

Colorado Springs Pioneers Museum



Annual Report 2011

From the 2011 Board

Thank you!

Yes, you!

It is through the unceasing dedication of thousands of patrons, donors and volunteers like you that our Colorado Springs Pioneers Museum is invigorated and thriving.

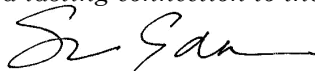
It's no secret that the past few years have been challenging. The recession put a squeeze on municipal services, and the Pioneers Museum – which always has been a strong example of the value of public-private partnerships – was challenged to adapt and find new paths to sustainability.

Thanks to this caring community, we are well on our way.

In 2011, 50,000 people engaged with the exhibits and programs of the museum, including more than 5,000 schoolchildren who gained deeper understandings and connections to their home -- our home – the Pikes Peak region. Exhibits such as “Framing Community” helped us all to better understand our past as we navigated new directions for the future of the region.

But the work is never done. Our committed, passionate staff continues to challenge themselves to explore new ways to engage an ever changing and diverse population. We have expanded our sources of revenue through new avenues of private support such as our first tremendously successful Gift of History breakfast. And we could not continue to serve citizens without the crucial support of the City of Colorado Springs, which, even in these challenging times, has prioritized the museum and preservation of our cultural history as a vital community cornerstone.

Thank you for helping us to ensure that the Colorado Springs Pioneers Museum continues to fulfill our mission *to build a lasting connection to the Pikes Peak region by preserving and sharing our cultural history.*



Susan Edmondson, Chair



Susan Edmondson - Chair
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From the Director

Innovative, bustling, entrepreneurial, and mission driven, these are all terms that aptly describe the Colorado Springs Pioneers Museum in 2011. It was the first full year following the adoption of our sustainability plan. We put to the test a number of new fundraising concepts that will allow us to continue providing top notch preservation and education programs despite reduced funding from the City of Colorado Springs. I am pleased to say that we exceeded our very ambitious goal by raising \$656,302 outside of city funds. We were able to do this with the tremendous assistance of our first-ever development coordinator, Cari Karns, who came on board in late 2010 with financial support for the position from the Friends of the CSPM. We implemented new fee-based programming, rolled out a new membership structure, expanded our facility rental program, created a summer program for children's groups led by our junior docents, and

hosted the first annual Gift of History Breakfast. In addition to all that, we also opened six new exhibitions, served over 5,000 local school children, hosted scores of lectures and educational programs. Thinking back on it all I think another good word for 2011 would be "wow!"

None of this would have been possible without our thousands of supporters in the community and around the country. We are appreciative of all of you that show your support for the museum through financial contributions. We also thank our many board members who provide invaluable leadership, guidance and advocacy for the CSPM, as well as our hundreds of volunteers that support every aspect of the museum's operations. We are grateful for all that you do to support our efforts to build a lasting connection to the Pikes Peak region by preserving and sharing our cultural history.

I also want to extend my personal thanks to the staff of the CSPM. They are world-class professionals that are deeply dedicated to the institution, its collection, and its 50,000 visitors. We were sad to say goodbye to program coordinator Rhonda Wootton, who moved on to new opportunities. Rhonda started as a volunteer in 2006 and became a paid employee in 2009. She made a big impact on the museum during a very difficult period of budget cuts and staff shortages. We were equally delighted to welcome our new museum educator, Megan Poole. Meg is a native of Colorado Springs and a recent graduate of Colorado College. She has wonderful ideas for innovative programming and is already making a positive impact.

Thanks again for all of your support and encouragement. We hope that you will visit often to experience all of the excitement surrounding the Colorado Springs Pioneers Museum. It might even make you say "wow!"

A handwritten signature in black ink, appearing to read "Matt Mayberry". The signature is stylized with a large, sweeping "M" and a long, horizontal stroke extending to the right.

Matt Mayberry

2011 Activities

Programs and Events

2011 was a year for returning favorite programs and new ways of engaging the community. The Museum held its first ***Museum Experience***, with nine people participating in the three-day workshop. These “community curators” got unprecedented access to the

Museum’s collections. They learned how to select and interpret artifacts for a new exhibit called ***Artists of the Pikes Peak Region: Why Did They Come?*** The Museum hosted an imaginative new program called ***Henderson History Idol***, in which local students competed for—and the public participated in awarding—more than \$3,000 in scholarships and other prizes. The Museum partnered with Colorado Humanities, District 11 and the Colorado Springs Conservatory to present the first ***Young Chautauquans*** program, in which students researched and portrayed historical characters. We marked the 150th anniversary of the start of the Civil War with a standing-room-only presentation about General Palmer’s wartime experiences by the Asheville, N.C., author Terrell Garren. The Museum reinstated Sunday hours for the first time in several years by hosting three ***Super Sunday*** events. Finally, we wrapped up the year with another wildly popular ***Children’s Holiday Magic***, which drew more than 2,000 enthusiastic participants.

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Exhibits

The museum implemented an ambitious exhibition schedule for 2011. We said farewell to ***So Far from Home: the American POW Experience in WWII***. This emotionally powerful exhibit told the stories of 12 local men who survived the wartime prison camps in Europe and Asia. It also included a display of artifacts from German POWs held at Fort Carson. On a similar note, we hosted the one-day traveling exhibit, ***Honoring Our History***, from the National World War I Museum. It attracted more than 1,000 people in less than eight hours! We opened two new photography exhibits developed in partnership with our friends at the Pikes Peak Library District. ***Behind the Lens: Photographers in the Pikes Peak Region*** mines the rich and varied collections of our two organizations to highlight the five most important photographers in our region’s history. We also drew on the impressive collections of both institutions to create ***Framing Community / Exposing Identity: Iconic Images of Life at the Foot of Pikes Peak***. The exhibit utilizes photographs, artifacts, video and interactive components to document our community’s history and ask visitors, “What makes Colorado Springs unique?” Just in time for the local kick-off of the 2011 USA Pro Cycling Challenge, we unveiled a new exhibit, ***Pedal Power! Bicycling in Colorado Springs***, that celebrates our love of outdoor activity. This exhibit features the first bicycle ever owned by a Colorado Springs resident. Finally, in December the new American Indian exhibit, ***Cultural Crossroads***, opened to a rousing community response and endorsement from American Indian elders. The beautiful display features over 130 objects from permanent collection representing more than 30 American Indian nations.

Volunteers

Our volunteers are truly an integral part of the Museum, and we could not fulfill our mission without them. Volunteers contribute critical support to all of the Museum’s functional areas, including the Museum Store, archives, and educational programming. Volunteers logged 6,623 hours in 2011. This is up 11 percent over the previous year and equates to more than three full-time employees. We were excited to initiate a new ***Junior Docent*** program, in which middle school students were trained to provide ***History Explorer Tours*** for the numerous daycare facilities and

At a Glance:

49,832 Museum Visitors

6,623 volunteer service hours

5,652 children attending 167 tours

2,249 adults attending 159 tours

15,569 people attending 165 events

day camps that come to the Museum in the summer. Most of the participants have enthusiastically committed to participating again next summer.

Toward a More Sustainable Future

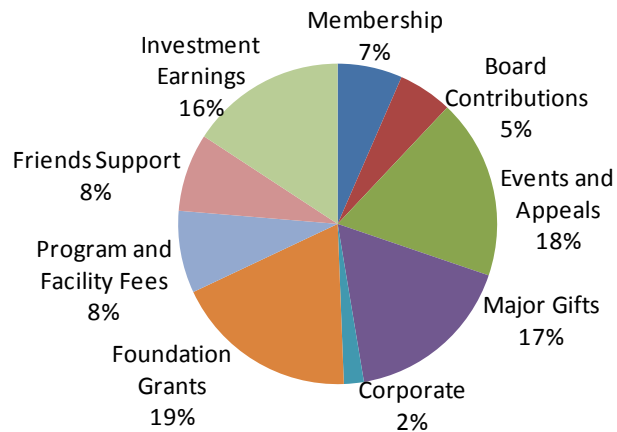
Our first-ever development coordinator, Cari Karns, came on board in late 2010, with financial support for the position from the Friends of the Pioneers Museum.

During 2011, the Museum built a multifaceted fund-development program that includes grants, corporate donations, events, memberships, and individual contributions. We had a terrific turnout in August at our inaugural ***Gift of History Fundraising Breakfast***, with 350 attendees committing nearly \$60,000 to support the Museum. The Museum also was selected to participate in the Indy Give program, increasing the visibility of the Museum and attracting new supporters. We completed fundraising for Phase II of the exterior restoration project, thanks to a

\$240,000 State Historical Fund grant and \$90,000 in matching funds from the El Paso County Bar Association, Downtown Development Authority, Ralph Giddings Trust, Gates Foundation, and the Pioneers Museum Foundation. Restoration activity for Phase II will begin in early 2012. In February, we unveiled a new membership program in partnership with the Friends. Individuals and families now join the Museum directly and receive a comprehensive series of benefits based on their membership level. All Friends Life Members are automatically rolled into the new membership program. Our earned-income strategies, such as gift shop proceeds and fees for programs and facility use, are a growing revenue stream. Total committed funds from contributions and earned revenue exceed the original \$600,000 target proposed as part of our sustainability plan. We extend our thanks to all our donors and funding partners.

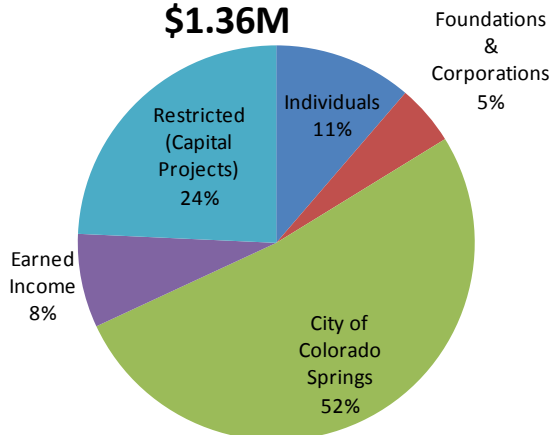
The Museum Board of Directors continues to work diligently to ensure that the Museum is on a sustainable path for the future. The organization is incorporated as a nonprofit in the State of

Community Support \$325,000



Colorado, and the IRS recently approved the application for status as a charitable organization. During 2011, the Friends of the Museum graciously acted as fiscal sponsor, accepting donations to ensure that all donor gifts are fully tax-deductible.

Total Revenue \$1.36M



As always, the museum is grateful to the many affiliate groups that provide assistance in a variety of ways. The Friends and the Foundation are the most visible due to their financial support, but the Museum Advisory Board and the El Paso County Pioneers Association also fill important roles. We rely on all of these groups and appreciate their leadership and effort.

The Museum gratefully acknowledges the support of several governing and support groups over the past year:

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The Museum is deeply grateful to the 100+ volunteers and 700+ individual donors who supported our work last year. We regret that we do not have space to thank you all by name!