

# **Kern County Museum 2019-2020 Goals**

## **#1 Fiscal Solvency**

- Continue to evaluate staffing, personnel costs and wages.
- Mitigate electric utility fees with solar project.
- Increase gate attendance, visitor group tours and school tours.
- Increase volunteer hours to offset staffing.
- Increase revenue for all events.
- Support annual community funding campaign.
- Increase family and individual memberships via campaign drive.

## **#2 Historical Research and Advocacy**

- Continue to develop strong lecture series and field trips.
- Digitize document and photograph collection.
- Evaluate accessioned artifacts and permanent artifact collection.
- Build strong partnerships with local colleges and high schools.

## **#3 Village Restoration and Maintenance**

- Reorganize Maintenance Department shop.
- Plan sponsored restoration and refurbishment of all village buildings.
- Utilize volunteers for restoration and maintenance projects.
- Develop recycling program for visitors and special events.
- Address site safety issues with facilities, security and events.

## **#4 Educational Programs**

- Increase school tours to include all 14,000 4<sup>th</sup> graders in Kern County.
- Support and expand Frontier Days and History Days.
- Remodel and refurbish Lori Brock Discovery Center.
- Continue to monitor repairs in Black Gold

## **#5 Marketing and Community Profile**

- Continue to improve community perception
- Improve branding, communications and digital presence
- Increase positive community connections and partnerships.

## **#6 Future Planning for 2020-2021**

- Complete transportation exhibit.
- Plan Agriculture exhibition.
- Develop exhibition for Kern County Veterans.
- Improve American Indian exhibition.
- Improve Bakersfield Sound exhibition.
- Restoration of Pyrenees Bakery to honor Basque community.