



Fort la Reine Museum

Strategic Plan 2019 - 2024

Fort la Reine Museum, Pioneer Village and Tourist Bureau Inc.

2652 Saskatchewan Avenue East

Portage la Prairie, MB, R1N3Z9

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Introduction

Museums in the 21st Century play an ever increasing role in community building, extensive learning, entertainment, and economic development. To grow as institutions, museums must become innovative with changing technologies, forms of learning, and establish structured long-term plans to insure their ongoing success.

As an initiative to restructure the Fort la Reine Museum's guiding principles, mission, vision, mandate, and overall strategy for the organization's longevity, this strategic plan was conducted by the Museum Board with support and guidance of Nettie Neudorf, CAO of the Rural Municipality of Portage la Prairie.

The overarching goal of this document is to provide Fort la Reine Museum staff, volunteers, and board members, a cohesive plan of action for the organization to grow, become a greater community space, and continue to be relevant in our region.

Strategies

This strategic plan will encourage our stakeholders, collaborators, community, staff, and board of directors to reflect on the importance of the Fort la Reine Museum, and act as a resource for strengthen the organization's goals and potential for growth.

This strategic plan will be examined bi-annually by the Fort la Reine Museum board of directors to measure objectives and projected outcomes, and to develop achievable short-term and long-term goals for the Museum moving forward.

Development

The development of this strategic plan included several meetings between staff, board members, and a strategic planning consultant.

- **Community Input** - Gathered during public events and email correspondence.
- **SWOT Analysis** - One on one meetings between the Museum's Executive Director and board members to determine perceived Strengths, Weaknesses, Opportunities, and Threats of the Fort la Reine Museum.
- **Board Meetings** - Shared contributions of ideas to establish the role of the Fort la Reine Museum and objectives moving forward. Facilitated by strategic planning consultant.
- **Plan Drafting & Publishing** - Contributions collected to produce a cohesive plan.

Who We Are

The Fort la Reine Museum, Pioneer Village and Tourist Bureau Inc. was established in 1967 on the outskirts of Portage la Prairie to honour the site of Fort la Reine, a critical fortification built in 1738 that contributed to Western Expansion in Canada. Today the Museum has grown into 25 historically important heritage buildings and exists as a public education organization, dedicated to preserving and exhibiting our prairie culture and heritage.

The Fort la Reine Museum exists as an entity of the Rural Municipality of Portage la Prairie, and is governed by a Board of Directors consisting of representatives from the Rural Municipality, City Council, and members at large. The Board of Directors is responsible for overseeing major projects, approving of proposed budgets and expenses, and acting as an advisory committee. The Executive Director of the Fort la Reine Museum is contracted and supervised by the Board of Directors, and manages the Museum collection, day-to-day operations of the Museum, part-time staff hiring, volunteer management, facility maintenance, grant writing, marketing, etc.

MISSION

To collect, preserve, and exhibit our prairie heritage while engaging our community to gather, learn, and grow.

VISION

Be a community gathering place that encourages visitors to cherish the past and our heritage in an interactive way.

MANDATE

The Fort la Reine Museum, Pioneer Village and Tourist Bureau Inc. was established in 1967 to celebrate and preserve the history and heritage of Portage la Prairie and District from 1738 to the Present. It is our responsibility to exhibit and provide educational opportunities relating to our prairie heritage for local inhabitants and visitors of Portage la Prairie and District.



Four Pillars

In 2018, the Fort la Reine Museum underwent considerable changes in regards to management and financial restabilization, with an emphasis on strengthening the four pillars of the institution: Education, Heritage Preservation, Tourism, and Community.

1.) Education

Education plays an integral role in cultural and heritage institutions. Providing education opportunities, experiences, and accessible avenues for intellectual growth is a key pillar of the Fort la Reine Museum.

2.) Heritage Preservation

The Fort la Reine Museum houses and cares for a collection of over 5000 artifacts and culture materials relating to prairie history dating back to 1738. Providing ethical collections management and conservation procedures is paramount to preserving our cross-cultural heritage.

3.) Tourism

90% of Fort la Reine Museum visitors are tourists, all of whom contribute to our local economic development and strengthen our regional awareness. Providing excellent tourist information and roadside amenities is crucial to maintaining our regional tourism and economic development.

4.) Community

Museums cannot exist without the support of their communities. It is our responsibility to collaborate, provide a communal gathering space, and do our best to facilitate meaningful connections between our community members.

Goals and Strategies

GOAL #1

Increase annual visitation.

HOW TO ACHIEVE

- Collaborate with other local tourist destinations to provide promotions and other visitation incentives.
 - Increase visibility by advertising to regional school groups, daycares, service organizations, and special interest groups.
 - Offer attractive temporary exhibitions.
 - Continue to expand programs, events, and workshops.
 - Focus on new and innovative marketing campaigns.
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GOAL #2

Strengthen community investment

HOW TO ACHIEVE

- Develop new community partnerships to offer joint programs, exhibits, and/or events.
 - Increase community awareness by taking part in local festivals, productions, or annual special events.
 - Offer promotions and/or programs that are attractive to local residents.
 - Invite local special interest groups, schools, and organizations to collaborate with the Museum to benefit all parties.
 - Encourage repeat visitation by inviting local groups and individuals to take ownership of the Museum through collective community programs and projects.
 - Offer affordable programming and youth activities.
 - Launch media campaigns to encourage membership sales.
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GOAL #3

Insure long-term heritage conservation and preservation

HOW TO ACHIEVE

- Develop and enforce consistent procedures and policies for managing internal collections.
 - Maintain coherent and accessible records of donations, collections, and deaccessions.
 - Conduct building and artifact condition reports and inspections regularly.
 - Invest time in obtaining funds for restoration and infrastructure repairs.
 - Develop long-term plans for restoring and/or renovating heritage buildings and collections in need of rejuvenation.
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GOAL #4

Exist as a financially sustainable institution

HOW TO ACHIEVE

- Produce a realistic plan of action to reduce/eliminate debts with stakeholders.
 - Establish an endowment fund for long-term financial stability.
 - Continuously seek new funding opportunities through sponsors, donors, and grants.
 - Organize financially sustainable programs and events.
 - Maintain accounts and financial records ethically and efficiently.
 - Act consistently in accordance with the board approved annual budget.
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GOAL #5

Be a centre for interactive education

HOW TO ACHIEVE

- Introduce more interactive components for visitors via school tours, exhibit programs, consistent historical demonstrations, and large scale events.
- Introduce new programming that is intergenerationally and cross-culturally attractive.
- Recognize different forms of learning in activities available for visitors: hands-on and multi-sensory opportunities.
- Incorporate trending forms of entertainment in educational programs.



GOAL #6

Be a regional leader in tourism and economic development

HOW TO ACHIEVE

- Procure partnerships with local, regional, and national marketing agents.
- Monitor and recognize successful marketing campaigns to produce on a regular basis.
- Advertise the Museum through multiple media and marketing platforms to reach the maximum amount of viewers.
- Work with other local tourist entities to enhance regional tourism.
- Advertise the Museum to special interest groups.
- Provide excellent tourism information and resources and encourage reviews online.