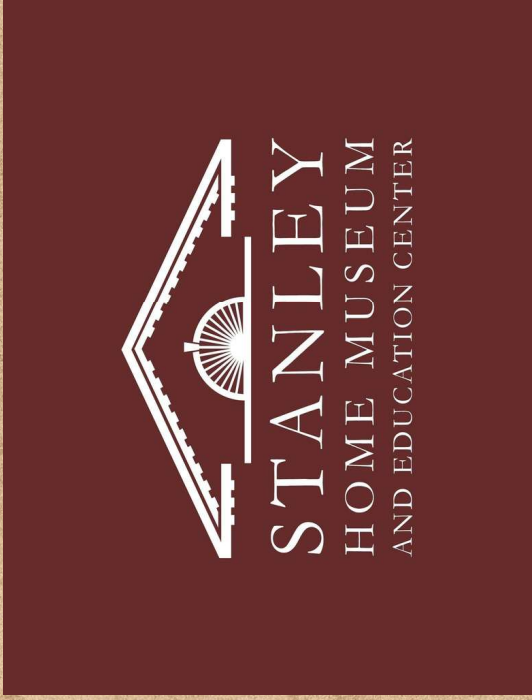




2025-2028

OPERATIONAL STRATEGIC PLAN



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EXECUTIVE SUMMARY

The Stanley Home Museum and Education Center's Strategic Plan provides a comprehensive roadmap for advancing our mission to renovate, preserve, and operate Rockside, the F.O. Stanley home as a cultural center for local history education.

Rooted in the unique history of Estes Park and the Stanleys' lasting contributions to American innovation, culture, and community life, this plan outlines strategic priorities for the next 3 years across five key areas: Preservation and Stewardship, Interpretation and Story Preservation, Financial Sustainability, Diversification of Funding Strategies, and Organizational Capacity.

Together, these strategic priorities ensure the Stanley Home Museum and Education Center remains a vibrant, relevant, and resilient institution—preserving the past while inspiring the future.



Vision & Mission



Vision

The Stanley Home Museum and Education Center envisions a vibrant cultural destination where history inspires connection, learning, and pride. By preserving the legacy of F.O. and Flora Stanley, we aim to foster a deeper understanding of Estes Park's origins and its enduring relationship with Rocky Mountain National Park—ensuring that future generations see themselves as stewards of both heritage and place.

Mission

The mission of The Historic Stanley Home Foundation is to renovate, preserve, and operate Rockside, the F.O. Stanley home as a cultural center for local history education. The home is an enduring reminder of the evolution and development of Estes Park and Rocky Mountain National Park."



Core Values



Stewardship and Preservation

We responsibly care for the Stanley Home and its stories—honoring its legacy and ensuring its preservation for future generations.

Education

We believe in the power of history to inspire learning, curiosity, and civic understanding.

Community

Engagement

We value strong relationships with our local community and strive to create inclusive, intergenerational opportunities for participation and collaboration.

Integrity & Inclusivity

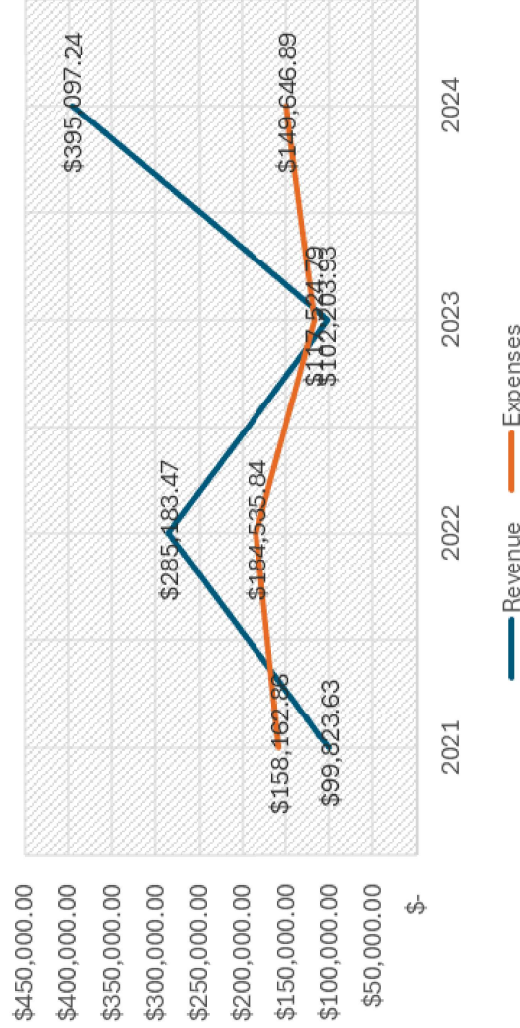
We act with transparency and accountability, while honoring diverse perspectives to tell a more complete and inclusive history.

Innovation & Tradition

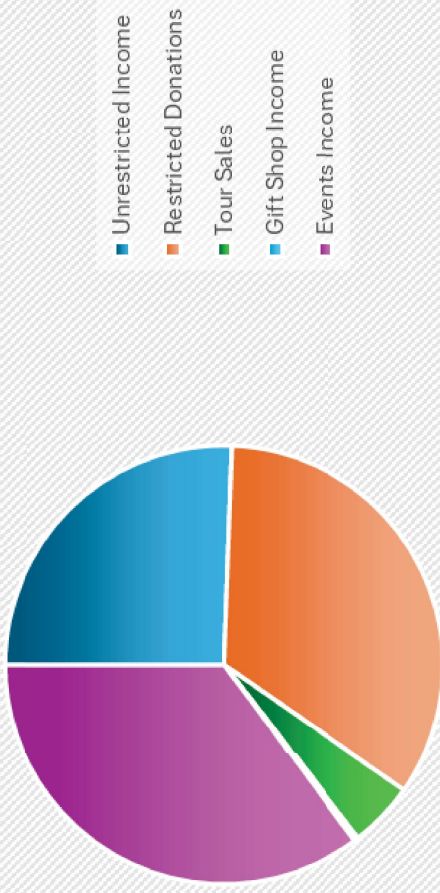
We preserve the past while embracing new ideas to keep the Stanley story meaningful for future generations.

2024 Performance Recap

Revenue to Expenses Comparison



Revenue Comparison as a Percent of
Total - 2024



Key Accomplishments:

- Reduced mortgage 77% from 2022 to 2024
- Doubled Tour numbers from 2023 to 2024
- Obtained Google ratings for tours of 4.9
- Yuletide Open House hosted 467 visitors in 2024

Financial Projections

To drive growth and enhance our operations, we are allocating funds across three key areas:



Operations

Funded through events, tours, gift shop sales, annual gala, grants, and the annual sustaining campaign



Restoration of Home

Funded through large donor gifts, and capital grants



Mortgage Paydown

Funded through large donor designated gifts



2025 Strategic Objectives Year One

Preservation and Stewardship - Yr 1



Preservation Goals

- Maintain and preserve the historic integrity of the Stanley Home for future generations
- Ensure the long-term protection of the property
- Ensure preservation of artifacts

Action Items

- Apply for History CO for Phase 1 Restoration
- Apply for El Pomar Capital Grant
- Apply for listing on the Ntl Register
- Label all accessed items in the home
- Complete full museum inventory
- Continue monthly accessions meetings

Financial Sustainability - Year 1

Financial Goals

- Ensure annual operational success at breakeven level, preferably profit
- Finalize payment of the Home's mortgage



Action Items

- Run an annual mail, email, and reception fund drive
- Create budgets for each event to ensure expenses are covered and seek corporate sponsorships
- Reach out to current large donors for debt reduction support in the fall of 2025
- Begin mining new donors outside Estes Park utilizing new donor management system

Interpretation and Story Presentation - Yr 1



Interpretation Goals

- Increase public awareness of the historic Stanley Home
- Develop engaging, interesting cultural and educational programs
- Connect with diverse audiences to expand the reach of the Historic Home

Action Items

- Offer new specialized tours, educational, and cultural programming monthly
- Create annual calendar of events/exhibits
- Partner with local schools for Yuletide event
- Film second-floor tour video
- Collaborate with community groups and organizations
- Actively engage on social media platforms weekly

Diversify Funding Strategies - Year 1

Diversifying Funding Goals

- Effectively manage donors, enhancing communication
- Extend outreach to donors outside of the area
- Develop additional outside funding opportunities
- Research new grant opportunities
- Develop sources of revenue from Home Museum Operations



Action Items

- Purchase donor management software
- Utilize summer interns to convert spreadsheet data into donor management program
- Strategize mailings and communication to donors by geographic location
- Create grant calendar
- Join grant research website
- Meet with Non-Profit Network to get grant deadlines and funding priorities
- Develop merchandise to be sold on-site in the gift shop
- Identify additional programs/events that could be revenue-generating
- Create annual sponsorship calendar for corporate sponsorships

Organizational Capacity and Governance - Year 1

Organization & Governance Goals

- Build a strong and sustainable organization
- Develop and empower board members and staff
- Enhance partnerships with stakeholders



Action Items

- Provide professional development for staff and board
- Actively recruit new board members and volunteers
- Distribute quarterly newsletter
- Seek support from local community stakeholders, volunteers, businesses, and institutions
- Develop collaborative partnerships with other non-profit organizations



2026 Strategic Objectives Year Two

Preservation and Stewardship - Yr 2

Preservation Goals

- Maintain and preserve the historic integrity of the Stanley Home for future generations
- Ensure the long-term protection of the property
- Ensure The protection of the property from natural disasters
- Ensure Preservation of artifacts

Action Items

- Apply to History CO for additional restoration phases
- Apply for IMLS Inspire grant
- Apply for listing on the Ntl Register
- Label all accessed items in the home
- Complete whole-house inventory
- Continue monthly accessions meetings
- Develop an emergency management plan
- Evaluate the need for an emergency contingency fund
- Pursue grants for museum-quality display and storage of artifacts
- Continue Accessions Committee meetings monthly as needed



Financial Sustainability - Year 2



Financial Goals

- Ensure annual operational success at breakeven level, preferably profit
- Finalize payment of the Home's mortgage
- Ensure long-term financial sustainability for the Home Museum by establishing an endowment fund and planned giving program.
- Operate the historic property as efficiently as possible within historic standards.

Action Items

- Run an annual mail, email, and reception fund drive
- Create budgets for each event to ensure expenses are covered
- Continue mining new donors outside Estes Park utilizing new donor management system
- Form a Board, staff, and volunteer committee to begin planning how to roll out an endowment program and identify beginning financial needs
- Develop a planned giving campaign
- Have an energy audit of utilities improvements for cost savings that adhere to historic standards
- Develop policies and procedures to maximize effective use of volunteers, staff, and resources.

Interpretation and Story Presentation - Yr 2

Interpretation Goals

- increase public awareness of the historic Stanley Home
- Develop engaging, interesting cultural and educational programs
- Connect with diverse audiences to expand the reach of the Historic Home
- Increase outreach services to community to expand the reach of the Historic Home



Action Items

- Offer new specialized tours, educational and cultural programming
- Develop temporary exhibits for new educational opportunities
- Develop annual schedule of events
- Expand summer high school internship program
- Build Spanish-speaking docent program
- Investigate new technologies that could enhance visitor experiences
- Host events and activities that appeal to diverse audiences, including an annual Juneteenth Celebration
- Highlight and host at least (2) 250/150 focused events
- Identify opportunities for staff and volunteers to conduct outreach activities
- Develop traveling “Trunk Kit”
- Collaborate with community groups and organizations

Diversify Funding Strategies - Year 2

Diversifying Funding Goals

- Effectively manage donors, enhancing communication
- Extend outreach to donors outside of the area
- Develop additional outside funding opportunities
- Research new grant opportunities
- Develop sources of revenue from Home Museum Operations
- Revisit "Friends of the Museum" membership program



Action Items

- Strategize mailings and communication to donors by geographic location
- Update grant calendar
- Join Wealth Engine
- Develop Fundraising Committee whereby volunteers can help steward out-of-area donors
- Research how Historic Homes operate their membership programs
- Establish committee to evaluate cost/benefit of membership program
- Develop merchandise to be sold on-site in the gift shop
- Identify additional programs/events that could be revenue-generating
- Create annual sponsorship calendar for corporate sponsorships

Organizational Capacity and Governance - Year 2

Organization & Governance Goals

- Build a strong and sustainable organization
- Develop and empower board members and staff
- Enhance partnerships with stakeholders



Action Items

- Provide professional development for staff and board
- Actively recruit new board members and volunteers
- Disseminate Quarterly Newsletter
- Develop a written Succession Plan
- Develop a written training plan for Board
- Seek support from local community stakeholders, volunteers, businesses, and institutions
- Develop collaborative partnerships with other non-profit organizations

2027 Strategic Objectives Year Three



Preservation and Stewardship - Yr 3

Preservation Goals

- Maintain and preserve the historic integrity of the Stanley Home for future generations
- Ensure the long-term protection of the property
- Ensure The protection of the property from natural disasters
- Ensure Preservation of artifacts



Action Items

- Apply for History CO for additional restoration phases
- Design, designate, and construct an artifact storage space that meets collections management best standards
- Continue monthly accessions meetings
- Begin pursuing emergency contingency funding
- Pursue grants for museum-quality display and storage of artifacts
- Continue Accessions Committee meetings monthly as needed

Financial Sustainability - Year 3

Financial Goals

- Ensure annual operational success at breakeven level, preferably profit
- Ensure long-term financial sustainability for the Home Museum by establishing an endowment fund and planned giving program.
- Operate the historic property as efficiently as possible within historic standards.

Action Items

- Run an annual mail, email, and reception fund drive
- Create budgets for each event to ensure expenses are covered
- Continue mining new donors outside Estes Park utilizing new donor management system
- Begin raising endowment funding
- Institute any remaining cost-saving measures identified in utility assessment
- Update policies and procedures to maximize effective use of volunteers, staff, and resources.



Interpretation and Story Presentation - Yr 3

Interpretation Goals

- increase public awareness of the historic Stanley Home
- Develop engaging, interesting cultural and educational programs
- Connect with diverse audiences to expand the reach of the Historic Home
- Increase outreach services to community to expand the reach of the Historic Home



Action Items

- Offer new specialized tours, educational and cultural programming
- Develop temporary exhibits for new educational opportunities
- Develop annual schedule of events
- Continue summer high school internship program
- Develop Junior Docent program
- Create a plan for integrating new technologies into the museum experience
- Host events and activities that appeal to diverse audiences, including an annual Juneteenth Celebration
- Identify opportunities for staff and volunteers to conduct outreach activities
- Ensure at least 2 schools “rent” traveling “Trunk Kit”
- Collaborate with community groups and organizations
- Actively engage on social media platforms weekly

Diversify Funding Strategies - Year 3

Diversifying Funding Goals

- Effectively manage donors, enhancing communication
- Extend outreach to donors outside of the area
- Develop additional outside funding opportunities
- Research new grant opportunities
- Develop sources of revenue from Home Museum Operations



Action Items

- Strategize mailings and communication to donors by geographic location
- Update grant calendar
- Join Wealth Engine
- Provide guidance and support to Fundraising Committee that is helping steward out-of-area donors
- Develop written donor sponsorship program for pieces of the house
- Develop merchandise to be sold on-site in the gift shop
- Identify additional programs/events that could be revenue-generating
- Create annual sponsorship calendar for corporate sponsorships

Organizational Capacity and Governance - Year 3

Organization & Governance Goals

- Build a strong and sustainable organization
- Develop and empower board members and staff
- Enhance partnerships with stakeholders



Action Items

- Provide professional development for staff and board
- Actively recruit new board members and volunteers
- Execute written Succession Plan
- Distribute quarterly newsletter
- Seek support from local community stakeholders, volunteers, businesses, and institutions
- Develop collaborative partnerships with other non-profit organizations