



# CAVE CREEK MUSEUM NUG-

## Cave Creek Museum Annual Business Plan 2007 – 2008

### Strategic Goals

- Develop a stable revenue stream sufficient to financially support expanded programs and research
- Offer interpretive programs accessible to diverse publics
- Be widely recognized and highly valued by the communities it serves
- Initiate and support research that complements our mission
- Develop a facility plan to ensure the continued growth and viability of the Cave Creek Museum

### **Strategy 1 — Develop a revenue stream**

#### **1. Attendance — Increase annual attendance to at least 6,750 by 2009**

**Business Plan Goal:** Make presentations (including a PowerPoint presentation and discount coupons) at 10 PTO meetings by May 31, 2008.

#### **2. Memberships — Build corporate and patron support at higher levels to \$2,000 annually by 2009**

**Business Plan Goal:** By February 1, 2008, evaluate the success of the prior Business membership drive and suggest modifications for the Spring Membership drive.

**Business Plan Goal:** Conduct a membership drive in 2008 targeted at families with children in Anthem and Tramonto (zip code 85085 and 85086).

**Business Plan Goal:** By May 31, 2008, each board member will personally meet with three businesses to discuss corporate memberships. Assignments will be coordinated by the Executive Director.

#### **3. Income/visitor ratio — increase to \$6/visitor without increasing admission prices**

**Business Plan Goal:** Increase Museum Store revenues by 10 percent by May 30, 2008.

**Business Plan Goal:** Conduct point-of-sale analysis by January 31, 2008.

**Business Plan Goal:** By March 31, 2008, hold one Native American artist “Showcase” event to establish an upper range gift market for the Museum Store.

#### **4. Grants – Submit proposals to public and private funding agencies to build institutional capacity**

**Business Plan Goal:** Develop a grant calendar for submissions by November 30, 2007.

**Business Plan Goal:** Identify and apply for four new grants by April 30, 2008.

#### **5. Earned Income – Increase net income from facility usage and trips to \$4,000 by 2009**

**Business Plan Goal:** By November 30, 2007 develop a plan to run two sponsored trips in 2008.

### **Strategy 2 — Offer interpretive programs accessible to diverse publics**

#### **1. Establish and fund ongoing upgrades to the exhibits to meet the public’s needs.**

**Business Plan Goal:** Host an Open House for the Arizona Archeological Society (AAS) chapters during Archeology Month.

#### **2. Collaborate with local citizens, governments, schools, and organizations on interpretive content.**

**Business Plan Goal:** By December 31, 2007 develop an outreach plan to connect with 10 new entities before the Museum closes for the season.

#### **3. Continue to strengthen and expand public programs for target audiences**

**Business Plan Goal:** By April 1, 2008 conduct a review to ensure that public programs are designed to meet the needs of all target audiences

#### **4. Strengthen and expand the docent program**

**Business Plan Goal:** No goal for this business plan cycle.

(Continued on page 6)



# CAVE CREEK MUSEUM NUGGETS

(Business Plan continued)

## Cave Creek Museum Annual Business Plan 2007-2008

### **Strategy 3 – Be widely recognized and highly valued by the communities it serves**

1. ***The Cave Creek Museum will be responsive to the needs and interests of a variety of Publics, including visitors, Governmental entities, Schools, and Organizations***

**Business Plan Goal:** Throughout the budget cycle, actively participate in the Town of Cave Creek public and stakeholder meetings regarding the Phoenix Mine Site Redevelopment.

2. ***Strengthen the marketing and development aspects of the Museum***

**Business Plan Goal:** By March 1, 2008, develop a marketing and development plan for funding in the 2008-2009 budget.

### **Strategy 4 — Initiate and support research that complements our mission**

1. ***Support use of the Museum’s resources by academic researchers, buy students and by the public***

**Business Plan Goal:** No goal for this business plan cycle.

2. ***Disseminate research findings through public presentations, conferences and publications***

**Business Plan Goal:** No goal for this business plan cycle.

3. ***Enhance the Museum’s resources for research***

**Business Plan Goal:** No goal for this business plan cycle.

4. ***Develop collaborative agreements with other organizations in the Cave Creek/Carefree foothills area***

**Business Plan Goal:** Throughout the year, continue to meet with other Cave Creek organizations to optimize publicity. Develop at least two new “placements” for the Museum.

**Business Plan Goal:** By January 15, 2008 have in place an action plan that establishes two additional collaborative agreements prior to May 31, 2008.

### **Strategy 5— Develop a facility plan to ensure the continued growth and viability of the Cave Creek Museum.**

1. ***Effectively plan for the future expansion of the Museum***

**Business Plan Goal:** By March 1, 2008 complete an analysis of: opportunities for expansion at our present location by acquiring additional land, what a potential new museum configuration and needs would be in order for us to complete an effective MOU with the Town of Cave Creek, the potential costs for all options.

2. ***By March 1, 2008, complete an assessment of current exhibits and future space needs***

**Business Plan Goal:** Establish a timeline to complete an updated inventory by August 2008.

3. ***Expand, reconfigure, enhance and add exhibits each year***

**Business Plan Goal:** By March 31, 2008, have a program highlighting the new bronzes in the collection.

**Business Plan Goal:** By February 1, 2008 develop a budget request for collection acquisitions for the 2008-2009 budget

**Make your plans to enjoy programs, exhibits and special events at the Cave Creek Museum:**

**Saturday Authors Programs: Betsy Fahlman, (Feb. 9); Andrew Means (Feb. 16); AZ Balladeer Dolan Ellis (Feb. 23)**

**Saturday, Feb. 23: Children's Workshop: Kids, the Times, and the Wardrobe**

**HOUSE TOUR: SUNDAY, MARCH 30**