



# 2022-2026 STRATEGIC PLAN

*Cultivating our future by experiencing our past.*

## MISSION

Living History Farms is an interactive outdoor history museum, which educates and connects all peoples to the many stories of Midwestern rural heritage.

## CORE VALUES

- Hands-on experiences
- Inter-generational learning
- Authenticity
- Community engagement
- Diverse rural/agricultural histories
- Fun

## GOALS

- Cultivate a community of life-long learning with robust programming.
- Create a richer, more diverse and dynamic visitor experience.
- Build meaningful connections with the community as a cultural heritage destination.
- Preserve the legacy and financial stability of Living History Farms.



# GOALS & OBJECTIVES

## **Cultivate a community of life-long learning with robust programming**

- Living History Farms will provide life-long learning opportunities for all people with a variety of resources to foster engagement both virtually and in-person.
- Highlight our programming and how it complements Silos and Smokestacks' Interpretive Plan to assist in creating a cohesive interpretive experience across the national heritage area region.
- Build programming that supports educational equity and civic engagement.
- Reinforce the guest's understanding and appreciation of agricultural heritage and its significance, making personal connections to the current guest's everyday life.
- Build creativity, curiosity and empathy with our programs.
- Identify and develop the themes & exhibits leading up to the 250th Birthday of our nation.

## **Create a richer, more diverse and dynamic visitor experience**

- Simplify the trip planning process and how we inform and welcome guests to the museum.
- Landscape beautification.
- Develop effective partnerships to attract a diverse and inclusive audience.
- Increase relevance to our community with greater public access. Living History Farms will serve as a gathering place and community convener of conversations.
- The visitor experience will include personal interactions and independent discovery.
- Provide expansive hospitality so that guests leave already planning their next visit or interaction with Living History Farms.

## **Build meaningful connections with the community**

- Enhance the quality of life in our community as a community convener of civil discourse, community conversations, and celebrations.

## **Preserve the legacy and financial stability of Living History Farms**

- The Community Impact and social value of Living History Farms is aligned with financial strength and discipline.
- Improve our operational efficiency.
- (re) Build, then expand capacity.
- Rebuild & develop the human resources of the museum.