# Sundre & District Historical Society

## Strategic Plan

## 2026-2030

**Prepared by:**

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## Introduction and Executive Summary

Located in the heart of Sundre**,** the Sundre and District Historical Society is dedicated to collecting, preserving, and sharing the unique stories, artefacts, and heritage of our region. Whether guests are researching local history, visiting with family, or attending an event, we hope to inspire a deeper connection to our shared roots.

History is more than just dates and dusty artefacts; it is a tapestry of human experiences, triumphs, incisiveness, and lessons learned. The Sundre and District Historical Society serves as the guardian of that tapestry, safeguarding over numerous artefacts and stories that define Sundre and area. We invite you to step through our doors and journey back in time, discovering the people and places that laid the foundation for our future, where our community's past comes to life.

We honour a past as wild as our landscape. By working hand-in-hand with our partners, we turn our rugged history into a shared celebration for our community and those just passing through.

This Strategic Plan positions the Sundre and District Museum as a vital community hub, focusing on enhancing visitor experiences, diversifying engagement, and ensuring long-term financial sustainability. By refreshing exhibits, strengthening community partnerships, and upgrading infrastructure, this plan provides a roadmap to foster a deeper sense of belonging and relevance, a safe place where we share ideas and inspire curiosity.



## Welcome Message from Board Chair and Directors

Welcome to the Sundre & District Museum!

As the governing board and financial stewards of this cherished institution, the Sundre & District Historical Society is proud to introduce our new four-year strategic plan. This roadmap will guide our operations and set the stage for achieving our goals based on community needs, available resources, and the valuable feedback we receive from our visitors.

Our primary focus is on preserving our local heritage while continuing to promote and support the organization's growth. As a well-established and recognized body, we remain committed to educating and informing every visitor who walks through our doors.

We will continue to support the Historical Society through maintaining and promoting the attractions of three distinct "spaces", collectively known as the Sundre and District Museum.

We are incredibly proud of what we have built together. The museum is a testament to our vibrant community; without the ongoing support of our stakeholders and community, none of this would be possible. By strengthening and enhancing our exhibits and programs, we strive to remain a landmark that the entire district can be proud of.

We look forward to an outstanding working relationship with our administration, and we are excited about the great things we will accomplish together over the next four years!



Sundre & District Historical Society Board

Bruce Temple (Director); Debra Sawatzky (Secretary); Ken Walker (Chair); Joy Willihnganz (Director)

Missing: Deb Ellithorpe (Treasurer); Owen Peterson (Vice Chair); Coleen McKeon (Director); Sandy Easterbrook (Director); Scott Erickson (World of Wildlife Representative)

## Welcome Message from Executive Director and Staff

The Sundre & District Historical Society Strategic Plan represents an exciting step forward for our organization as we continue working to preserve local history, strengthen community connections, and build a sustainable future for the Sundre & District Museum.

As a small rural museum organization, we recognize both the opportunities and challenges facing the heritage sector today. Through this strategic planning process, we took the opportunity to reflect on our strengths, identify areas for growth, and establish priorities that will guide our work in the coming years. The result is a plan that supports operational sustainability, collection stewardship, supportive infrastructure, and relationship strengthening.

Museums continue to play an important role within communities as places of education, tourism, wellness, and cultural understanding. This plan acknowledges the importance of adaptable stewardship while continuing to honour the stories, people, landscapes, and natural history that shape our community and region.

I would like to sincerely thank our board, volunteers, members, supporters, funding partners, staff and community organizations whose dedication and support make our work possible. Your contributions continue to strengthen our organization and help ensure that our shared heritage is preserved for future generations.

We look forward to the opportunities ahead and to continuing to serve our community with heart, collaboration, and purpose.

Carrie Couch

Executive Director




Staff and Volunteers

Front: Seth Gordon (Summer Staff); Tyra Fitzgerald (Museum Assistant); Leila Ligsay (Summer Staff); Back: Carrie Couch (Director); Louise Christoffersen (Front Desk Volunteer); Jackie Golightly (Volunteer Collections Manager)

Missing Lance Dichrow (Maintenance), Nadine Pedersen (Front Desk), Doug Laveck (Front Desk) and our many seasonal/event helpers

## Three Distinct Spaces

The Sundre & District Museum offers visitors an opportunity to explore the stories, landscapes, and the people that have shaped the Sundre region and our rural heritage. Through interesting exhibits, historic structures, and natural history taxidermy, the Society works to preserve and share the diverse experiences that define our community

The Sundre and District Museum comprises three distinct spaces. Together, these spaces create a unique museum experience that combines local history, pioneer heritage, and natural history while encouraging learning, curiosity, and community connection for visitors of all ages.

## Niels Eskesen Reception Gallery

*The Niels Eskesen Reception Gallery is open year-round. This gallery highlights the history of the Sundre area and surrounding region, featuring exhibits that explore settlement, ranching, forestry, agriculture, transportation, business development, education, and everyday pioneer life. Artefacts, photographs, archival materials, and interpretive displays help preserve the stories of the families, industries, and communities that contribute to the area's development.*



## Pioneer Village

*Situated on four acres this space of the museum, in the Riverside Historic District of Sundre, allows visitors to experience Alberta's rural past through a collection of preserved and recreated heritage buildings. The grounds provide opportunities for demonstrations, event celebration, and educational programming that connect visitors to the lifestyles, skills, and traditions of earlier generations.*




## Chester Mjolsness' World of Wildlife

*The World of Wildlife exhibit celebrates global natural history and wildlife diversity through the extensive collection of Chester Mjolsness' 170 taxidermy mounted animals. The exhibit supports education, conservation awareness, and community appreciation by introducing visitors to species from around the world. The space continues to serve as an important educational resource for schools, families, tourists, and community programming.*



# Key Committees

Executive Committee (Governance/HR/Nominating)

The Executive Committee acts as a steering committee and decision-making body on behalf of the full board between regular meetings. Composed of board officers, its core responsibilities include handling urgent matters, providing leadership support to the Executive Director, overseeing organizational governance, and streamlining full board meetings.

The Executive Committee also serves as the primary body to identify, recruit, and nominate persons to serve as members of the board of directors.

Membership/Volunteer Recruitment Committee

The Membership Recruitment Committee is responsible for identifying, vetting, and securing passionate individuals to serve on the board or general membership. They drive long-term sustainability by building an engaged, diverse, and skilled leadership pipeline.

The Volunteer Recruitment Committee is responsible to strategically find, and attract individuals to subsidize the Museum's staffing needs. The committee focuses on matching a volunteer's unique skills and passions with the right roles to support the organization's overarching mission.

Fundraising & Events Committee

The Fundraising and Events Committee serves as the strategic and operational engine for revenue generation. It's core roles include designing fundraising plans, procuring corporate sponsorships and donations, organizing events, and engaging the community to expand the organization's donor base.

Collections Committee

The Collections Committee acts as an advisory body to the Board of Directors. Its primary role is to ensure the museum's holdings are legally, ethically, and strategically managed.



# Community Profile

## I. Demographics and Population

**Total Population & Density:**

- Population (2021): (Note Federal census to be conducted in 2026)
    - 2,672 people (Town proper)
- Density (2021 population divided by square kms of Town: ~10.84 sq km): ~246.4 people/km2

**Population Growth Trends:**

- 2016-2021:
    - Slight decline (-2.1%). This was due to the average number of people per household declining, despite there being more occupancy, due to retired couples replacing families (presenting a potential structural threat).
- Growth estimates from Alberta dashboard using data from 2021 census:
    - Provincial *estimates* place the population at 2,683 in 2025, making the estimated population growth stagnant. *(NOTE: Updated growth estimates to come in 2027 following 2026 census)*

## II. Economic Characteristics

**Major Local Employers:**

Top 5 Employers (Town of Sundre-proper) – *NOTE: employment levels include part-time:*

1. Myron Thompson Health Centre (approx. 175)
2. Chinook's Edge School Division (approx. 86)
3. Freson Bros (approx. 65)
4. Mountain View Inn & Suites (approx. 40)
5. Town of Sundre (approx. 30)

**Key Industries**

Results are based on **North American Industry Classification System** (NAICS) codes collected when issuing business licenses for in-Town businesses only, and combined with local industry knowledge (i.e. being aware of the significance of the public sector as an employment area):

1. Service sector (i.e. retail trade, tourism, accommodation, and food services)
2. Public sector (schools, hospital, municipalities, post office, RCMP, province, etc.)
3. Personal & Automotive Services (i.e. everything from hair to automotive shops, to pet care)
4. Construction and Trades
5. Resource and Industrial Support / Wholesale (i.e. oil and gas, machine shops, freight and towing, agricultural and industrial wholesalers)

**Business Activity & Entrepreneurship Levels:**

- Number of Businesses (in-town only):
  - Over 200 in town, including home-based (approx. 330+ regionally)
- Entrepreneurship Levels:
  - Approx 1 business per 7.5 people
  - 14.2% self-employment rate (2021) (this is greater than the provincial average of 10.1%)

## III. Social and Cultural Environment

| Community Organizations & Networks | Rec & Culture Facilities | Major Events |
|---|---|---|
| Service Clubs (Lions, Elks, Royal Purple) | Sundre Aquaplex (with 24/hr gym) | Winterfest |
| Sports Associations (Minor Hockey, Soccer, etc.) | Sundre Arena | Sundre Pro Rodeo |
| Sundre Allied Arts Society | Community Centre | Canada Day Car Show |
| Greenwood Neighborhood Place | Ball Diamonds | Canada Day Council BBQ |
| Sundre & District Chamber of Commerce | Curling Rink | Rodeo Parade |
| Sundre & District Agricultural Society | Pickle Ball Courts | Shady Grove Bluegrass Festival |
| Sundre & District Historical Society | Soccer Fields | Sundre Broncs, Bulls & Wagons |
| Sundre & District Aquaplex | Skatepark | Sundre Harvest Fest |
| Royal Canadian Legion | 2 Outdoor Permanent Rinks | Culture Days |
| West Country Seniors' Centre | Rodeo Grounds | Halloween Candy Walk; Halloween Haunted Village |
| Karate | Dance Schools (x2) | |
| Taekwondo | Performing Arts Centre | |
| Sundre Tourism Association | Golf | |

| | | |
|---|---|---|
| Sundre Bike'n Ski Club | Camping | |
| Sundre Curling Club | Sundre & District Museum | |
| Sundre Rodeo & Race Association | Gazebo | |
| | Trails and Pathways (over 50 kms including single-track trails) (hiking, biking, cross-country skiing, fat biking, snowshoeing, tobogganing) | |

**Housing & Resident Profile:**

- Low residential vacancy rate (0% residential vacancy rate in multi-family dwellings) in 2024.
- Over 1300 private dwellings.
- Percent owned vs rented:
    - Owned: ~77%
    - Rented: ~23%
- Household size: 2.1 people per household.
- Median home value (average 2025 selling price – all housing groups): $381,900
- Median Income per household (2021, according to Alberta Regional Dashboard): $94,380
- Average Commuting Time: 18.8 minutes
- Median age: 47.6 years

## IV. Infrastructure and Physical Environment

**Utilities & Communications Networks (water, wastewater, fibre optics)**

- Water:
    - Town-owned and operated system
- Wastewater:
    - New state of the art electro-flocculation treatment facility funded and underway.
- Roads:
    - Roundabouts on Highway 27 represent a successful pilot project
    - 24.4 km of Town-owned roads.
    - 9 kms of provincial highways in Sundre (Hwy 22, 27, 760).
- Gas:
    - Town-owned and operated system (west side of Red Deer River).
    - Foothills Gas Co-op (east side of Red Deer River).
- Communications:
    - Fibre-optics throughout the majority of the built-up area of Sundre.

**Natural Resources & Environmental Quality (air, water, climate)**

- 319 days of bright sunshine per year
- Situated within the transitional region between Foothills and Boreal Forest Natural Regions.
- Glacier-fed river runs through Town.
- Hottest month: July – High average of 24 C, Low of 10 C.
- Coldest month: January - High average of -1 C, Low of -13 C.

## COMMUNITY IMPACT STATEMENT Sundre & District Museum

***Your museum*** consistently employs 1 full-time person in our community annually. Currently, ***your museum*** employs 2 full-time people, appreciatively through additional funding. ***Your museum*** employs 2 seasonal students with the support of Canada Summer Jobs**.** ***Your museum*** often employs 1 six-month intern through Young Canada Works. ***Your museum*** supports 15 regular part-time volunteers and many seasonal, special event and specific resource volunteers. Volunteers contribute an average of 2560 hours annually.

***Your museum*** spends an average of 84% of their annual budget on goods and services within our community.

***Your museum*** serves on average 5747 visitors each year, including an average of 87% of those guests from out of town (beyond the museum borders, including provincial, national and international guests)

***Your museum*** serves, on average, 455 schoolchildren and 68 preschool children each year through planned educational visits to the museum.

***Your museum*** serves on average 253 seniors and assisted-living individuals annually through planned tours to the museum.

Admission fee: $10/adult; $8/youth or senior

***Your museum*** hosts several community events every year though grant funding and community partnerships: Winterfest, Indigenous Peoples Day, Multiculture Day, Canada Day, Alberta Culture Days

Facebook Followers: 1.4K followers

Instagram Followers: 482 followers

Google Interactions: 1,026

# Vision and Mission




***Our Vision*** *is to serve as a vibrant gathering place that connects people, and sparks curiosity through local history and global wildlife, creating a space that educates, unites cultures, builds community and inspires a shared appreciation for our world.*




***Our Mission*** *is to preserve and celebrate the history of Sundre and area by providing a vibrant facility for exhibits, arts, culture, education, and community celebrations. We achieve this by actively collecting, researching, and maintaining the integrity of our artefacts, archival materials, and physical infrastructure. By connecting residents and visitors with the wonder of our shared past, we stimulate interest, shape unique perspectives, and deepen community appreciation*

## Values

Our values guide how we work within the board, administration and with the community to achieve our objectives.

**Authenticity** – we are responsible, honest, and respectful in our management of tangible and intangible heritage, balancing the evidence of the past with a credible interpretation for the present.

**Community Engagement** - we strive to build ongoing relationships between the society and the local public to ensure historical research and preservation are grounded in lived experiences, moving beyond simply providing information, to inviting the community to act as co-creators of their own history.

**Education and Lifelong Learning** - we believe in a holistic, intergenerational process of cultural transmission, skill acquisition, community socialization that extends from birth until death, and the perpetuation of community identity.

**Inclusivity and Diversity** – we aspire to ensure that archives, collections, and exhibits reflect the heterogeneous makeup of our community—including various races, genders, socioeconomic classes, and religions, by widening the narrative to include underrepresented voices and ensuring physical and intellectual access for all visitors.

**Integrity and Trust** - we honor historical record by never fabricating or distorting evidence and always acknowledging the work of others, retaining the original physical features that allow the collection to convey its historic significance. We actively practice transparent, objective, and inclusiveness in how we preserve and present history.

**Respect** – we acknowledge both the tangible (artefacts, buildings) and intangible (traditions, oral histories) aspects of heritage. We show respect by preserving the "integrity of the story" and avoiding the erasure or appropriation of a community's unique identity. We are respectful to visitors and inclusive of all perspectives.

**Stewardship and Preservation** We provide stewardship through careful and responsible management and preservation of artefacts entrusted to our care.

## Strategic Pillars

**Strategic Pillars** are our 3-to-5-year core priorities that bridge day-to-day operations with our ultimate vision. They dictate where we invest resources, how we align teams, and which critical battles we must win to succeed.

1. Preserve and Promote History
2. Expand Financial Resiliency
3. Supportive Infrastructure
4. Sustainable and Responsible Governance
5. Strengthen Relationships with Stakeholders

## Strategic Priorities

### 1. Preserve and Promote History

- Broadening the spectrum of education based on demographics
- Care of collections under Alberta Museums Association Standards
- Heritage

### 2. Expand Financial Resiliency

- Funding/Opportunities
- Increase Experiences
- Increase Visitation

### 3. Supportive Infrastructure

- Accessibility/handicap pathways
- Asset Management
- Match Infrastructure with Community Need (ie. more events, etc)

### 4. Sustainable and Responsible Governance

- Accountability
- Alignment of Governance documents/plans/procedures
- Strengthen Transparency, including financial transparency
- Strengthen Visibility
- Well informed Board Members

### 5. Strengthen Relationships with Stakeholders

- Community engagement
- Prioritize stakeholders
- Strengthen relationships with funding organizations
- Volunteer Appreciation

## Strategic Planning Next Steps

Success of the Strategic Plan lies in how an organization implements the use of the Plan. The following Next Steps outline actions we can employ to implement and execute the Strategic Plan to ensure its success.

### Communications

Upon Board approval, the Strategic Plan will be communicated internally and externally. Internally, the Vision, Mission, Core Values and Strategic Priorities will be presented and clarified to staff. The Strategic Plan will be posted on the Museum's website or otherwise be made available to the public who may wish to review it. The Vision, Mission and Values will be published on the Museum's website, within the Museum and on key documents to ensure these statements are prominent for the staff and public.

### Develop Performance Measures

Staff will prepare key performance indicators (KPI's) that can be used to measure success of the plan for each Strategic Priority and for Executive Director performance related to these priorities. Further, staff will develop performance measures for each committee with alignment to success related to Strategic Priorities (via Business Plan objectives and performance goals, where applicable).

### Business Planning

The Strategic Plan will form the foundation for the Business Plan to be developed by staff over the next few months. The Business Plan will outline the operational activities that will be executed to help achieve the Board's Strategic Priorities.

### Link Budget with Plans

By the end of 2027, staff will develop a multi-year budget plan which will be presented to the Board for approval. The operational budget and capital plan will identify the resources (capital infrastructure, facilities, equipment, human resources, funding) required to support the Business Plan which, in turn, will facilitate achievement of the Strategic Plan and Vision.

### Align Decisions with Plan

Alignment with the Strategic Vision and Priorities through the budgeting approval process will inform the Board and the funding partners about how the decisions made by the Board align with the Strategic Plan, creating transparency and connection.



## Review and Performance Measurement Reporting

Building in a regular review and reporting mechanism to the Strategic and Business Planning Process will help ensure the plan is kept alive and relevant to the everyday activities within the organization. The Business Plan performance will be reported internally, while the progress on Strategic Priorities will be reported externally to the public. The Strategic Plan should be reviewed and updated, if required, on a regular basis.

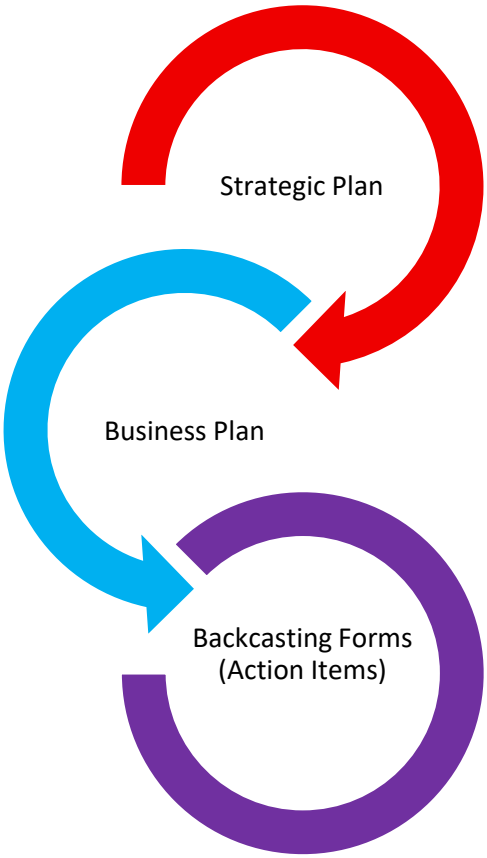
The Strategic Plan process is a cycle consisting of 3 separate parts that span a 4-year period and includes key performance indicators and descriptions of success at the end of the cycle.

The Strategic Plan is the highest-level document;

The Business Plan will flow from the Strategic Plan;

The Backcasting forms are created by staff, in response to the Board's Vision, Mission, Pillars and Strategic Priorities. Backcasting will be created once the Strategic Plan is substantially written. Action items will come during the review of the plan, and will translate into Backcasting Forms, (mini-project plan), and KPI's written as descriptions of success, with performance monitoring as an evaluation of the action/description of success.

The Strategic Plan is the "What", the Backcasting Forms are the "How", (Action Items).



## Conclusion

Co-created by the Board of Directors and administration, through a facilitated workshop, the 2026-2030 Strategic Plan serves as our primary guide for progress and decision-making. Achieving its goals depends on a unified effort between the Board, its committee's, volunteers and the administrative team. To navigate an ever-changing landscape, we treat this roadmap as a flexible framework, committing to frequent updates that ensure our strategies match the organizations shifting needs. This will be accomplished through two annual strategic planning workshops, where goals and objectives that align with the strategic plan are discussed, leading to eventual preparation of the following year's budget.

Key Components Included:

- Desire to build strong relationships with key stakeholders
- Adaptability and financial resiliency
- Continuous improvement

Creation Credits

The following individuals participated in the initial creation of this strategic plan. Their contributions are significant and vital.

Board Members

1. Ken Walker, Chair
2. Owen Petersen, Vice Chair
3. Debra Sawatzky, Secretary
4. Sandy Easterbrook – Director
5. Coleen McKeon – Director
6. Bruce Temple – Director
7. Joy Willinghanz – Director
8. Scott Erickson

Administration

Carrie Couch, Executive Director

Facilitator

Linda Nelson, CAO Town of Sundre

Recording Secretary

Betty Ann Formstone, Legislative Executive Assistant to CAO

## Appendix 1 PESTO Analysis

The PESTO analysis is a tool that helps to identify important trends and factors that may influence the organization now and into the future. This analysis includes consideration of Political, Economic, Social, Technological and Other factors that may influence the Museum in the coming years:




**POLITICAL**

- Employment standards regulations… ie. WCB
- Funding and grants, change in structures and monetary levels of support
- Provincial election (2 years) (Shifting Objectives,) Lack of government support for museums
- Red Tape
- Service level and efficiency

**ECONOMICAL**

- Changes to grant applications and competing with professional grant writers
- Donations more complex
- Employment cost/wages
- Funding for services
- Limited/changing environment for grants
- Tourism impacts
- User fees/affordability

**SOCIAL**

- Public engagement
- Social media

**TECHNOLOGICAL**

- Aging IT
- AI – what is legitimate?
- Cyber-crime attacks and security
- Tech jobs in the museum cannot be met by skill level of volunteers

**OTHER**

- Ethical issues

## Appendix 2 SWOT Analysis (strength, weakness, opportunity, threats)

A SWOT analysis serves as the strategic framework to assess the Society's current operational standing. This model evaluates internal capabilities—leveraging positive strengths and identifying limiting weaknesses—alongside external market factors, mapping out external opportunities to pursue and threats to mitigate against the Society's core objectives.

### Strengths

- Ability to offer tourism to the community (inside activities during inclement weather)
- Central location in the community
- Climate controlled environment
- Community historical knowledge and desire to learn more
- Good relationship with First Nation / Metis / Guild of Filipino-Canadian of Sundre
- Hours of operation
- More events, tours, education opportunities
- Museum location
- Open for business
- People – staff and volunteers
- Safe and accessible facility / grounds
- Uniqueness
- Variety of artefacts

### Weaknesses

- Ability to sustain volunteers
- Building limitations
- Budget and staffing resources
- Clear definition of roles & responsibilities of the board
- Infrastructure for events
- New board member recruitment and orientation
- Storage and archival information
- Support for new board members

## Opportunities

- Collaboration with other museums
- Collaborate with other organizations
- Connect with new audiences
- Co-opetition
- Gather more information on local history from residents and community groups
- Improved representation of wider area
- Increased partnerships
- More events, tours, education opportunities

## Threats

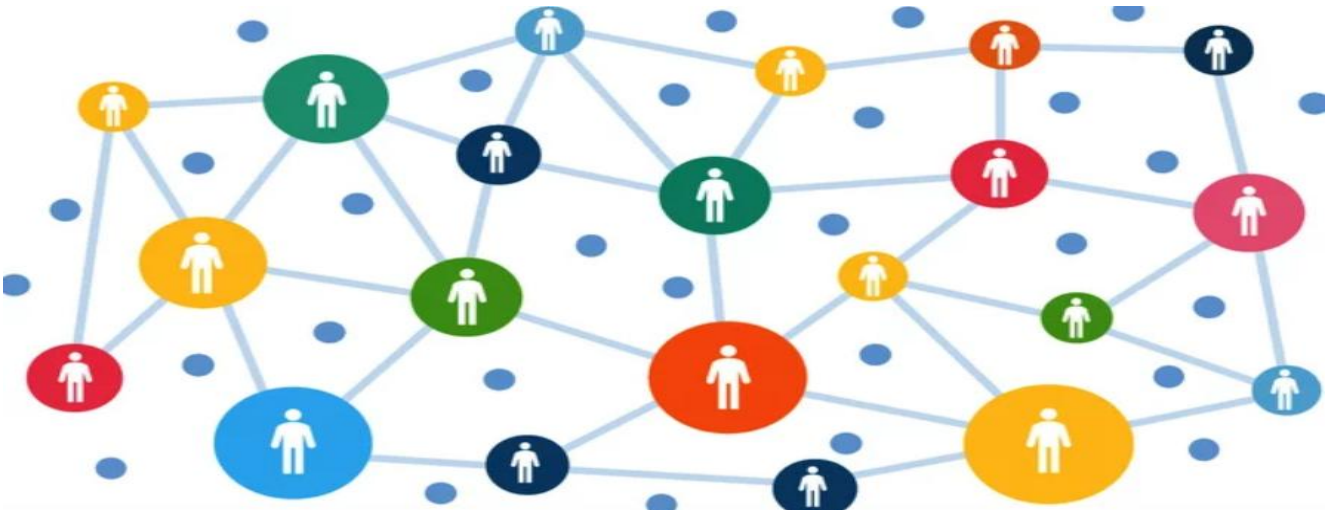
- Aging / Lack of infrastructure
- Emergency Events
- Funding sources
- General climate of public (ie lack of resources to participate, expectation of event for free)
- Inflation
- Lack of public support for Museum activities



## Appendix 3 Key Stakeholders

Stakeholders both influence and are affected by an organization. While some maintain a vested interest in its strategic direction, others possess the direct authority to dictate its success or failure.

- Alberta Museums Association
- Canadian Conservation Institute
- Canadian Museums Association
- Central Alberta Regional Museums Network
- Citizens
- Clearwater County
- Cowboy Trail Partners
- Foundations
- Funders
- Indigenous groups
- Mountain View County
- Municipality of Sundre
- Sundre businesses/non-profits
- Sundre Schools (includes homeschools groups and visiting schools from other districts in Alberta and beyond)
- Sundre Tourism Association
- Travel Alberta
- Tourism Industry Association
- Visitors, tourists, travellers



## Appendix 4 Stakeholder Survey Results

### Survey Summary

The survey gathered community feedback on museum visitation, educational opportunities, tourism events, activity ratings, and demographic information to guide future planning.

- **Community Demographics and Membership** - Most respondents are from Sundre, with a mix of members and non-members, and varied age groups participating.
- **Museum Visit Frequency and Motivations** - Visitors range from first-time to frequent, with reasons including interest in local history and community engagement.
- **Factors Encouraging Museum Visits** - Participants indicated that access to local history and engaging programs motivate more visits.
- **Preferred Educational - Opportunities** - People value local, national, and global history access, heritage workshops, tours, genealogy, and school programs.
- **Key Tourism Events and Activities** - Popular events include Canada Day, Indigenous Peoples Day, multicultural celebrations, summer camps, and holiday activities like Santa Photos.
- **Ratings of Museum Activities** - Activities received mixed ratings, with some rated excellent and others needing improvement or rated as satisfactory.
- **Suggestions for Museum Improvements** - Respondents expressed interest in adding new features or programs, though specific suggestions are limited.
- **Age Distribution of Respondents** - Participants span youth, adults, and seniors, with some survey's incomplete in this section.

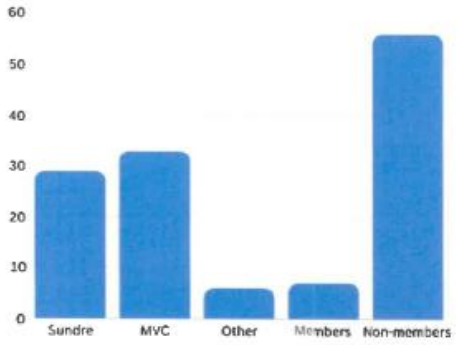


# Sundre & District Historical Society

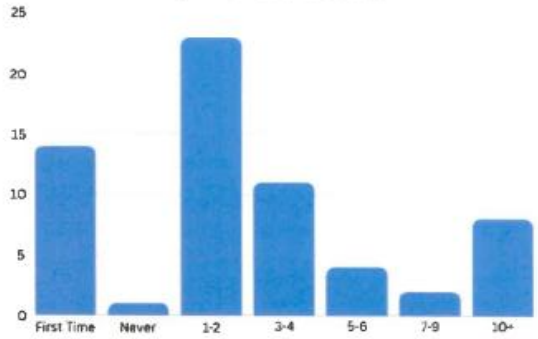
## Strategic Planning Community Survey 2026

66 completed surveys in total

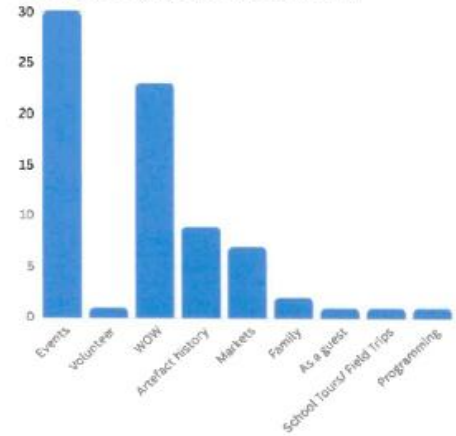
1. Demographics



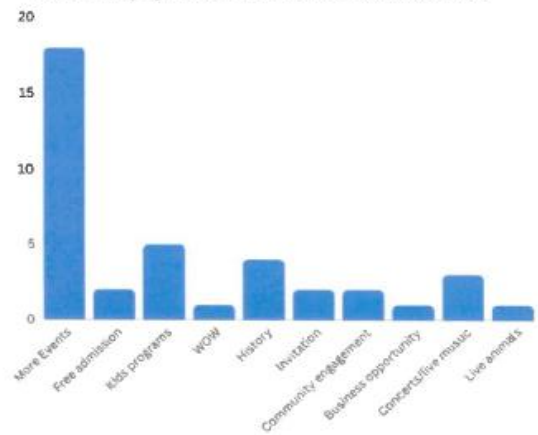

2. How Often do you visit the Museum



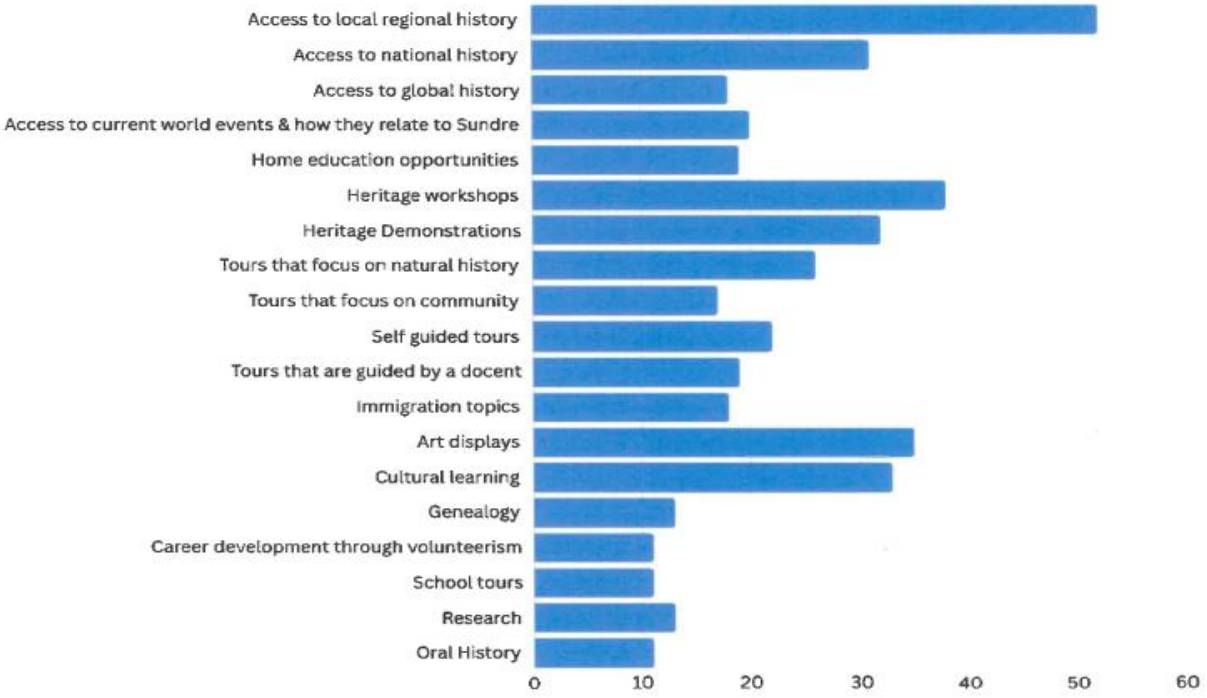

3. What Brings you to the Museum



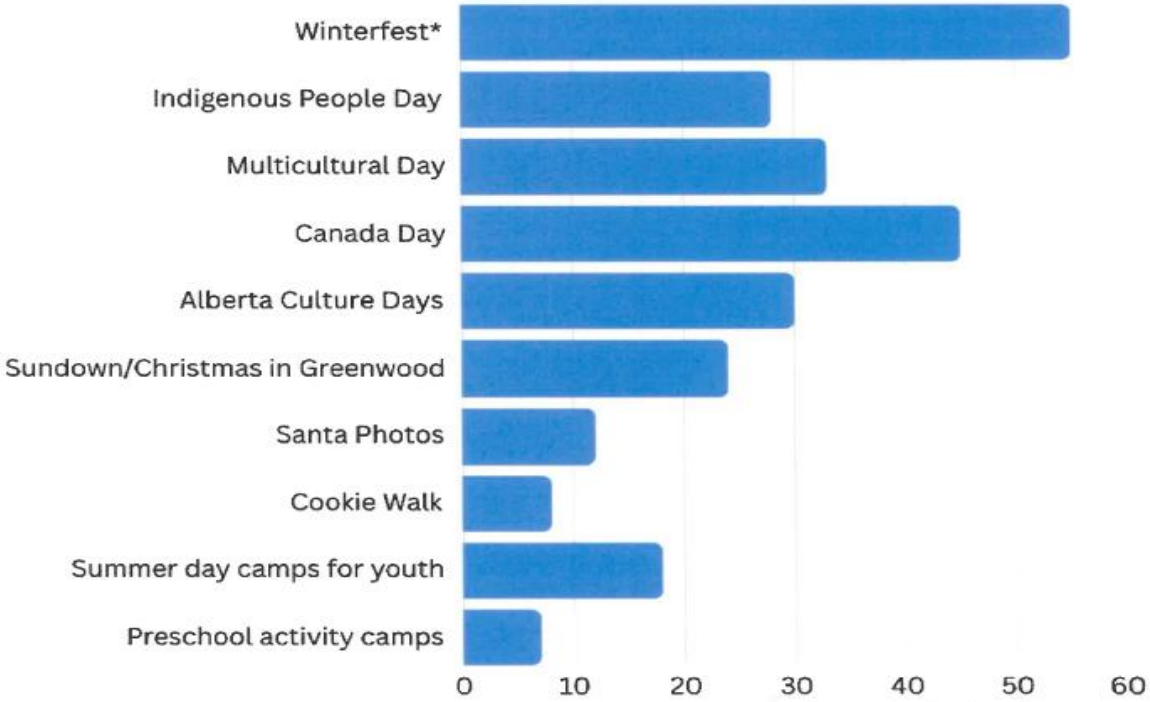

4. Encourage you to come to the museum more



6. Most important educational opportunities

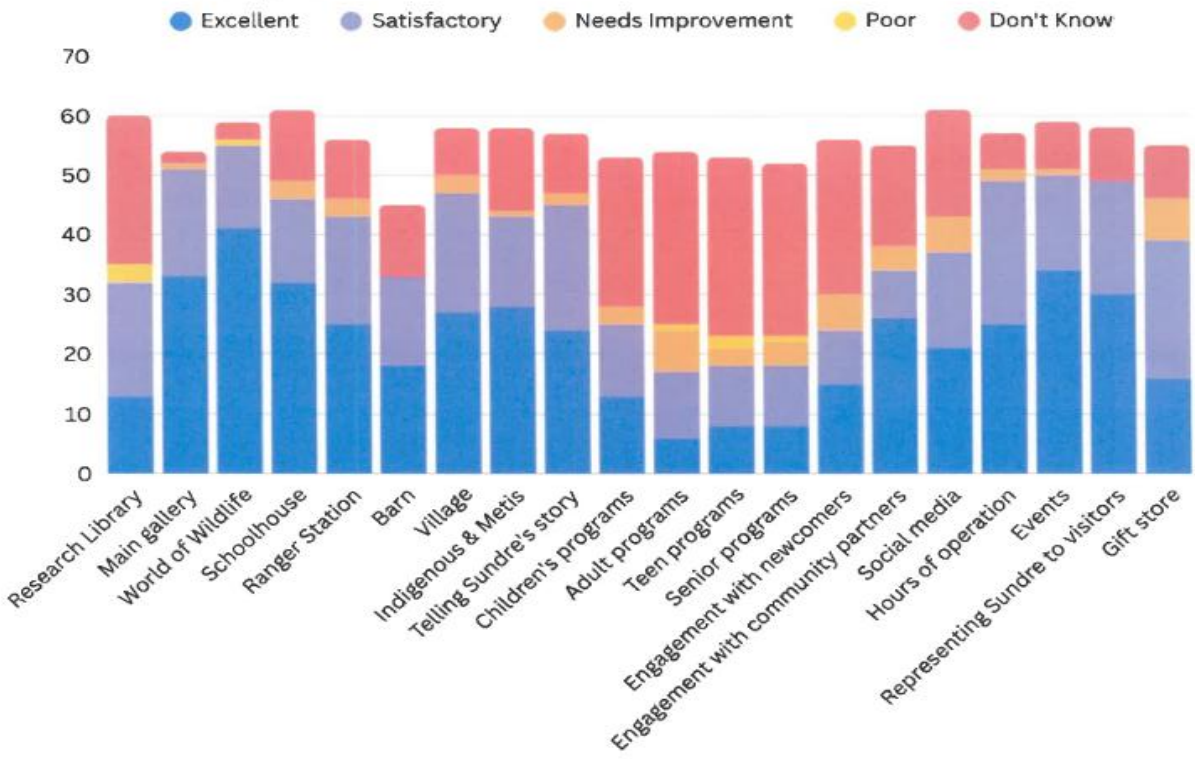



7. Tourism opportunities that are most important



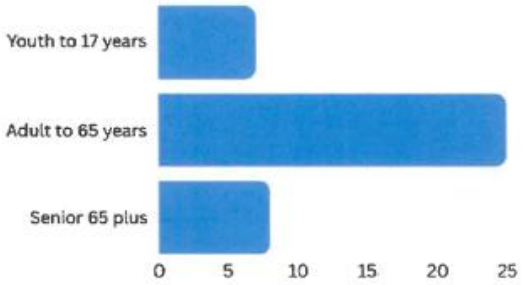

*Many surveys were filled out during winterfest, or shortly after winterfest so clearly winterfest was forefront in our audiences minds.

8. rate the following Museum activities

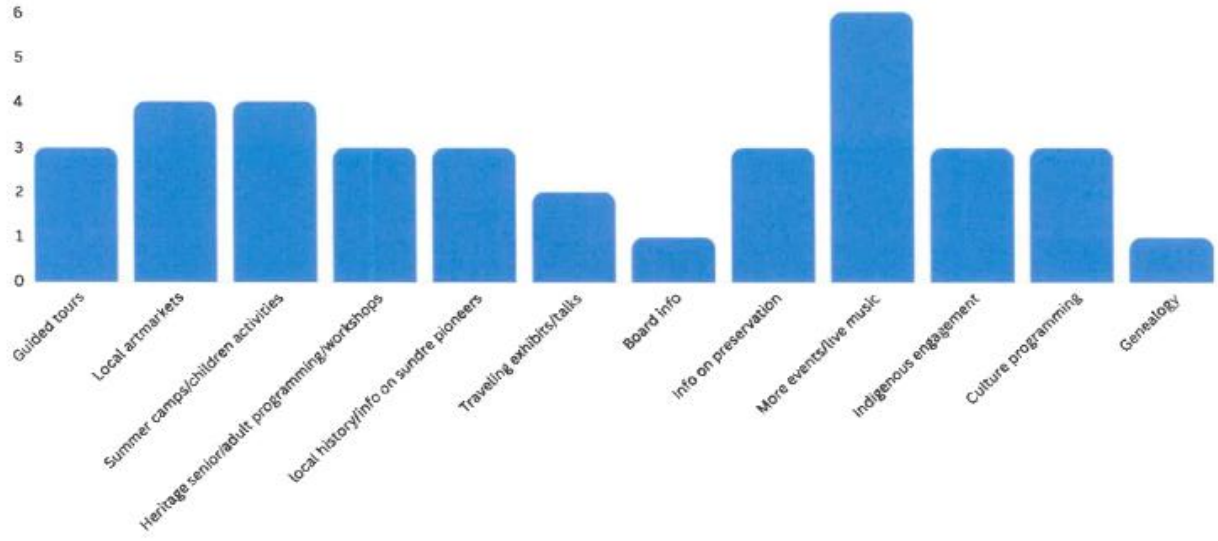



9. In assessment found comments fell into question 10.

11. Age (not all surveys completed this area)

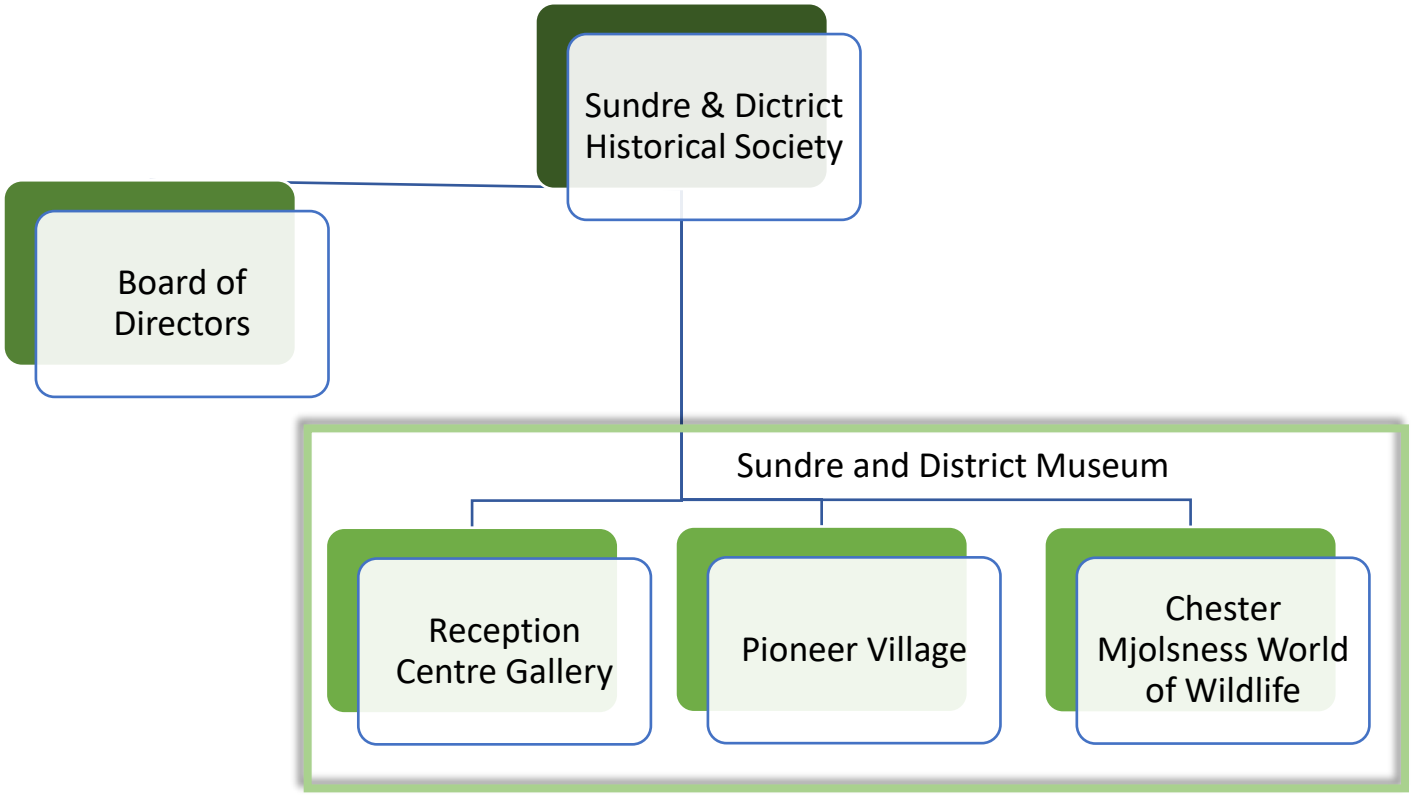



10. What would you like added to the museum.



## Appendix 5 Organizational Structure and Chart

**Organizational Structure**



**Organizational Chart**

