

**DICKINSON  
MUSEUMCENTER**



**ANNUAL REPORT**

**2008**

April 14, 2009

Welcome to the 27<sup>th</sup> Annual Meeting for the Southwest North Dakota Museum Foundation. The foundation, known locally as the Joachim Board, has developed a relationship with the City of Dickinson over the last 30 years to provide for a cultural arts center for the southwest region of the state. While this has not always been an easy process, we continue to work on behalf of our community to provide a number of public services. With the city taking responsibility for a large portion of operating costs, and the non-profit Joachim Board taking responsibility for programs, events, and fundraising, the bond between the two entities is stronger than ever. This makes for a solid foundation for a cultural arts organization during trying economic times. Without this dual support, the museum center would undoubtedly be hurting.

Even with the firm support of both the City of Dickinson and the Joachim Board, it is essential for the Dickinson Museum Center to continue to diversify its sources of income. In the next few months and years, those involved with the Museum Center will be working to explore a variety of potential income sources including earned income opportunities, grants, special events, and other fundraising ideas. It can be overwhelming for an organization to try to raise funds while everyone is struggling financially; however, it is not an impossible task. We ask that our friends and supporters keep the lines of communication open. Hopefully, when everyone does start to recover from this mess, we will have maintained a strong net of friends around us that will ensure the Dickinson Museum Center is a financially viable organization for generations to come.

Thank you for attending our annual meeting, and please think about getting involved in our many programs and projects we are developing. Whether it is a financial contribution, a donation of time, or an artifact that tells our local story, it all helps to continue our work.

Sincerely,

Danielle Stuckle, Museum Director  
Dickinson Museum Center  
Danielle.Stuckle@dickinsongov.com

# THE 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 and non-profit partnership that has developed in a 12-acre park since the mid-1970s. Over the years the park has evolved to include multiple cultural organizations such as 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.

## **Funding Sources**

City of Dickinson: Hospitality Tax Funding

Southwest North Dakota Regional Museum Foundation Funds

## **Staffing**

Danielle Stuckle, Museum Director

Emily Bradbury, Museum Assistant

## **Accomplishments in 2008**

- Filled the new position of Museum Assistant for a second full-time position at the museum.
- Developed the Art in the Park program for school aged children, creating a series of summer activities at the museum center.
- Created new annual events for the fall (Halloween) and Christmas.
- Continued the extensive work of organizing and inventorying the museum collections, and separating the collections belonging to different museum organizations located at the site.
- Made a number of local history books and materials available through our new library area.
- Hosted several group tours, school tours, and bus tours.
- Visited the local high school to make butter with the students.
- Hosted more than 26 groups who rented the church or the picnic shelter in Prairie Outpost Park.

*Art in the Park 2009*

--Visit [DickinsonMuseumCenter.org](http://DickinsonMuseumCenter.org) for more information

### **Primary Goals for 2009:**

The primary goal for 2009 is to continue to increase the number of people served through our programs and activities through new and continued programming.

Museum Staff will be expanding the new **Art in the Park** program to include more activities featuring the visual arts. There will also be a number of new opportunities for **living history demonstrations** such as making butter, making quilts, and numerous other historic arts, crafts, and traditional work methods.

A fall event, a **pumpkin-carving contest**, was well received with 20 participating pumpkins. The **Christmas event** was a resounding success with the museum full of people to listen to the various music ensembles and to make Victorian Christmas decorations with their children.

Brand new for 2009 will be an heirloom garden, or **Heritage Garden**. This garden will be planted with open-pollinated varieties of plants and flowers, as opposed to hybrid plants. Heirloom seeds are saved annually and passed down through generations so that most of the varieties are traditional ones that our grandmothers would recognize. There are a number of programs that can be centered on the garden including programs on planting, maintaining, and harvesting the plants, to programs on cooking and preserving them. It is anticipated that this new project will generate a lot of interest for the museum.

The primary history exhibit for 2009 will be **Dickinson A to Z**, which will feature a unique assortment of artifacts from the collections with a fun twist. The primary art exhibit will be **GreatPlains/GreatArt**. This exhibit is open to all artists and all media with a focus on life on the Great Plains. A number of regional artists have expressed interest in this new exhibition, and work will be on display from May to September.

### **Additional Goals and Projects for 2009:**

Increasing the number of **volunteers and members** will also be important for museum this year. The museum needs to recruit a large number of volunteers to assist with all of the new programs being developed. The success of these programs will hinge on active participation by volunteers and members. In these tough economic times it is difficult to begin new fundraising programs. However, volunteers and members who are actively involved in the museum and its programs and activities will continue to provide some degree of support for the museum that can be expanded and strengthened in the future. The museum will continue to work to diversify its funding sources throughout the next few years.

Another important development at the museum, one that will help add a new source of earned income, is a **gift shop**. While a gift shop will be an ambitious new project for the museum, there has already been a great deal of interest in this new service.

# OUTREACH

## Marketing & Public Relations

The marketing plan for the museum in 2008 and 2009 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*
- 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)]

### Regional

- Direct Response Program: *Celebrate History*

### National/International

- Participate in the One Fulfillment brochure program on the state tourism website.
- Website: DickinsonMuseumCenter.org

In addition to the advertising listed above, more than 5,000 brochures have been placed in rest areas along I-94. Downtown Walking Tour brochures are placed in more than 100 businesses throughout the city seasonally. Around 6500 people are estimated to have visited the museum in 2008. 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

The staff of the Dickinson Museum Center have participated in a number of committees and organizations throughout the region in 2008 including:

- Dickinson Historic Preservation Committee, Staff
- Dickinson Community Relations Committee
- Dickinson Renaissance Zone, Staff
- Coalition of Charitable Organizations (COCO)
- Museums in North Dakota (MiND),
- Old Red Trail Committee
- Preservation North Dakota
- State Historic Preservation Review Board



# GENERAL OPERATING INFORMATION

## **Southwestern North Dakota Regional Museum Foundation**

Kris Steffan, President  
Ed Boe, Vice-President  
Rob Fruh, Secretary/Treasurer  
Sandi Frenzel

Muriel Hurt  
David Meier  
Loren Myran  
Leroy Oberlander

### **Hours**

- The Museum is open daily throughout the summer, and Monday through Friday from Labor Day to Memorial Day.
- Guided tours of Downtown Dickinson are available by appointment and weather permitting.

### **Admission**

No admission fee is charged to visit the Dickinson Museum Center (this excludes 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***

\$1000 Theodore Roosevelt  
\$500 Custer  
\$250 Lewis  
\$100 Clark  
\$75 Northern Pacific (Corporate)  
\$50 Sitting Bull  
\$20 Sod Busters (Family)  
\$10 Sacakawea (Individual)



# TELLING THE STORY OF SOUTHWEST NORTH DAKOTA



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