

Marquette Maritime Museum Strategic Plan 2017-2021

Board and staff meet yearly in January for annual strategic planning session

The strategic focus for the Marquette Maritime Museum is on preserving maritime history through exhibits, interpretive tours, collections, programming, and special events. We strive to engage the public through create a fun and educational learning environment while supporting our mission.

Mission Statement

The mission of the Marquette Maritime Museum is to protect, preserve and interpret the maritime history of Marquette, Lake Superior and all the Great Lakes, and remember our submarine veterans.

YEAR	Previous Year's Accomplishments	Next Year's Goals	Long Term Goals
2018	<ol style="list-style-type: none"> 1. Board hired Hilary Billman as director 2. Furnace/Air conditioner repaired and new vent to Gift Shop added. 3. Building Improvement: gift shop shelves painted, new glass shelves installed, display hooks installed and new LED lighting installed, new Admission counter installed and Admission area cleaned, painted and reorganized, new Theater carpeting installed, new POS installed, children's table (built by board member Dave Northey) installed and children's area cleaned and refreshed (Marquette Community Foundation grant). 4. Exhibits: TVs and Frames, with videos, installed; Fog horn installed 5. Increased museum memberships. 6. Improved marketing and PR: Our Reputation is GROWING 	<ol style="list-style-type: none"> 1. Increase arts/culture special programming and FREE field trip program. 2. Improve selected exhibits in Museum gallery 3. Coast Guard vessel restoration 4. Develop a functional budget to be approved by board every January. 5. Increase Maritime History on Tap to November to April (increase winter programming to keep us relevant). 	<ol style="list-style-type: none"> 1. Work with City on Lighthouse Park issues and improvements 2. Research grants for new roof 3. Improve Community engagement and increase appeal across a wider variety of audiences through programming and special events.

	<ol style="list-style-type: none"> 7. Museum website updated and improved. Facebook posts on a regular basis. Trip Advisor updated. 8. Mariner's Log updated and improved, now available via email. 9. Special events: Art Week, Maritime Month, sunrise/sunset tours, senior days, children's activities, Summer Lectures 		
2019	<ol style="list-style-type: none"> 1. First year of excellent fundraiser, Ghosts of Lighthouse Point. 2. Developed Functional Budget 3. Improved several exhibits in gallery 4. Increased arts/cultural programming 5. Increased number of field trips and children's programming. 6. Increased local visibility with Press releases, news segments, and social media presence. 7. Fantastic lineup of Maritime History on Tap Lectures. 	<ol style="list-style-type: none"> 1. Purchase Past Perfect software for membership/accessions. 2. Increase membership. 3. Work with LCAP on more children's programming. 4. Continue to grow Ghosts of Lighthouse Point Fundraiser. 5. Work with City on plans to renovate parking lots, etc. 6. Figure out how to move large maritime artifacts before construction. 	<ol style="list-style-type: none"> 1. Continue to improve Community engagement and increase appeal across a wider variety of audiences through programming and special events 2. Work with city on Lighthouse Park improvements. 3. Continue researching roof grants
2020	<ol style="list-style-type: none"> 1. We survived Lighthouse Park construction with hardly any issues. City and Oberstar were very easy to work with. 2. Lake Superior Day (MCF grant) a success; continue to build event. 3. Ghosts of Lighthouse Point was even bigger with more community support and volunteers. 4. Increased awareness of Museum in Social Media: Papers (Mining Journal, Marquette Monthly); Online (Website, Facebook, Marquette 365), TV, Radio (NPR, 107.7); Magazines (Lake Superior Magazine); Mariners' Log; Visitor's Center 5. Building upgrades: Alarm system, Door/lock, Electric grid and box, replaced toilet, dismantled Fish Shack and installed slatwall and new lighting, added track 	<ol style="list-style-type: none"> 1. We are now known for Art/History workshop for kids. Continuing working with LCAP, Maritime History on Tap lectures. 2. Consider Maritime History on Tap style lectures during summer. 3. Work with City on installing bricks outside of lighthouse and lighthouse renovations. 4. Work with NMU and other universities to find interns. 	<ol style="list-style-type: none"> 1. Continue to improve Community engagement and increase appeal across a wider variety of audiences through programming and special events 2. Work with city on Lighthouse Park improvements.

	<p>lighting in Gift Shop, painted entry ceiling. Increase arts/cultural activities (children’s workshops, adult workshops, etc.), Gift Shop slatwall for T-shirts, sweatshirts, hats and totes. Updated bathroom with window (new toilet, fix wall, etc.)</p> <p>6. Purchased Past Perfect Program.</p>		
2021	<ol style="list-style-type: none"> 1. Movie screening of The Lighthouse in Museum gallery was big success. 2. Director, staff and volunteers kept MMM open and healthy throughout the COVID 2020 season. <ul style="list-style-type: none"> • Committed and involved Board members, director, staff, and volunteers. 3. Received grant to publish Marquette Shipwrecks with curriculum material for schools 4. Transitioning to Zoom meetings and events. 5. MMM received Boathouse lease from City and moved boats from Fraco into boathouse. 6. Director wrote and received good grants (MCACA, Hirvonen, Frazier, Literacy Legacy Fund of Michigan, Breakfast Rotary). 7. Better Social Media presence 8. Updated safety features on building with new lighting and sidewalk at staff entrance 9. Despite COVID regulations, we were still able to offer museum programming. 	<ol style="list-style-type: none"> 1. Continuing offering art/history workshops for kids, Maritime History on Tap lectures, and consider expanding programming into Boat House space. 2. Hiring an assistant director experienced in retail/store management and bookkeeping. 3. Continued efforts at fundraising. 4. Installing Recreational Boating Exhibit in Stannard Rock Boat House Space. 5. Getting City to repair Lighthouse and install bricks. Possibility of opening tower to guests (paint, etc.) 6. Continue building Social Media presence. 7. Video of Lighthouse Tour for guests not able to complete tour because of accessibility. 8. Keeping volunteer enthusiasm in view of Covid constraints. <ul style="list-style-type: none"> • Consider extra volunteer in Boathouse during tour times 	<ol style="list-style-type: none"> 1. Endowment Fund drive Strategies: Board and staff make effort to build endowment funds for Museum. 2. Coast Guard Boats restoration efforts. 3. Specific fundraising efforts for new roof.