FORT LAUDERDALE HISTORICAL SOCIETY, INC.
DBA HISTORY FORT LAUDERDALE

219 SW 2 AVENUE
FORT LAUDERDALE, FL 33301
www.historyfortlauderdale.org
954-463-4431

STRATEGIC PLAN
Adopted by the FLHS Board of Trustees April 12, 2021
History museums around the world are redefining the role humanities institutions play in science, sociology, engineering, technology and arts education. At a time when US students lag in basic understanding of science and humanities, and connection with the natural world has decreased, the Society believes there is an opportunity to utilize our Museum’s world-renowned collections and research to dramatically improve science and humanities educational opportunities in South Florida.

Fort Lauderdale is a remarkable city, in less than 100 years growing from a tiny outpost of farmers and traders to become one of Florida’s key commercial hubs. Inventive genius and forward-thinking entrepreneurship laid the cornerstones of our city’s diverse economy. With the coming of Flagler’s railroad in 1896 and Port Everglades in 1928, Fort Lauderdale became connected to the rest of the country. Enterprising families like the Wells, Bryans and Alexanders bought and developed properties, built roads and infrastructure, and created industry. The resulting growth drew entrepreneurs from across the US and around the world.

Since its founding in 1962, Fort Lauderdale Historical Society has established a reputation as the premier conservator of Broward County’s heritage. Historic organizations throughout the county, across the state, and around the US rely upon the archival material collected by the Society to assist with interpreting and sharing their own unique stories. The Fort Lauderdale Historical Society provides the only comprehensive interpretation of our community's history at one historic site and is one of very few actively collecting museums in Broward County.

The Society brings history to life for thousands of students each year who visit our campus or experience distance learning provided by our education team and delivered through Broward County School’s BECON TV. Local families participate in family fun days, community conversations, and festivals on our campus. Thousands of tourists experience our unique local history when visiting our 3 museums and international visitors discover some of the values and cultural attributes fundamental to the American experience.

As the Society approaches its diamond jubilee in 2022, it does so with experienced leadership, a strong endowment and balanced budget. To build upon this strong foundation, The Society’s leadership recognizes the need for a facility that enables fulfillment of the organization’s commitment to education, research and conservation. A state-of-the-art museum with interactive exhibits that encourage in-depth learning is the Society’s next step.
STRATEGIC GOAL 1: Development, Marketing and Communications

History Fort Lauderdale creates strong connections with diverse community members, is relevant to community needs, attains national recognition, and engages audiences for life.

1. Provide and promote relevant, innovative programs, changing exhibits, gallery experiences, and other encounters with historic stories at the museum and offsite, to engage new audiences, strengthen relationships with existing audiences, and build community partnerships.

2. With a strong marketing plan make the History Fort Lauderdale a ‘top of mind’ museum of choice for South Florida residents and visitors from the US and abroad.

3. Pursue methods to increase the level and scope of donations to increase funds available to assist the organization in its growth, while carefully maintaining longer term revenue sources, both public and private.

4. Develop cross-promotional opportunities for marketing outreach to businesses and other organizations to increase mixed promotional and philanthropic income.

STRATEGIC GOAL 2: Engagement of Human Assets

Professional and volunteer staff is sufficient in size and skill to achieve mission; talented enough to anticipate future needs; and appropriately compensated and acknowledged for their achievements.

1. Build upon Fort Lauderdale Historical Society’s strong depth of professional experiences in both its volunteers, consulting artists, partners, and staff to transform the organization in the coming years.

2. Hire additional staff for the collections/curation department with advanced technology skills for digitization and digital collections management.
3. Board of Trustees: continue to develop a Board of Trustees and Advisory Boards which can support the financial and governance needs of the Society, encouraging both new membership and legacy involvement of individuals with high capacities to support the mission of the organization.

4. Volunteers and Docents: revitalize the Society’s commitment to the importance of volunteer involvement in all levels of operations as a means of delivering on the mission of the organization.

STRATEGIC GOAL 3: Technology Enhancement

History Fort Lauderdale is a museum leader in the local museum community and the external museum world through the innovative application of technology in its operations.

1. Internal Technology: develop a plan to review and upgrade the Center’s current volunteer and staff technology, including:
   
   - Upgrade/update technology infrastructure, to include secure remote access.
   - Procure hardware and software to improve digitization of collections and storage of digital collections, as well as overall collections management.
   - Other equipment to facilitate the work of staff.

2. Public Technology and Museum Interactivity: implement technological approaches to enhance visitors’ engagement with the facilities of the museum campus through interactivity and access to the Internet.

3. Online Environment: engage external assistance to develop and enhance its online offerings, website relevance, and other electronic capabilities to encourage visitation, membership and financial support.
STRATEGIC GOAL 4: Collections Management & Stewardship

The identity of History Fort Lauderdale is shaped by its accessioned collection of historic artifacts, documents, and photographs in support of its mission. The collection is reflective of the community’s people and history. It is organized and readily available to the general public.

1. Establish and implement collections staff and volunteer training. Implement procedures to eliminate errors and correct discrepancies within collections record keeping in the past and prevent future issues.

2. Assure proper storage and physical safety of collections.

3. Increase accessibility to collections through defined, purposeful, and strategic ties to History Fort Lauderdale’s mission.

4. Define gaps in the accessioned collection. Create and implement plan to identify potential donors/lenders.

STRATEGIC GOAL 5: Financial Stability

History Fort Lauderdale has a robust, diverse, and reliable funding base that sustains an annual operating budget to support the museum’s mission, secures funding for capital and special projects, and anticipates growth to support future needs.

1. Establish a comprehensive development plan that incorporates annual giving, planned giving, naming opportunities, business partnerships and an annual signature event.

2. Conduct a capital campaign to support the expansion of the main museum with technology and space options that better suit a diverse community.

3. Secure dedicated public funding from Broward County and the City of Fort Lauderdale to sustain annual operations long-term.