



**History Colorado**  
We Are Colorado. Somos Colorado.



# SMART Act Hearing

January 20 | Joint Education Committee | Dawn DiPrince, Executive Director





**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.



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## 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 stewards of Colorado's historic treasures
- + Serve as resources for students, teachers and families
- + Offer a place of belonging for all Coloradans and serve as a platform for community connection

A horizontal bar with a teal segment on the left and an orange segment on the right.

# Wildly Important Goal

Engage One Million People Annually by 2025

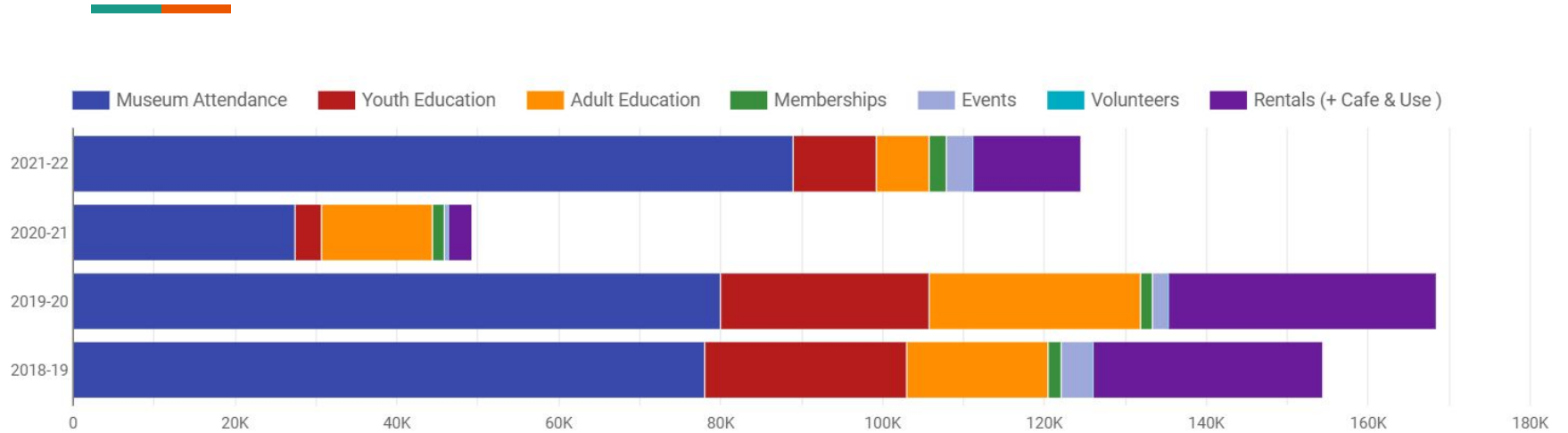


**History Colorado**

We Are Colorado. So are you.

# Interpersonal Engagement

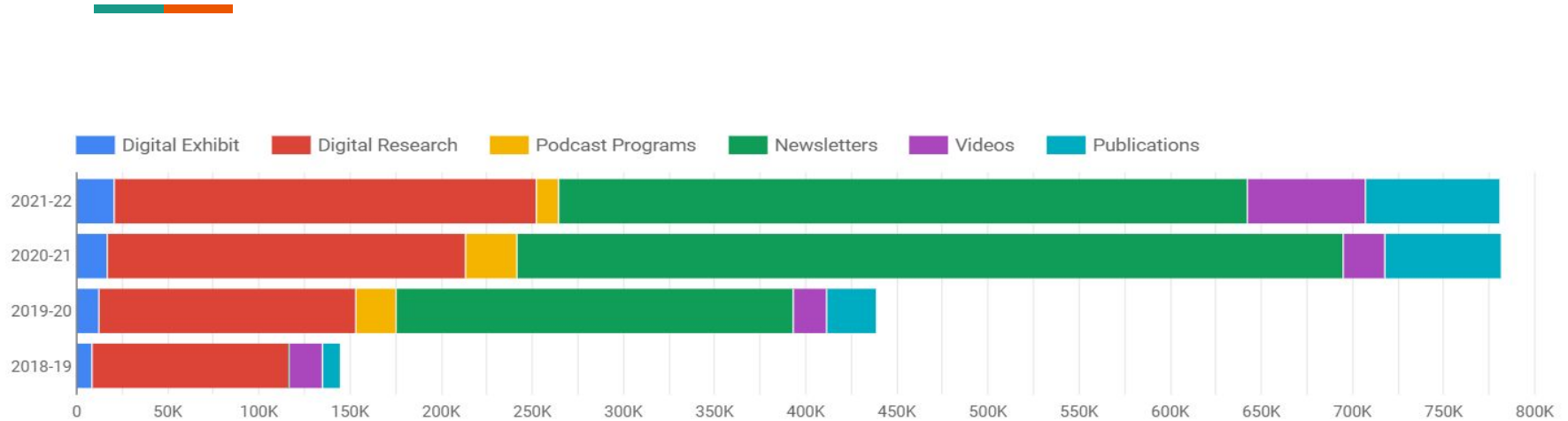
Direct interaction with the History Colorado staff and a Visitor at the moment. Time is set by History Colorado.



\*Chart is showing Q2 comparisons across the last four years

# Independent Engagement

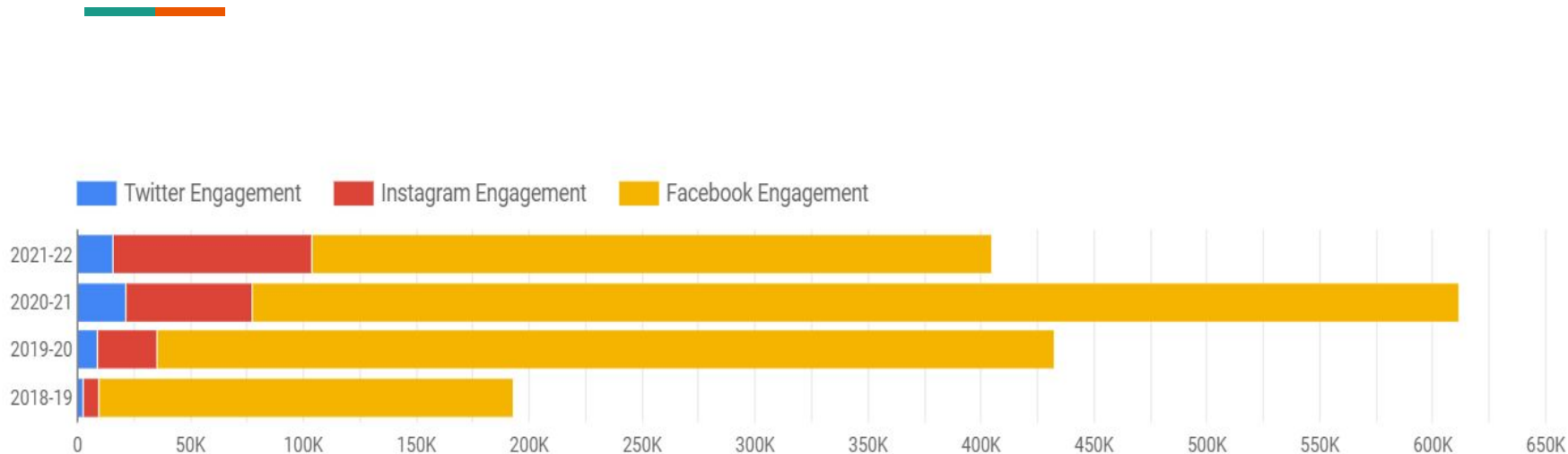
Visitor connecting and accessing History Colorado content on their own time.



\*Chart is showing Q2 comparisons across the last four years

# Social Engagement

Visitor engaging in the History Colorado social media channels.



\*Chart is showing Q2 comparisons across the last four years



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## What We Have Done



Expand Hands-On History



Expand Collections and Access ( histories including: National Western Stock Show, COVID, iconic places like El Chapultepec, oral histories, architecture and more)



Hosted Colorado Union Soldier Statue



Grew Audiences with More Accessible Digitable Programming



Provided Economic Stimulus with Preservation Investments

- Includes \$4 million in State Historical Fund awards and \$103 million in Historic Preservation Tax Credit
- 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.





# Looking forward

Continued Expansion of Hands-On History

Exhibitions: Sand Creek Massacre, Steel City, Pride

Improve Collections Storage and Access



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