

DICKINSON
MUSEUMCENTER



2007 Annual Report

OUR ORGANIZATION

Mission

The mission of the Dickinson Museum Center is to collect, preserve, and interpret the history of Southwest North Dakota.

The Dickinson Museum Center is a city-owned cultural campus that experienced its first development in the 1970s as Prairie Outpost Park. Over the years the park has evolved to include multiple tourism and cultural organizations such as the Visitor's Information Center (Dickinson Convention and Visitor's Bureau), the Dakota Dinosaur Museum, the Stark County Historical Society, Prairie Outpost Park, and the Joachim Regional Museum. A number of other organizations are also involved in events and programs at the site throughout the year.

The Joachim Regional Museum was a gift to the city of Dickinson by a local businessman, Daniel Milton Joachim, whose estate left money specifically to build a museum. The grand opening for the facility was held in May, 1983. The museum is managed by a 501(c) 3 non-profit organization, the Southwestern North Dakota Museum Foundation, Inc. The museum features exhibits of regional history and art.

Funding Sources

City of Dickinson General Fund

(The Museum Center is supported primarily through the Hospitality Tax)

Southwest North Dakota Regional Museum Foundation Funds

Staffing

Danielle Stuckle, Museum Director

Emily Bradbury, Museum Assistant

Accomplishments in 2007

- Developed a new position for a museum assistant.
- Developed the Downtown Dickinson Walking Tour brochure and guided tours.
- Began to organize and inventory the museum collections, and separate collections belonging to different museum organizations located at the site.
- Began advertising for group tours and bus tours.

Goals for 2008

1. Professional development:

Develop the following policies and plans:

- *Interpretation Plan* (guideline for the story told about the region)
- *Collections Policy* (guideline for collecting artifacts)
- *Research Policy* (guideline for use and access of the archival collections)

- *Records Retention Policy*

2. Increase the number of programs:

- School Tours
- Art Programs
- Seasonal Events
- Adult Programming
- Lectures
- Workshops

OUTREACH

Marketing & Public Relations

Marketing for the museum has focused on the more generic term *Dickinson Museum Center* rather than promoting the individual groups at the museum as that tends to cause duplication of efforts and confuses both travelers and local residents. The marketing plan for the museum in 2007 and 2008 has included a variety of media outlets including:

Local/State

- Camp on the Heart River brochure/map
- Dairy Barn Menu
- *High Plains Adventures*
- *Stop & Smell the Roses*
- Historic Dunn County Trail Map
- Bismarck, Mandan, Dickinson Area Map
- *North Dakota Living*
- *North Dakota Travel Guide*
- *The Pennysaver*
- *The Dickinson Press*
- *Dickinson Summer Recreation Guide*

- Radio: KDIX and Clear Channel [KCAD/KZRX (FM), KLTC (AM)]
- Television: KZCD (NBC) and KXMA (CBS)

Regional

- American Bus Association's *Destinations Magazine*
- *The Dakotas: Travel and Recreation Directory*

National/International

- American Bus Association's *Motorcoach Marketer*
- Website: dickinsonmuseumcenter.org

In addition to the advertising listed above, more than 10,000 brochures featuring both the Downtown Walking Tour and the Dickinson Museum Center have been placed in rest areas along I-94, and the Downtown Walking Tour brochures are placed in more than 100 businesses throughout the city seasonally. Around 5000 people are estimated to have visited the museum in 2007. This is based on the number of people signing the register, and the number of entries counted on the electronic sensor at the front door.

Organizations and Committees—Dickinson Museum Center Participation

The staff of the Dickinson Museum Center participate in a number of committees and organizations throughout the region including:

- Dickinson Historic Preservation Committee, Staff
- Dickinson Community Relations Committee
- Dickinson Renaissance Zone, Staff
- Dickinson State University, Lecturer
- Museums in North Dakota (MiND), Board member
- Old Red Trail Committee
- Preservation North Dakota, President
- Southwest North Dakota Tourism Conf.
- State Historic Preservation Review Board, Board member
- West River Regional Tourism Council



GENERAL OPERATING INFORMATION

Southwestern North Dakota Regional Museum Foundation

Sandi Frenzel, President

Ed Boe, Vice-President

Rob Fruh, Secretary/Treasurer

Muriel Hurt

David Meier

Loren Myran

Leroy Oberlander

Kris Steffan

Emil Wieglenda

Hours *[Open year round, hours vary seasonally.]*

- The **Joachim Regional Museum** is open daily throughout the summer, and by appointment in the spring and fall.
- Guided tours of **Downtown Dickinson**, by appointment only, Memorial Day to mid-August.

Admission

No admission fee is charged to visit the Dickinson Museum Center (excluding the Dakota Dinosaur Museum, which is managed by a separate, non-profit entity). The museum center is supported in part by the city of Dickinson, the Southwest North Dakota Regional Museum Foundation, and donations from members and visitors.

Membership Rates ~ Southwestern ND Museum Foundation

\$10 Individual

\$20 Family

\$50 Friend

\$100 Sustaining

\$250 Benefactor

\$500 Patron



TELLING THE STORY OF SOUTHWEST NORTH DAKOTA



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