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2014-15 Biennial Budget - Historical Society

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Mission:

The Minnesota Historical Society uses the power of history to transform lives by preserving and sharing evidence and stories of our state's past.

The Minnesota Historical Society's full Mission, Vision and Values statements can be found at: http://www.mnhs.org/about/mission/index.html

Statewide Outcome(s):

Historical Society supports the following statewide outcome(s).

A thriving economy that encourages business growth and employment opportunities.

Minnesotans have the education and skills needed to achieve their goals.

Strong and stable families and communities.

A clean, healthy environment with sustainable uses of natural resources.

Efficient and accountable government services.

Context:

As an educational organization, since its founding in 1849, the Minnesota Historical Society has served learners of all ages, including schoolchildren, seniors, families with children, scholars and tourists. The Society delivers Minnesota history in a variety of methods, including museum exhibits, historic sites, public programs, publications, and on-line resources.

By telling the stories of our state's past, our goal is to create community for all Minnesotans, whether new arrivals, or citizens whose families have been in Minnesota for generations. We support the goal of having a well-informed citizenry that understands how people and events of the past have shaped the Minnesota of today.

All Minnesotans are potential customers – today, our primary customer groups are schoolchildren, families with children, seniors and tourists. We serve nearly one million in-person customers each year and in the most recent fiscal year, hosted 2,353,720 "unique visitors" online.

Strategies:

Our **vision** of how we serve Minnesotans is to be:

- An effective leader and partner in **educational initiatives** that use history to improve academic achievement and provide opportunities for life-long learning.
- A service-oriented and accessible repository of state archival, documentary, photographic, archaeological, and museum collections and **center for research**;
- The State's premier presenter of history exhibitions and programs;
- The preserver and presenter of a compelling statewide network of historic sites that make history meaningful for visitors and are supported by their local communities;
- A partner in expanding historic preservation and in providing professional field services, increasing the capacity of history and heritage organizations statewide; and
- A leading publisher of Minnesota and historical content in traditional and digital media for a variety of audiences.

A full listing of the Society's functions and departments can be found at: http://www.mnhs.org and further information on the Society's financial information and programs can be found at: http://www.mnhs.org/about/publications/index.html

Measuring Success:

As part of its strategic planning process, the Society will use the six strategic priority areas described in the Historic Operations and Programs budget activity narrative as the starting point for *w*ork plan development and specific measurement for each department for the upcoming and subsequent fiscal years. Departments will describe how their ongoing work will fit in with the strategic priority areas and quantify results that help to fulfill these priorities.

Historical Society
Fiscal Agent
http://www.mnhs.org

Statewide Outcome(s):

Fiscal Agent supports the following statewide outcome(s).

Minnesotans have the education and skills needed to achieve their goals.

Context:

At the request of the Minnesota legislature, the Minnesota Historical Society handles funds for legislatively-designated appropriations to a number of cultural organizations. These appropriations are not part of the Society's operating budget.

Strategies:

Minnesota International Center (MIC)

The Minnesota International Center (MIC) is a nonprofit, member-supported organization promoting international understanding and engagement by educating, inspiring and providing enriching interactive experiences to our community. MIC was founded in 1953 as a welcoming organization for the international students, scholars and visitors who came to Minnesota to study at our colleges and universities. In the past 60 years, the organization has evolved from its direct service roots into providing globally-focused educational opportunities for people of all ages statewide.

Last year, MIC's program outreach took place in homes, classrooms, workplaces and community venues. 370 international professionals and students were welcomed into the homes of MIC members to share a meal. 134 international speakers shared stories about their cultures and countries with classrooms across the state. 481 international visiting professionals met with their Minnesota counterparts to exchange knowledge, ideas and best practices. 57 community groups met regularly throughout the state to discuss timely foreign policy topics. Our diverse public programs brought dignitaries, world leaders and international newsmakers to Minnesota to go beyond the headlines on the critical global issues of our day. All these programs fostered awareness about international issues and cultivated effective cross-cultural relationships built on mutual respect and understanding.

MIC programming increases Minnesota's engagement with the world by strengthening connections to the international communities within our state and bringing national and international recognition to Minnesota.

The Minnesota International Center is the sixth largest of the 95 World Affairs Councils of America, a member of the National Council for International Visitors (NCIV), the nonprofit arm of the U.S. State Department's International Visitors Leadership Program, and an affiliate of the Foreign Policy Association.

Minnesota Air Guard Museum

The Minnesota Air Guard Museum serves as a community resource for the preservation of Minnesota's rich aviation history, especially military. The Museum offers activities and education for all ages. The private, nonprofit Minnesota Air National Guard Historical Foundation, Inc. has the funding responsibility for the museum. The museum is located on the Minnesota Air National Guard Base at the Minneapolis/St. Paul International Airport. Currently 21 aircraft are displayed in an air park next to the museum.

The principal sources of financial support are: 1) the $16,000 state biennial Grant (which represents eight percent of our income); 2) membership dues from approximately 500 members Plus Donations from museum visitors and tour groups and organizations that hold events at the Museum (30 percent) and 3) private gifts and grants (ten percent).

US Hockey Hall of Fame

The United States Hockey Hall of Fame Museum is America's hockey showcase. Since 1973, the Hall has honored and recognized outstanding coaches, players, builders and administrators who have contributed to the success and promotion of American Hockey.

Visitors to the United States Hockey Hall of Fame Museum can experience the thrilling game action and inspiring achievements via physical displays, exhibits, video, theater and memorabilia.

Eveleth, Minnesota has been designated "The Capital of American Hockey," and is known as the home of the United States Hockey Hall of Fame Museum because of its rich hockey traditions. No community the size of Eveleth has produced as many quality players or has contributed more to the development of the sport in the United States. Furthermore, the Iron Range and Minnesota in general have had significant impact on US Hockey.

Minnesota Military Museum

The Minnesota Military Museum, located at Camp Ripley, is operated by the Military Historical Society of Minnesota. Its mission is to document, preserve, and explain the stories and contributions of Minnesotans who have served in all branches of military service and on the home front, in time of peace and war, from Minnesota's early years to the present. State support is essential because the museum receives no operational funding from the federal government, the military, or local government. Self-funding represents roughly 75 percent of our operating revenue, coming primarily from gift shop sales, small grants, and contributions from individuals, organizations and businesses.

A Summary of the Minnesota Military Museum's activities:

- 14,000 visitors per year
- 65 tours per year
- 15,000 photographs
- 50,000 artifacts
- 2,000 volunteer hours year
- 12,000 books in reference library
- 180 linear feet of archives

Minnesota Agricultural Interpretive Center (MAIC) also known as Farmamerica

Agency Vision and Mission Statement:

The governor and Minnesota state legislature commissioned the Minnesota Agricultural Interpretive Center in 1978 to preserve and promote the rich rural agricultural heritage of the state and its people. The Minnesota Agricultural Interpretive Center is a not-for-profit educational institution administered by a 15-member volunteer board of directors.

The vision of the MAIC is that it will be the destination and primary resource where people and organizations can experience and learn about the history and the future of Minnesota Agriculture. The mission of the Minnesota Agricultural Interpretive Center is to create opportunities for children and adults to learn about Minnesota's agricultural and environmental systems and how these systems provide food, fiber and energy for the people of Minnesota and the world. MAIC maintains a 120-acre interpretive site and facilities located four miles west of Waseca on Waseca County Road 2 and within two miles of the newly completed US HWY 14 (Owatonna to Mankato).

Trends, Policies, and Other Issues Affecting the Demand for Services:

To 'preserve and promote the rich agricultural heritage of Minnesota' is a daunting task. The board of directors is intent upon increasing its engagement with agricultural organizations and businesses that also have a stake in that the central purpose. The newly adopted vision and mission statements will help clarify that intent and, along with the 'rebranding' initiative (logo and collateral materials), help those interests and others view MAIC-Farmamerica as a statewide resource for Minnesota agricultural education and agricultural literacy education beyond the classroom.

More generally, with each passing year the direct link between agriculture, one of the state's principal economic drivers, and food and the environment, becomes less distinct. The distance between having 'grown up on the farm' and the dinner plate is becoming more remote. Even in rural communities it is unusual for more than ten per cent of those who attend the School Tours program at Farmamerica to say they live on a farm. That proportion is declining, even among the teachers and parents who attend with them. The kids from the local 4-H club and charter school with gardens at Farmamerica are experiencing for the first time planting, care, and harvesting. We were particularly thrilled with the response to a first-ever Farm Camp Minnesota event at Farmamerica this past summer. With a waiting list, more than 100 third through sixth graders were participants in an immersion in modern Minnesota agriculture hosted by representatives of major commodity and agribusiness organizations in the region. This test of interest has prompted consideration of additional days next year.

At Farmamerica, the story of agriculture is being told through guided tours, hands-on learning experiences, festivals, and exhibitions. Visitors travel on a one-mile timeline road and become involved in activities as they move thru the new Prairie Interpretive Center, through the pond/marsh to the settlement farm of the 1850s. The handicap accessible walking path continues past the one-room schoolhouse, the country church, the 1920/1930s depression-era family dairy farm, the feed mill, and the blacksmith shop/town hall. Visitors can also stop at the Agri-Hall Museum and the 1970s farmstead.

The wonderful Visitor's Center is where tours start and stop and is used for a number of exhibit and educational purposes. In its 34 years Farmamerica has hosted hundreds of thousands of visitors. It is not uncommon to host 20,000 people each year through the school and group tours programs, outreach activities, and festivals during throughout the year.

MAIC (Farmamerica) is Working to Expand Its Support Base:

With limited funds, MAIC has accomplished much through the help of thousands volunteers over the years from dozens of communities in the region to conduct programs and events. Farmamerica is also working aggressively to expand its funding base. It is continuing to develop new revenue sources including expanded membership, program, sponsorships, naming rights, annual fundraisers, and expanded user-fee-based programs and services. Gifts of artifacts, equipment, financial donations and grant funds continue to be pursued as well. We are pleased to be starting our first small grant with Legacy funds to develop an interpretive plan in one of our most important subject areas: food preservation. We expect to grow the support for this with a completed first phase in July 2013 and increased funding from state and private support in subsequent years. This will be the model we expect to pursue for programmatic growth wherever possible.

Results:

Results are described in each organization's narrative, as submitted by the organizations.

Performance Measures Notes:

Historical Society
Historic Preservation

http://www.mnhs.org

Statewide Outcome(s):

Historic Preservation supports the following statewide outcome(s).

A thriving economy that encourages business growth and employment opportunities.

Strong and stable families and communities.

A clean, healthy environment with sustainable uses of natural resources.

Efficient and accountable government services.

Context:

Under Minnesota Statutes (M.S.), Section 290.0681, the Minnesota Historical Society's State Historic Preservation Office (MHS/SHPO), along with the Minnesota Department of Revenue (DOR), administers the Historic Rehabilitation Tax Credit program, as a means to preserve Minnesota's most significant historic structures, create quality construction jobs and encourage revitalization of our communities.

Strategies:

Under this law, enacted in 2010, the state credit parallels an existing Federal historic preservation tax credit, which is administered by the National Park Service. The MHS/SHPO reviews state and federal tax credit projects in order to determine whether they have met historic preservation architectural standards. In order to carry out its review responsibilities for the state tax credit program, the MHS/SHPO is permitted to charge a fee (290.0681, subdivision 3) to help support the costs of administering the state program and the preparation of an economic impact report required by the law.

For the state program, developers are given a choice of claiming a tax credit or a grant in lieu of credit. MN DOR administers the tax credit funds, and the MHS administers the grant in lieu of credit funds, which are contained in this budget activity. Actions under this budget activity include administering the Historic Rehabilitation Tax Credit program, including reviews of proposed historic preservation projects; and the financial activities related to the grant in lieu of credit segment of the program (grant agreements and payment of grants).

Further information about the Minnesota Historic Rehabilitation Tax Credit program can be found at: http://www.mnhs.org/shpo/grants/MNHistoricStructureRehabilitationStateTaxCredit.htm

Results:

As required by the law, the Minnesota Historical Society, with assistance from the University of Minnesota Extension Center for Community Vitality, prepared an economic impact report: "Economic Impact of Projects Leveraged by the Minnesota Historic Rehabilitation Tax Credit" submitted in November 2011. A copy of this report can be found at: http://www.mnhs.org/shpo/grants/docs_pdfs/Economic_Impact-Historic_Tax_Credit_2011.pdf

Since this is a new program, information from the November 2011 economic impact report establishes baseline data on the historic rehabilitation tax credit program. This report included the following information:

- Number of projects receiving preliminary approval for the credit/grant in lieu of credit
- Number of direct jobs created

Performance Measures	Previous	Current	Trend
Number of projects receiving preliminary approval	N/A	14	New program
Number of *direct* jobs created by program	N/A	1,808	New program

Performance Measures Notes:

Historical Society
Historical Operations and Programs
http://www.mnhs.org

Statewide Outcome(s):
Historical Operations and Programs supports the following statewide outcome(s).

A thriving economy that encourages business growth and employment opportunities.

Minnesotans have the education and skills needed to achieve their goals.

Strong and stable families and communities.

A clean, healthy environment with sustainable uses of natural resources.

Efficient and accountable government services.

Context:
The Historical Operations and Programs activity provides resources for the main mission-related activities carried out by the Minnesota Historical Society. Further information about these activities can be found in the agency profile section of the budget document, as well as on the Society's website at: http://www.mnhs.org.

Strategies:
In its recent strategic planning effort, the Minnesota Historical Society's board, staff and stakeholders have identified six focus areas for the next five years. These activities reflect an examination of the organization's own work and the needs of Minnesota as a state and as a society. These strategic priorities are:

Educational Achievement - The Society is engaged in partnerships that leverage historical resources and educational expertise to make a difference in the lives of more Minnesota youth, with special focus on underachieving students.

Diversity & Inclusiveness - The Society is continuously engaged with communities of color and American Indian nations, and the diversity of Minnesotans is reflected in the Society's collections, programs, staffing and governance.

Lifelong Learning - The Society is deeply engaged in cultivating meaningful relationships with adult audiences as lifelong learners, members, donors, volunteers and supporters.

Historic Sites/Oliver Kelley Farm and Historic Fort Snelling - The Society is successfully addressing the major preservation and interpretive needs of Minnesota's statewide network of historic sites and museums, with special focus on Oliver Kelley Farm and Historic Fort Snelling.

Content Development & Production - The Society develops and shares great content about our state's past that informs, engages, and inspires. All content is produced with a deep knowledge of the constituency that cares deeply about the subject, is edited, rich in metadata, packaged for optimal consumption, and sustained for relevance as long as possible.

Sustainability & Stewardship - The Society develops and manages its resources to ensure the long-term sustainability of the programs it provides in service to the people of Minnesota. It provides good stewardship of all resources—financial, human capital, and collections.

The Minnesota Historical Society's work addresses the following **Statewide Outcomes**:

Minnesotans have the education and skills needed to achieve their goals is the primary statewide outcome addressed by the Society's work. We serve schoolchildren, educators and families with a variety of services and products, including, but not limited to: Northern Lights, Minnesota's state history textbook, along with a variety of supplemental products; the National History Day program, serves over 30,000 students each year; we provide in-classroom instruction via interactive distance learning; History Center and historic sites

exhibits and interpretive programs; teacher training programs. Further information about educational programs can be found at: http://education.mnhs.org including how MHS programs can help fulfill requirements of state-mandated academic standards for social studies. In addition, the Society serves the life-long learning needs of seniors, family historians, and scholars through innovative public programs, the History Center Library and on-line resources.

In addition, other segments of the MHS work to fulfill several additional **Statewide Outcomes**, including:

A thriving economy that encourages business growth and economic opportunities – history and cultural tourism is a very important component of the state's $11 billion tourism economy. Visitors to Minnesota want authentic educational experiences, which are provided by historic sites and museums. In addition, as the co-administrator of the state's new Historic Rehabilitation Tax Credit and Grant program, the State Historic Preservation Office has played an important role in this initiative that has created thousands of new, quality construction jobs. Additional information about this beneficial incentive can be found at: http://www.mnhs.org/shpo/grants/MNHistoricStructureRehabilitationStateTaxCredit.htm.

Strong and stable families and communities – an important element that creates strong and healthy families and communities is an awareness of how we got to where we are today. The Society provides opportunities for individuals to learn about their own family histories through genealogy resources; citizens can become aware of the history of the larger Minnesota community, through public programs and outreach initiatives. http://www.mnhs.org/genealogy http://www.mnopedia.org.

A clean, healthy environment with sustainable uses of natural resources – according to state statute and long-time tradition, historic and cultural resources are included in the definition of natural resources. The Society works through the State Historic Preservation Office, its Historic Sites Division and other areas to preserve these irreplaceable, non-renewable resources. http://www.mnhs.org/places/index.htm.

Efficient and accountable government services- the Society strives to deliver efficient service to the people of Minnesota in all aspects of its work, from timely historic preservation reviews to quality visitor experiences at historic sites and museums.

Results:

As part of its ongoing work, and as emphasized by our recent strategic planning process, the Society has worked to strengthen its evaluation program. The result of this effort will be an institutional dashboard, which will be available on the Minnesota Historical Society's website: www.mnhs.org or http://www.mnhs.org/about/index.html.

For many years, the Society has collected data on its programs. This information on visitation, number of items in the collections, number of historic preservation reviews, etc. could be considered "output" data. As the Society continues to develop its capacity for evaluation throughout the institution, we will move to measure and report on "outcome" measures, to reflect the impact that programs and activities are having on people's lives.

The Minnesota Historical Society is committed to using evaluation results for organizational decision-making as well as to improve the public's experience with the Society. Logic models, which provide a visual depiction of the connection among activities, outputs and outcomes, have been completed for the institution as a whole, in addition to departments and projects. Subsequent evaluation plans outline a systematic approach to data collection and reporting. An institutional dashboard will report on aggregate output and outcome data.

Performance Measures	Previous FY11	Current FY12	Trend
History Center Museum Visitation	169,550	184,238	Increasing
Historic Sites Visitation	562,574	511,274	Decreasing
Website Visitation (unique visitors)	2,200,000	2,353,720	Increasing
Library patronage	23,463	21,161	Stable

Performance Measures Notes:

'Previous' indicates FY 2011 and 'current' indicates FY 2012.