



History Colorado

We Are Colorado. Somos Colorado.

SMART Act Hearing

January 13 | Joint Education Committee | Annie Levinsky, Chief of Staff
April Legg, Chief Education Officer



History Colorado

We Are Colorado. Somos Colorado.

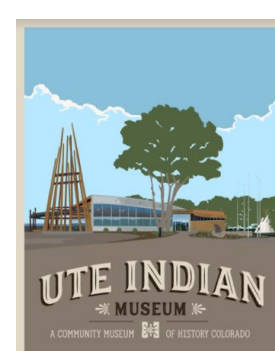
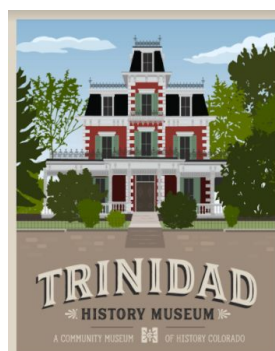
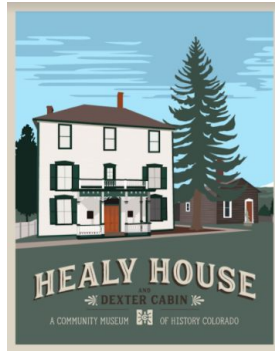
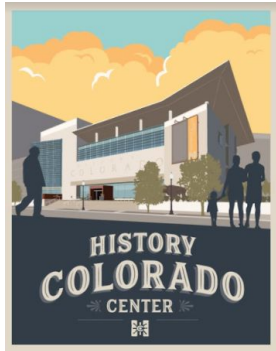
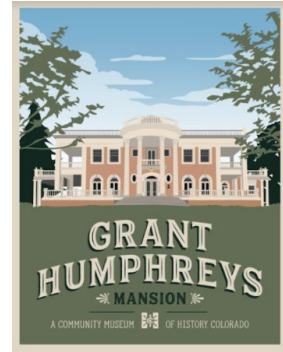
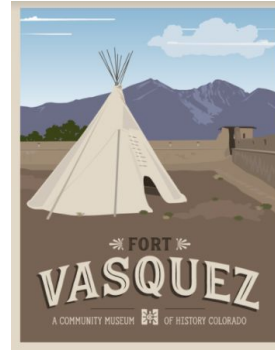
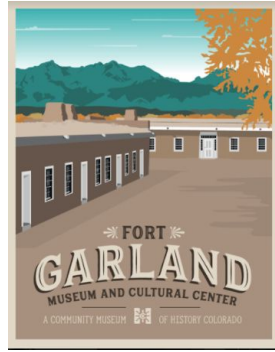
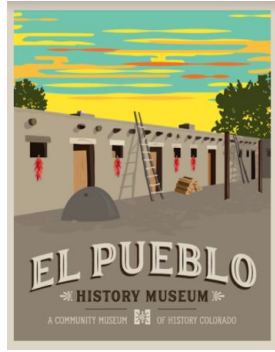
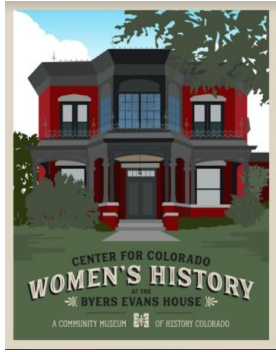
Mission

History Colorado creates a better future for Colorado by inspiring wonder in our past.

Vision

We are Colorado! We share powerful stories, honor treasured memories, and create vibrant communities. We are the trusted leaders in helping people understand what it means to be a Coloradan.

11 MUSEUMS & HISTORIC SITES











History Colorado

We Are Colorado. Somos Colorado.



Who We Are

-  Make Colorado's history accessible
-  Connect people to Colorado and our past to cultivate an informed future
-  Serve as the trusted leader in helping people understand what it means to be a Coloradan
-  Serve as statutory stewards of Colorado's historic collection of 15 million artifacts and archival resources
-  Serve as resources for students, teachers and families
-  Offer a place of belonging for all Coloradans and serve as a platform for community connection



Wildly Important Goal






Engage One Million People Annually by 2025



History Colorado

We Are Colorado. Somos Colorado.

What We Have Done

-  Expand Hands-On History- now offered at five locations across Colorado
-  Implement FREE admission for kids at all our Museums, including the History Colorado Center
-  Open new exhibits- inc. Sand Creek Massacre, Unsilenced, Steele City, Rainbows & Revolutions
-  Improved preservation access by identifying historic places through studies of Green Book travel sites, women's suffrage sites, and more
-  Invested in Community Prosperity & Resiliency
 - Awarded more than 5,000 State Historical Fund grants in all 64 Colorado counties, nearly 70% in rural communities
 - Made a cumulative \$3 billion economic impact across Colorado as every \$1 million spent on historic preservation in Colorado leads to \$1.03 million in additional spending, 14 new jobs, and \$636,700 in increased household incomes across the state.

Interpersonal Engagement

Direct interaction with the History Colorado staff and a Visitor at the moment.

FY 2022

Total individuals served directly/in-person:	465,248
Total number of independent engagements:	1,860,515
Number of social engagements:	766,651

Number of kids served with FREE admission since program launched (July 1, 2022): 4,735

Report Details:

The total numbers (to the right) show the percentage difference from previous year

The top graph compares the dates selected to previous year same dates

The bottom graph is showing the breakdown of categories for the dates selected.

The Use category includes café and gift shop.

Paid Visitation does not include free kids.

Total Museum Admission

8,220

↑ 66.6%

Total Paid Admission

4,461

↑ 33.5%

Total w/o Outside Use

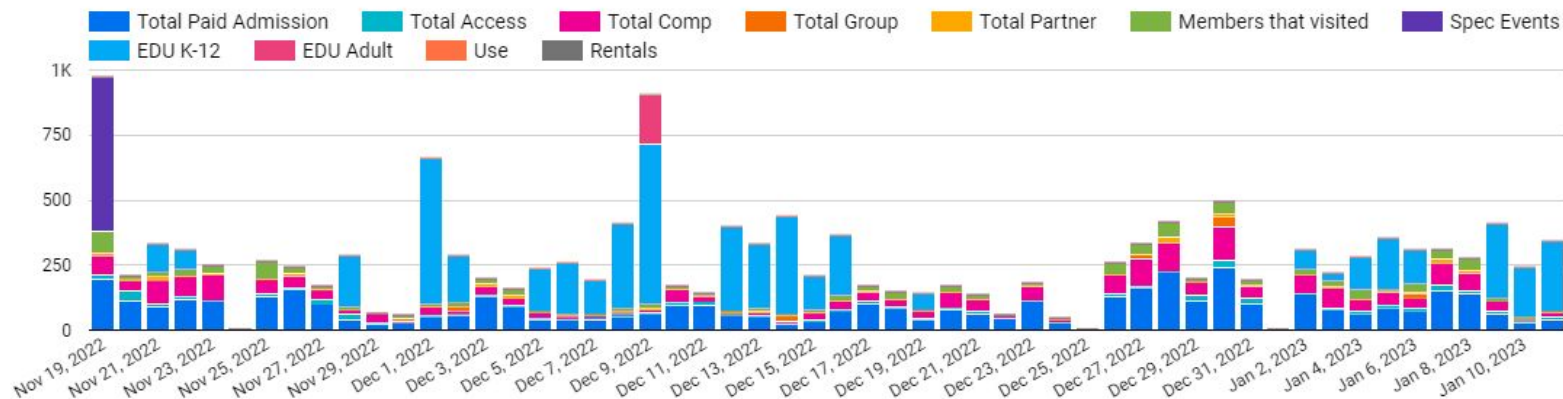
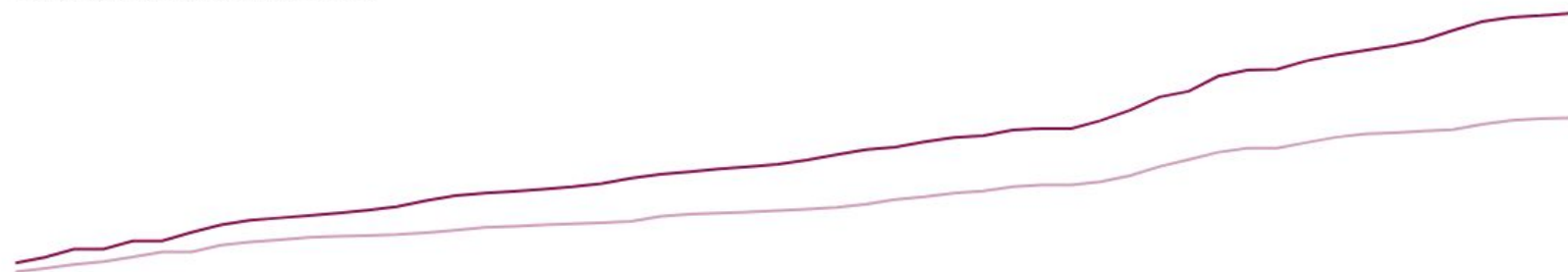
13,772

↑ 87.2%

Total with Outside Use

14,100

↑ 44.1%





Looking forward

Continue growing Hands-On History

Expand access through statewide programming

Develop new exhibits across our museums and communities

Prepare for the 150 Colorado Birthday/250 US Birthday

Improve Collections Storage and Access



History Colorado

We Are Colorado. Somos Colorado.

Continue Growing Hands-On History



History Colorado

We Are Colorado. Somos Colorado.

Expand Access Through Statewide Programs



History Colorado

We Are Colorado. Somos Colorado.

Develop New Exhibits Across Our Museums



History Colorado
We Are Colorado. Somos Colorado.

150/250 Anniversary Commemoration



History Colorado
We Are Colorado. Somos Colorado.

Improve Collections Storage & Access



History Colorado
We Are Colorado. Somos Colorado.



Thank you.



History Colorado

We Are Colorado. Somos Colorado.