



**History Colorado**

We Are Colorado. Somos Colorado.

# SMART Act Hearing

January 17, 2024 | Joint Education Committee

Dawn DiPrince, President/CEO and April Legg, Chief Education Officer





**History Colorado**

We Are Colorado. Somos Colorado.

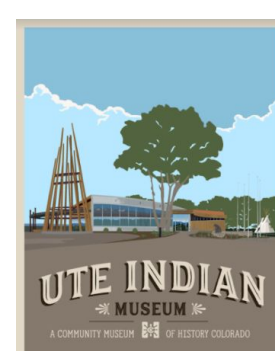
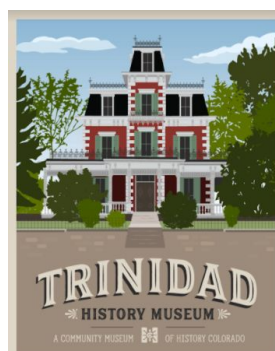
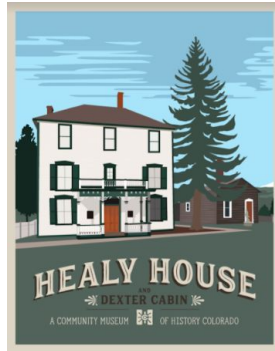
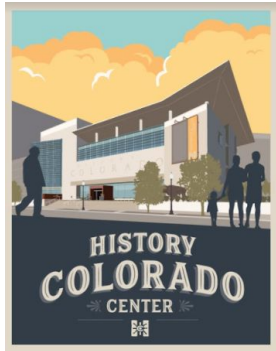
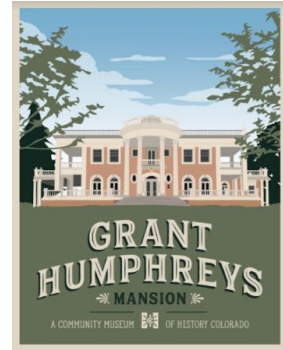
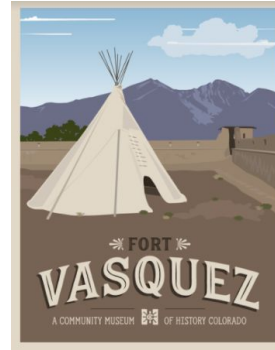
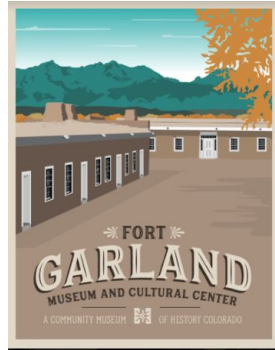
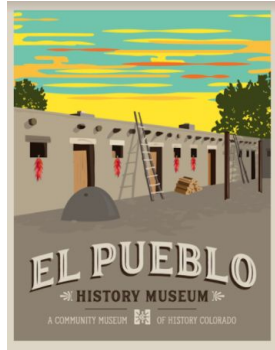
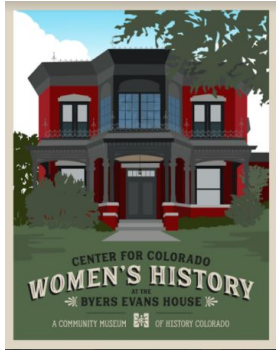
## **Mission**

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



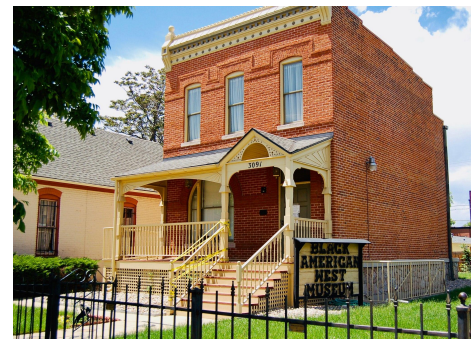
# BY THE NUMBERS

145 years of service

15 million artifacts in State's  
Collection

5,472 grants awarded to 64  
counties totaling \$355 million

More than \$3 billion in economic  
impact



**History Colorado**

We Are Colorado. Somos Colorado.



# History Colorado

We Are Colorado. Somos Colorado.

## **We are Colorado.**

A people-driven, history-centered movement building a better future.

We are stronger when we do this together,  
building new knowledge and shared meaning  
that improves lives today and for our descendants.

Together we foster the robust understanding,  
dynamic reconciling, and fearless discovery  
necessary to build a just world.



**History Colorado**

We Are Colorado. Somos Colorado.

# Wildly Important Goal

**Engage One Million People Annually by 2025**





## Our Strategic Pillars



**History Colorado**

We Are Colorado. Somos Colorado.

<b>Build Long-Term Sustainability</b>	<b>Invest in Rural Prosperity</b>
<b>Strengthen Colorado through Education</b>	<b>Share the Diverse Stories of Colorado</b>

# What We Have Done



Expanded **Hands-On History** into 7 locations in 2024

Implemented **FREE admission for kids** at all our Museums, including the History Colorado Center

Opened new exhibits: *Winter Warriors*, *John Fielder: Revealed*, *Revolt*, *buffalo soldiers: reVision*, and *I am Auraria*

Launched **Colorado Heritage for All** Initiative to add 150 sites to the State Register of Historic Properties by 2026

Expanded community-centered **Museum of Memory** program into 4 new communities

Launched **Affiliates Network** to serve and support the 400 history organizations statewide





## Engagement FY2023

Total individuals served directly/in-person:	<b>515,699</b>
Total number of independent engagements:	<b>2,504,668</b>
Number of social engagements:	<b>1,320,762</b>
Number of kids served with FREE admission:	<b>7,645</b>
<i>since program launched July 1, 2023</i>	

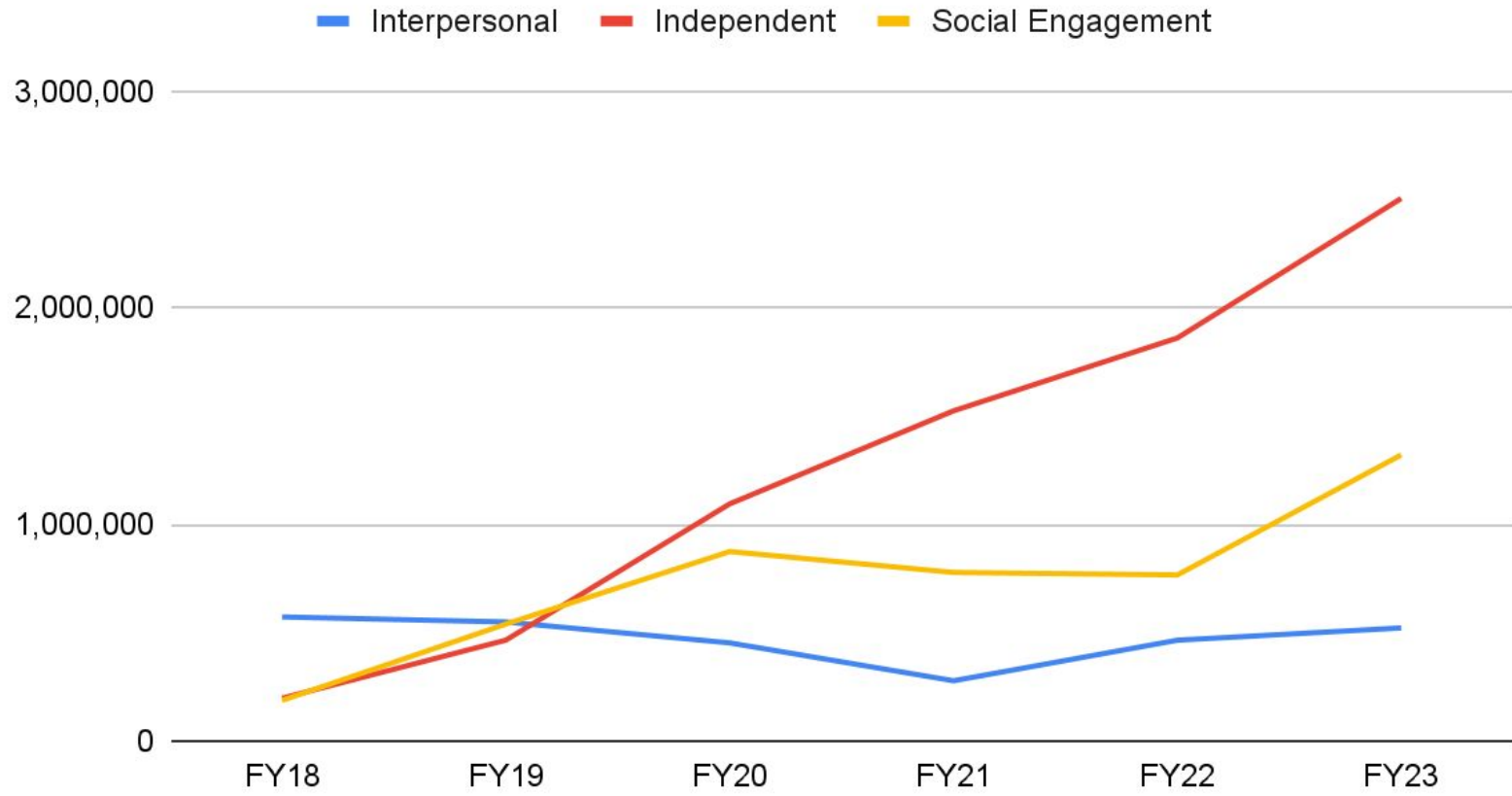


**History Colorado**

We Are Colorado. Somos Colorado.



# Interpersonal, Independent and Social Engagement Over Time





**History Colorado**

We Are Colorado. Somos Colorado.

**Looking Forward**



# Growing Hands-On History



**History Colorado**

We Are Colorado. Somos Colorado.

# Expanding Access Through Statewide Programs



**History Colorado**

We Are Colorado. Somos Colorado.

# Building an Affiliates Network



**History Colorado**

We Are Colorado. Somos Colorado.

# Developing New Exhibits Across Our Museums



# Implementing Colorado Heritage for All

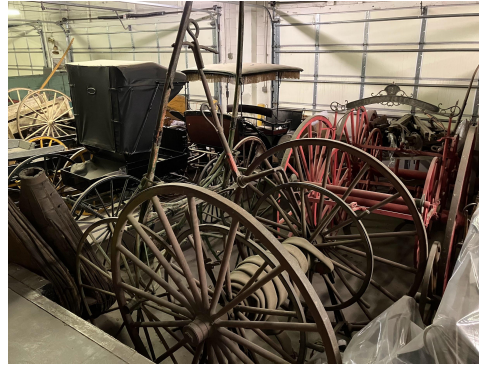


**History Colorado**

We Are Colorado. Somos Colorado.

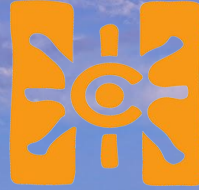


# Improving Collections Storage & Access



**History Colorado**

We Are Colorado. Somos Colorado.



# History Colorado

We Are Colorado. Somos Colorado.