

Castle Museum Strategic Plan 2018-2022

Strategic Focus 1: Growth

Goals:

1. Promote awareness of the Castle through marketing in order to attract tourism and make connections with key groups in the Saginaw Downtown area.
2. Membership increase.
3. Visitors increase.
4. Foster goodwill in the community.

Strategic Focus 2: Internal Employee Focus

Goals:

1. Employ committed associates who have high interest in the area of their assignment and are willing to gain expertise and skills through professional development.
2. Recruit volunteers with appropriate skills to accomplish desired tasks.

Strategic Focus 3: Preservation and Presentation

Goals:

1. Improve and maintain our facilities through responsible and forward-thinking projects.
2. Collections management.
3. Present exhibits to accomplish the mission of the HSSC.

Strategic Focus 4: Funding

Goals:

1. Secure millage at the appropriate level to ensure continued operations.
2. Attract non-millage funding.
3. Practice sound financial procedures.