carts, projectors, cables, cameras, tables, tablecloths, serving equipment, sound equipment, lighting, dance floor, tables, chairs, event kitchen, booking calendar (like NBG), safety equipment
 - h. Advertising budget
 - i. Print and digital
 - ii. Onsite

Phase 2: Preparation (2020)

6. Create Event Map for each event
7. Create possible sponsor list
8. Train staff and volunteer

- a. Staff
- b. Volunteers
 - i. Develop volunteer program/recognition program
 - ii. Train volunteers
- 9. Develop marketing plan
- 10. Develop Event and rental website pages
- 11. Develop rental methods/procedures (2020)
- 12. Market and Implement Programs (2021)
- 13. Evaluate/Revise (2021) continual

Event and Rental Department Logistics/Infrastructure

- 11. Uniforms/Attire
 - a. Name badges
- 12. Event and Rental Procedure Book (each dept will create a procedure handbook with copies in Admin)
- 13. Inventory, material and supplies
- 14. Vendor list
- 15. Wish list
- 16. Printer, printing fees, copier, etc.
- 17. Rental venue, furniture, equipment etc. (Inside/outside)
- 18. Staff
- 19. Website software, registration, registration desk/staff
- 20. Loading/unloading procedure
- 21. Event traffic flow
- 22. Security: staff, cameras, procedures

Funding Sources

- 4. Fee-based events/rentals
- 5. Included with Admission
- 6. Grants/ Donor/ Endowment

3-5 Year Museum Themes

All programs for the year (calendar or fiscal) will center around a main theme

- Community Programs, Classes, Lectures
- School Programs
- Outreach/Mobile Programs
- Special Events, programs, events, etc.
- Fundraising Events
- Displays

Opening of Museum

What is our message? What do we want the world to know? What collection(s) will be the focus?

- Year 1 Theme:
- Year 2 Theme:
- Year 3 Theme:
- Year 4 Theme:
- Year 5 Theme:

Possible Theme/title ideas:

- The past is the architecture of the future
- Present actions are Tomorrow’s Realities
- Ghosts of the Future from Present Times
- Learning from the past for a better future
- Digging into the Past
- Buried
- Secrets of the Dead
- Dig Deep
- Hard Rock Café
- Let’s get to the bone of the matter
- State Correlations/School programs
- Safety standards and procedures (Practice sessions)

Event and Rental Department Goal Timeline Overview

Goal	Target Date	Responsible	Completed
1. To drive MAPS attendance	ongoing		
2. To generate operating revenue through events and rental services			
3. To provide better than expected customer service	Ongoing		
4. To evaluate, revise and update program and logistics	12/21		
5. To develop a 3-yr. budget	12/20		



MAPS Facilities Department Outline

Facilities Department

Facilities Department Statement

The Facilities Department is responsible for the function, maintenance and care of the physical structures and systems of the museum.

Slogan: Do it right the first time.

Mission:

The mission of the Facilities Department is to effectively and sustainably maintain a healthy and well-functioning museum building and grounds

Facilities Department Goals Overview

1. Develop the Facility Program
2. Develop Grounds division
3. Create a 3yr budget
4. Be a role model for sustainability

Facilities Department Goals & Objectives

1. Develop the Facility Program
 - a. Grounds/gardens (if needed)
 - i. Staffing needs
 1. Skills: Carpentry, electrical, plumbing, mechanical, painting, welding, construction, wood working/cabinetry
 - ii. Landscape/lighting plan
 1. Environmental, work, wayfinding, pathways, emergency, signage
 - iii. Safety Plan/standards
 - iv. Vehicles/Equipment/supplies
 - v. ADA plan & standards
 1. Wheelchairs, walkers, strollers.
 - vi. Waste & recycling
 1. Recycling availability
 2. Division of materials, storage, pick up
 3. Temperature monitoring
 - a. Software, sensors, systems
 4. Training
 - b. Buildings
 - c. Housekeeping
 - i. Create housekeeping plan
 - ii. Hire/train staff and/or service
 - iii. Create equipment and supply list
 - iv. Service schedule
 1. Interior: building, offices, labs, etc.
 2. Exterior: Trash, parking lot, etc
 - d. Security
 - i. Systems for building perimeter, exhibits, staff, guests, parking, restrooms, classrooms, labs, vehicles, grounds

- ii. Events, weddings, daily operations
 - iii. Fire suppression, alarms
 - iv. Software, systems, sensors, computers, recording
 - v. Reporting plan, methods,
 - vi. Training
- e.
2. Develop Grounds division
 - a. Buildings
 - b. Landscaping/maintenance
 - c. Irrigation
 - d. Vehicles and equipment
 - e. ADA accessibility
 3. Create a Department Procedure Manual (2 copies, depart/admin)
 4. Create a 3-yr budget

Facilities Department Goals & Objectives Timeline

Goals	Target Date	Responsible	Completed
20. Develop the Facility Program			
21. Develop the Grounds Division			
22. Develop a 3-year budget			
23. Create metrics on becoming role model for sustainability			
24.			
25.			
26.			



MAPS Event and Rental Program Outline Developed by Donna Krabill

Guest Experience Department

Guest Experience Department Statement

MAPS believes that people want to connect and celebrate with dynamic organizations that contribute to the community, therefore MAPS Guest Experience Department will consistently provide stellar guest service in all aspects of the museum.

Slogan: Be better than expected.

Mission:

The mission of the Guest Experience Department is to provide the best guest experience possible throughout all aspects of the museum.

Guest Experience Department Goals Overview

1. Develop a Guest Experience Program
2. Develop a Volunteer Program
3. Develop a Staff/volunteer training program
4. Develop signage, print and digital guest information methods
5. Develop 3 yr. budget
6. Create a evaluation program/methods

Guest Experience Department Goals & Objectives

1. Develop a Guest Experience Program
 - a. Create a Department Procedure Manual (2 copies, depart/admin)
 - b. Create a 3-yr budget
 - c. Entry experience, traffic flow, parking
 - d. Restrooms
 - e. Entry desk/ payment
 - i. software
 - f. General information (desk, kiosk, website, signage)
 - g. Membership desk
 - h. Museum Map and info (Monthly template), print in house
 - i. Wayfinding signage
 - j. Gift Shop
 - k. Food
 - l. Evaluation plan
 - m. Wheel chairs/strollers
 - i. Handrails, ramps, auditory systems
 - n. Photography Rules
 - o. Seating/rest areas
 - p. Safety Compliance, evacuation, ADA accessibility, security cameras, lost/found, defibrillators, smoke detectors, fire suppression, & security cameras
2. Develop a Volunteer Program
 - a. Securing volunteers
 - b. Placement/vetting process/background checks

- c. Security
 - d. Training
 - e. Manual and Code of Ethics, expectations, MAPS info, procedures, legal issues, guest relations, emergency procedures, How To, & video clips
 - f. Volunteer Committee
 - g. Recognition Program
 - h. Create a Department Procedure Manual (2 copies, depart/admin)
 - i. Create a 3-yr budget
3. Develop a Staff/volunteer training program
 4. Develop signage, print and digital guest information methods
 5. Create a guest evaluation program/methods

Guest Experience Department Timeline Overview

Goal	Target Date	Responsible	Completed
1. Develop a Guest Experience Program	March 2020		
2. Develop a Volunteer Program	April 2020		
3. Develop a Staff/volunteer training program	Sept 2020		
4. Develop signage, print and digital guest information methods	July 2020		
5. Develop 3 yr. budget	Dec 2020		
6. Create a evaluation program/methods	Feb. 2021		



MAPS Marketing and Communication Department Outline

Marketing & Communication Department

Marketing & Communication Statement

MAPS believes that people want to connect and celebrate with dynamic organizations that contribute to the community, therefore the Marketing and Communication Department will support and aggressively promote the activities of the museum to the members and community.

Slogan: Be creative, Be bold, Be consistent

Mission:

The mission of the MAPS Marketing on Communication Department is to effectively promote events, programs and activities through a multi-tiered approach.

Marketing and Communication Goals Overview

1. Develop a Marketing & Communication Department
2. Develop a 3-year Marketing Plan
3. Create a 3-year Advertising Plan
4. Create a 3-year Budget

Marketing and Communication Goals & Objectives

1. Develop a Marketing & Communication Department
 - a. Determine fiscal year
 - b. Create a Department Procedure Manual (2 copies, depart/admin)
 - c. Create Rules for Writing
 - d. Create a Marketing Advisory Committee
 - e. Develop media outlet list
 - f. Create boiler plate
 - g. Create Website and mass email ability (ie., Constant Contact)
 - h. Develop Evaluation Plan
 - i. Develop a Community Integration Plan (Getting to know of neighbors, letting community know we exist, doing something special, etc.)
 - j. Develop templates for Newsletter, monthly, digital & annual report
 - k. Newsletter Sections (2 to 4 annually)
 - i. From the Director
 - ii. Feature Story
 - iii. Secondary story
 1. Development
 - iv. Event and Rental
 - v. Volunteer
- 1.
2. Develop a 3-year Marketing Plan
 - a. Determine/Prioritize what/how/when needs promotion
 - b. Develop a look for all printed/digital materials
 - c. Create Social Media Plan
 - d. Calendar of Events
 - e. Special events
 - f. Calendar of Programs
 - g. Giftshop

- h. Membership/Donors
- i.
- 3. Create a 3-year Advertising Plan
- 4. Create a 3-year Budget

Community Give-Back Program

How will MAPS make a VISIBLE difference for Citrus County? How can we be a catalyst for good things? What is the bottom line of how we want the community to see us?

Marketing and Communication Department Timeline

Marketing and Communication Goals Overview

- 1. To create a marketing department: 2019-2020
- 2. Develop a 3-year Marketing Plan: July 2020
- 3. Create a 3-year Advertising Plan: July 2020
- 4. Create a 3-year Budget: Nov. 2020

Marketing and Communication Goals & Objectives

- 1. Determine fiscal year
- 2. Determine/Prioritize what/how/when needs promotion
- 3. Create a Department Procedure Manual (2 copies, depart/admin)
- 4. Create Rules for Writing: Jan. 2020
- 5. Develop a look for all printed/digital materials
- 6. Create a Marketing Advisory Committee
- 7. Develop media outlet list: Jan 2020
- 8. Create boiler plate: Jan 2020
- 9. Create Website and mass email ability (ie., Constant Contact)
- 10. Create Social Media Plan
- 11. Develop Evaluation Plan: Jan 2021
- 12. Develop a Community Integration Plan (Getting to know of neighbors, letting community know we exist, doing something special, etc.) Oct. 2020
- 13. Develop templates for Newsletter, monthly, digital & annual report: April 2020
- 14. Newsletter Sections (2 to 4 annually) Develop newsletter working layout June 2020
 - a. From the Director
 - b. Feature Story
 - c. Secondary story
 - d. Development
 - e. Event and Rental
 - f. Volunteer
 - g. Calendar of Events
 - h. Special events
 - i. Calendar of Programs
 - j. Giftshop
 - k. Membership/Donors

Marketing and Communication Department Objective Tracking

Task	Due Date	Responsible	Completed
1. Create a Marketing & Communication Department	2019-2020		
2. Develop a 3-year Marketing Plan	July 2020		
3. Create a 3-year Advertising Plan	July 2020		
4. Create a 3-year Budget	Nov. 2020		

Task	Due Date	Responsible	Completed
1. Determine fiscal year	April 2020		
2. Determine/Prioritize what/how/when needs promotion	Oct. 2020		
3. Create a Department Procedure Manual (2 copies, depart/admin)	June 2021		
4. Create Rules for Writing:	Jan 2020		
5. Develop a look for all printed/digital materials	Sept 2020		
6. Create a Marketing Advisory Committee	Feb 2021		
7. Develop media outlet list	Jan 2020		
8. Create boiler plate	Jan 2020		
9. Create Website and mass email ability (ie., Constant Contact) (work in background, write text)	ongoing		
10. Create Social Media Plan	Dec 2020		
11. Develop Evaluation Plan	Jan 2021		
12. Develop a Community Integration Plan (Getting to know of neighbors, letting community know we exist, doing something special, etc.)	Oct 2020		
13. Develop templates for Newsletter, monthly, digital & annual report	April 2020		
14. Newsletter Sections (2 to 4 annually) Develop newsletter working layout	June 2020		
15. Develop a 3-yr marketing plan			
16. Develop a 3-yr advertising plan			
17. Develop a 3-yr Department budget			
18.			