IGNITE YOUR CURIOSITY. DISCOVER YOUR STORY.

2014 Year-In-Review

Colorado Springs
Pioneers Museum
Ignite Your Curiosity. Discover Your Story.

I am honored to serve as the President of the Colorado Springs Pioneers Museum Board of Directors. The Museum represents everything that is wonderful about Colorado Springs: a vibrant community with dedicated volunteers, rich cultural history that grounds us in our identity, and a desire to embrace our entrepreneurial roots to grow our intellectual and economic capacity.

In 2014, the leadership of the CSPM began implementing our audacious goal of becoming the source for igniting curiosity and inspiring discovery among all residents and visitors of the Pikes Peak Region. Our path forward is guided by strategic initiatives that will focus our efforts on the visitor experience, striving to make it exemplary. We will continue to pursue projects and opportunities that contribute to our financial strength and well-being. The museum will also strengthen its reputation so that we are an influencer brand for the region.

No other institution in Colorado Springs has helped me celebrate and develop my sense of place. It goes without question that the study of history provides a sense of identity. Historical data provides us with evidence about how families, institutions, and this community were formed and how they evolved over time. My identity as a citizen of Colorado Springs was established and confirmed in the Colorado Springs Pioneers Museum. And I am reminded that we are all citizens with obligations to each other, to our great city, and to our history.

As one of the Museum’s biggest fans, I can tell you that it continues to ignite my curiosity and help me discover more about my own story as a citizen of Colorado Springs. I hope you, too, discover your story at the Colorado Springs Pioneers Museum. Thank you for your generous participation in the future of the museum and I hope you will continue to be interested, involved, and invested in making our ambitious plans a reality.

Amber Ptak
CSPM Board President
IGNITE YOUR CURIOSITY. DISCOVER YOUR STORY.

VALUEs
- storytelling
- authenticity
- stewardship
- respect

what we believe how we behave

BIG GOAL
our envisioned future

The Colorado Springs Pioneers Museum will be the source for igniting curiosity and inspiring discovery among all residents and visitors.

MISSION
our core purpose

We exist to build a lasting connection to the Pikes Peak Region by preserving and sharing our cultural history.

STRATEGIC ANCHORS
- financial strength
- client experience
- brand

how we will succeed
Strategically Seeking Discovery

In 2014, the Colorado Springs Pioneers Museum began implementation of Vision 2023, our new strategic plan. Our envisioned future has as its goal that the Colorado Springs Pioneers Museum will be the source for igniting curiosity and inspiring discovery among all residents and visitors.

A key part of the Vision 2023 is to project a path forward for the oldest cultural institution in our community, ensuring that it remains fresh, relevant, and reflects the spirit and culture of our great region. To do so, we must look at both the horizon as well as immediate steps we must take to move forward. Thus, our work in 2014 has centered on three primary near-term goals that address what’s most important over the next five years:

1) Our People: Strengthening our staff and volunteers

In 2014 and early 2015 we have hired three key positions in the Museum that provide significant strength and experience to the CSPM. In May, Meg Poole, our Museum Program Coordinator joined the team coming from previous work with the Bear Creek Nature Center and the Smithsonian Institution. In August, Erin Yount, joined us as Marketing Coordinator coming from similar duties with the Catamount Institute and the Center for Creative Leadership. Assistant Archivist, Stephanie Prochaska, joined us in February of 2015 following experience working as a corporate archivist. These three key hires allow us to firmly establish our anchors of focusing on branding and providing an exemplary client experience.

2) Our Place: Leveraging the gem that is our building and grounds

In 2014, the CSPM wrapped up renovation of both the west elevation and the east elevation. Through the support of generous benefactors and the State Historical Fund, we also secured funding for our next phase of renovation on the north and south elevations of the historic and iconic 1903 El Paso County Courthouse. Additionally, we completed renovation work on the 1900 E. Howard & Company street clock on our north grounds, and partnered with the City’s Parking Enterprise to implement a streetscape enhancement around the perimeter of Alamo Square Park.

3) Our Programs: Innovating ways in which we tell our story

Last year, the CSPM programs staff partnered with teachers and school
districts to reinvent our school programs. These interactive tours are standards-based and designed to drive student inquiry using our Hands-On History carts. We convened an Education Committee to provide constructive feedback to school programs and to develop programmatic offerings for our school-aged visitors. We also collaborated with the Downtown Partnership to create and lead a series of downtown walking tours focused on our community’s unique characters and compelling history.

These primary near-term goals continue to drive the work we will pursue, with your help, in 2015. I cannot thank you enough for your support of the CSPM and your interest in keeping the stories of local history alive and shared. In the coming year, a number of new projects and initiatives hold great promise for accelerating the CSPM’s vision. Here are the 2015 primary initiatives:

- Research – In partnership with the UCCS Geography Department and local GIS firm Tierra Plan, we will develop the framework for a project that will utilize time and place to help users experience the Pikes Peak Region and our history in an entirely new user-directed way

- Engagement – Opening in December 2015, the CSPM is completely renovating one of our most popular exhibits on health care in the Pikes Peak Region, City of Sunshine

- Preservation – With the installation of a new chiller this spring and updated pneumatic controls for our HVAC system later in the year, the CSPM is actively ensuring the long-term preservation of over 80,000 archive materials and over 30,000 artifacts

Our priority initiatives of 2015 can only be accomplished with your generosity. Thank you for your support in the past and I hope we can count on you to propel this work into the future. If you are looking to become more involved or invested in the CSPM this year, please do not hesitate to contact me. My staff and I would love to help you connect more with our community and our unique history. I look forward to seeing you soon!

Matt Mayberry
Director
Honor Roll of Support

Echo Society (Planned Gifts)
Rowena L. Hinshaw
Celia Rasor Estate

Palmer Society ($10,000+)
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Boettcher Foundation
El Pomar Foundation
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Kathleen Owings
Heather and Elizabeth Palmer
Karen Palus
The Honor Roll of Donors represents monetary gifts made to the CSPM in the fiscal year 2014. While we greatly appreciate support in a variety of forms, please know, artifact donations and in-kind contributions are not included in this listing. Every effort has been made to ensure the accuracy of all donor lists. Please accept our apologies for any errors and please notify the Development office with any corrections.

YOUR IMPACT 2014
Your support in 2014 has led to:

- A record number of people having a record number of encounters with the history of the Pikes Peak Region
- Three pioneering and diverse exhibit experiences including:
  » Journey to Pikes Peak - An interactive children’s gallery that ignites curiosity in our youngest visitors
  » Memories of a Massacre: Perspectives on Ludlow commemorating the 100th anniversary of the 1914 massacre
  » The Midas Touch: The Penrose & Tutt Partnership highlighting the business relationship that transformed our region
- Gazette Best of the Springs Award for “Best Exhibit” - From the Ashes: The Waldo Canyon Fire
- Increased capacity for the CSPM to bring in 3 new hires allowing us to better serve you and our community!
CSPM Financial Summary 2014

Support and Revenue Source

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<th>Source</th>
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Expenditures

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CSPM Private Funding Sources

- Individuals: 33%
- Events: 19%
- Grants & Partnerships: 19%
- Earned Income: 15%
- Capital: 13%
- Memberships: 4%
- CSPM Foundation Gifts: 1%
- Restricted Gift Trust: 2%
CSPM By The Numbers 2014

8,437  Total Volunteer Hours
160  Total Volunteers
61,934  Total Visitors
181  School Groups
$18.56  Cost per visitor  ($32.30 National Avg.)
83%  Visitor-serving organizations nationwide which have seen flat or declining visitation compared with population growth
2%  Increase in visitation for CSPM over the last 4 year over and above population growth
3  New Exhibits Opened
113  Facility Rental Events
35  Off-site Presentations
49%  Completed of our conversion to energy-saving LED lighting
80%  Completed of our restoration of the building exterior
Outlook 2015

- Chasing the Cure (March)
- Summer in the City (June & July)
- UCCS 50th Anniversary (May)
- Colorado Grown (August)
- Helen Hunt Jackson Month (November)
- City of Sunshine: Health in the Pikes Peak Region (December)
OUTLOOK 2015

Ignite Your Curiosity and Discover Your Story with the CSPM in 2015!

March Chasing the Cure
“Tuberculosis treatment was our industry. Other than the military, I don’t think there was a bigger economic driver in Colorado Springs” ~ Matt Mayberry. Learn more in this fascinating new exhibit opening March 28.

May UCCS 50th Anniversary
Come celebrate the golden anniversary of the the Pikes Peak Region’s largest institution of higher education. Discover the origins, importance, and home to where the Mountain Lions roam in this new exhibit opening May 9.

June & July Summer in the City
Join the CSPM and the Downtown Partnership for events, Friday Weekend Warm-ups and fun all summer long. See details about summer fun for you and your’s at cspm.org

August Colorado Grown & Gift of History Breakfast
One great month, two great events. Ignite your curiosity about all things local - from urban gardening to photography tips - at the Colorado Grown Urban Fair, Saturday, August 1. Then introduce your friends to one of our greatest local treasures - the CSPM - at Gift of History Breakfast. This free breakfast is a great introduction to the stories of the Pikes Peak Region and help raise funds the exhibits and programs you care about.

November Helen Hunt Jackson Month
Discover more about this great poet, author, and political activist. Join us for lectures, teas and film screenings throughout the month of November as we honor one of our community’s great cultural heroins.

December Festival of Lights & City of Sunshine
Be a part of the CSPM’s biggest event and family fun day of the year with the Festival of Lights celebration on Saturday, December 5. Return to see the CSPM’s biggest exhibit renovation ever undertaken when we open City of Sunshine on December 19, exploring the captivating stories of health in the Pikes Peak Region.