



Museums Beyond Reopening: Thriving in Your New Normal

Welcome!

The webinar will begin at 10:00 a.m. CT.

While you wait:

1. Download PDFs of the slides and handouts under the “Handouts” tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar, or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

www.thc.texas.gov/museum-services

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

Laura Casey

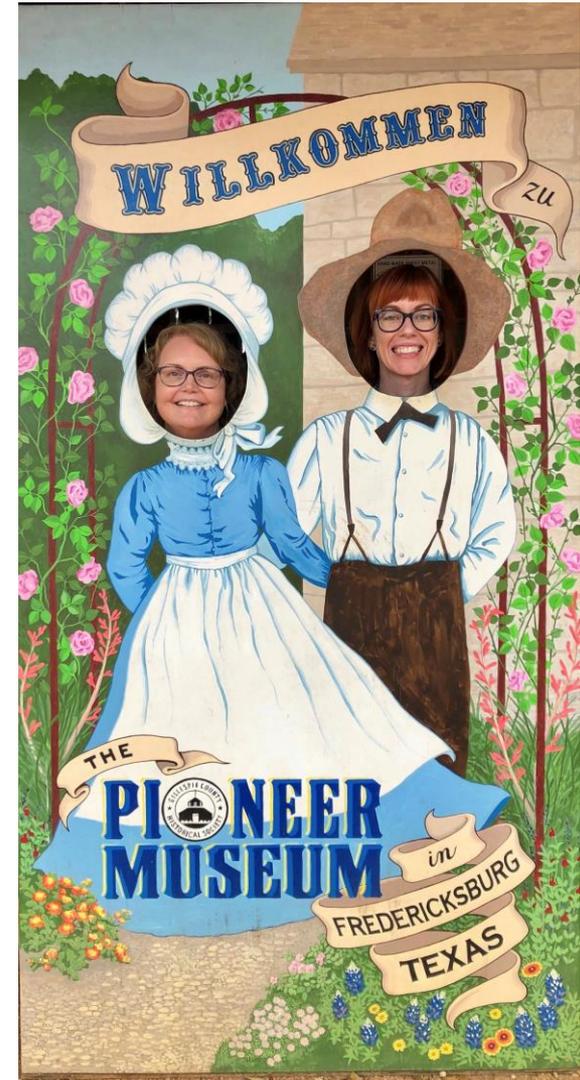
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Museum Services Program Specialist

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www.thc.texas.gov/awards

- Applications due July 10
- Recognizes an individual or institution in the museum field for significant achievement in the areas of historical interpretation, museum education, conservation of collections, and/or community involvement
- Recipient receives monetary stipend for their museum

www.thc.texas.gov/museumwebinars

- Heritage Tourism and Museums: Collaborating for Success
 - Tuesday, June 9, 10:00 a.m. CT
- Ready for Anything: Moving from Programs to Programming
 - Thursday, June 18, 2:00 p.m. CT
- Making the Most of Math Connections at Museums and Historic Sites
 - Thursday, June 25, 10:00 a.m. CT

www.thc.texas.gov/museumconnections

- *Deaccession and Direct Care*, May 27, 2:00 p.m. CT, AAM Collections Stewardship Committee
- *Reimagining Experiences: Honoring Our Values and Visitor Needs*, May 28, 1:00 p.m. CT, AAM
- *Increasing Congressional Support for Preservation During the Pandemic*, May 28, 2:00 p.m., Preservation Leadership Forum
- *The Future of Historic House Museums in the Aftermath of COVID-19*, May 29, 1:00 p.m. CT, Dumbarton House
- *Advocating for Collections During Challenging Times*, June 10, 1:00 p.m. CT, Connecting to Collections Care
- *Introducing the New Collections Sustainability Rubric*, June 16, 1:00 p.m. CT, AAM

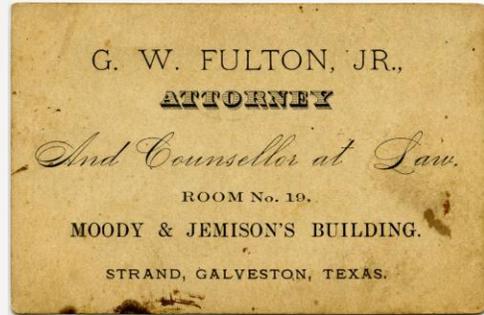
Ellen Cone Busch



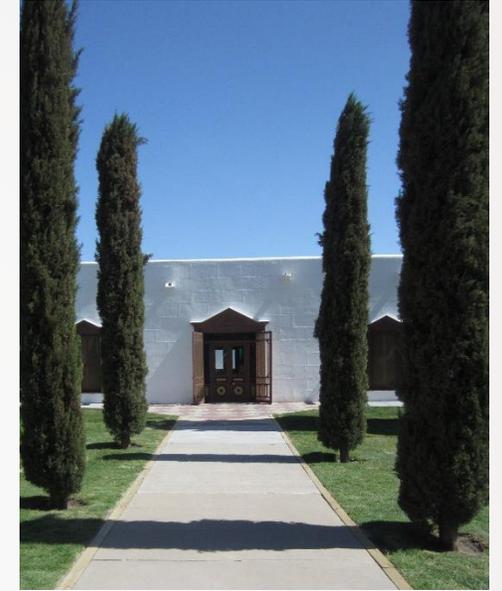


Texas Historical Commission Historic Sites Division

MUSEUMS BEYOND RE-OPENING: THRIVING IN YOUR NEW NORMAL

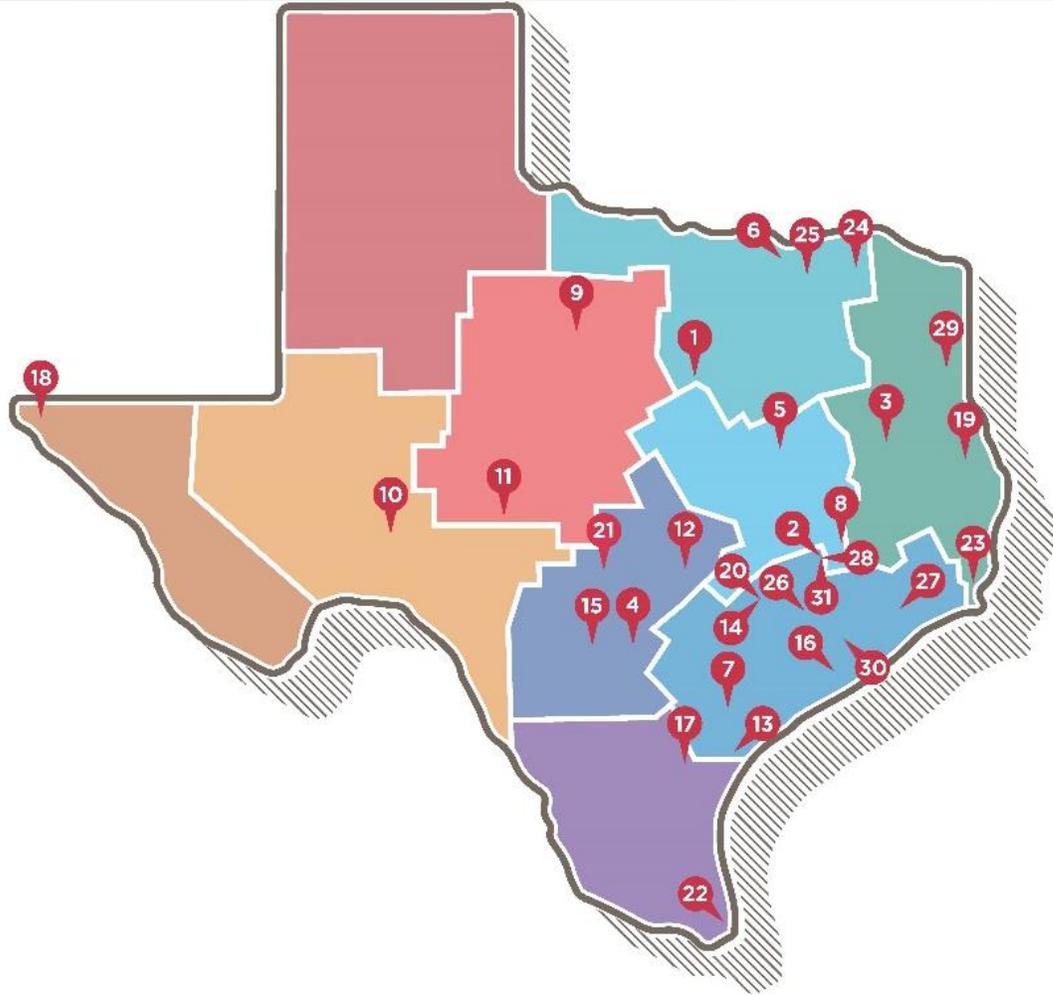


Ellen M. Cone Busch
Director of Historic Sites Operations





Texas Historical Commission Historic Sites Division



OUR 31 STATE HISTORIC SITES

- | | | |
|-------------------------------|---------------------------|---------------------------------------|
| 1 Acton | 11 Fort McKavett | 21 National Museum of the Pacific War |
| 2 Barrington Plantation | 12 French Legation | 22 Port Isabel Lighthouse |
| 3 Caddo Mounds | 13 Fulton Mansion | 23 Sabine Pass Battleground |
| 4 Casa Navarro | 14 Kreische Brewery | 24 Sam Bell Maxey |
| 5 Confederate Reunion Grounds | 15 Landmark Inn | 25 Sam Rayburn House |
| 6 Eisenhower Birthplace | 16 Levi Jordan Plantation | 26 San Felipe de Austin |
| 7 Fannin Battleground | 17 Lipantitan | 27 San Jacinto Battleground |
| 8 Fanthorp Inn | 18 Magoffin Home | 28 Star of the Republic Museum |
| 9 Fort Griffin | 19 Mission Dolores | 29 Starr Family Home |
| 10 Fort Lancaster | 20 Monument Hill | 30 Varner-Hogg Plantation |
| | | 31 Washington-on-the-Brazos |



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“Apprehension, uncertainty,
waiting, expectation, fear of
surprise, do a patient more harm
than any exertion.”

- *Florence Nightingale*

What is your biggest concern about your museum
operations beyond reopening?

Answer here: <https://answergarden.ch/1239375>



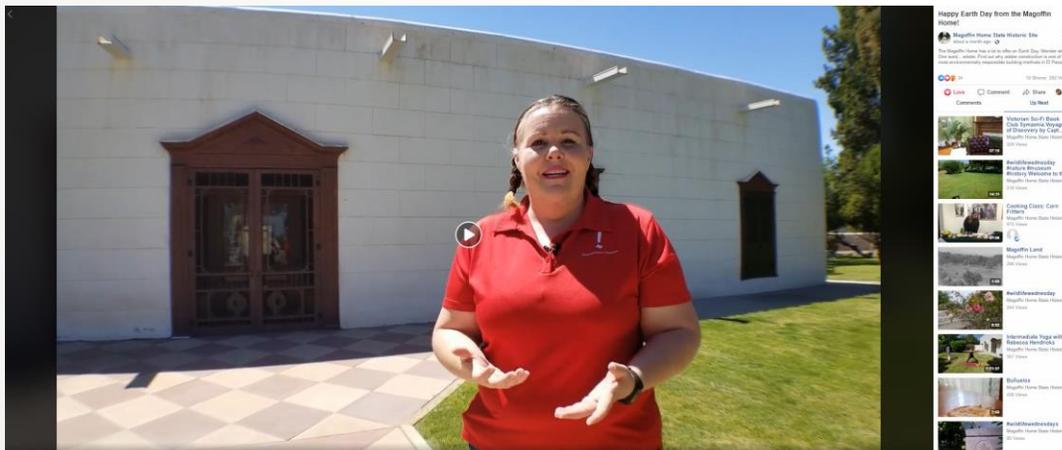


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CREATE CERTAINTY

2. CONTROL THE RISKS

- Identify the specific risks.
- Identify specific mitigation strategies for each risk.
- Don't jettison your parachutes.
- Make "small bets" for innovation.



Magoffin Home SHS, El Paso TX



Washington-on-the-Brazos SHS, Washington TX



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REVENUE

- Affinity Funding:
 - Grants
 - Memberships
 - Fundraisers
- Admissions:
 - Onsite - experience
 - Online - access & personalization
 - Hybrid / Integrated
- Retail:
 - Integrated retail
 - “Retail to go”
 - E-commerce

Where the world meets Kentucky
frazier
KENTUCKY HISTORY MUSEUM

CAMP FRAZIER FROM HOME

The Frazier is all in with #TeamKentucky's #HeathatHome initiative. But we're not giving up on our favorite time of year: summer camp season! As we continue with our mission to meet you where you are, we are thrilled to offer Camp Frazier From Home. We want to get you learning, making, and even socializing in the healthiest way possible. We listened to our camp families and are excited to offer camp products that meet you where you are, whether you want to learn as a family, independently, or with fellow campers.

Camp Frazier From Home is available as day camps or full week-long camps.

Cost For Day Camps Non-Members: \$35/first child, \$20 each additional child per day (please note all days are available a la carte)
Cost For Day Camps Frazier Members: \$30 first child/ \$18 each additional child per day



Landmark Inn SHS, Castroville TX

Retail to Go at Sam Rayburn House

The [Sam Rayburn House State Historic Site](#) is pleased to offer Retail to-go to anyone needing a unique item from our Museum Store.

Ordering and pick up is easy. Simply:

- Call 903-583-5558. Place your order.
- Please have your credit card ready. We accept Visa, Mastercard, and Discover.
- Pick up your bag with your merchandise and receipt at the Visitors Center window.

During the month of May, buy any 3 items in one package and receive 15% off!

Bluebonnets Package

Welcome Spring with this collection of bluebonnet items inspired by our painting by renowned Texas artist Portirio Salinas gifted to Miss Lou by Sid Richardson.

Wineglass - \$7.99
Trivet - \$7.25
Notecard - \$1.25
Bookmark - \$3.00

Texas Road Trip Package

Whether you're planning a weekend getaway or just daydreaming in the backyard, we've got you covered with our Texas collection!

Texas Flag Tote - \$17.99
Pink Texas Cap - \$14.49
Blue Texas Cap - \$14.49
Texas Flag Earrings - \$ 5.00

Mr. Sam's House Package

Show off your love for Mr. Sam's historic house with a memento of your visit from our collection of Sam Rayburn House merchandise!

Mug - \$11.99
Postcard - \$1.00
Magnet - \$1.25
Patch - \$6.00



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CREATE CERTAINTY

3. DEFINE YOUR CONTINGENCIES

- Use scenarios to help create contingency plans.
- Develop operating modes & define triggers rather than linear phases.
- (But stay flexible.)

2. CONTROL THE RISK



Fulton Mansion SHS, Rockport TX



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OPERATING MODES CAN HELP YOU RIDE THE “WAVES”

| | A | B | C | D | E | F | G | H | I | J |
|----|--------------------------|-----------------------------------|---|--|---|--------------|------------------------------------|---|--|--|
| | Category | Location or Task | Strict Operating Mode (25%) | Moderate Operating Mode (50%) | Loose Operating Mode (75%) | Point Person | Notes | | Trigger to Engage Looser Mode | Trigger to Rebound to Tighter Mode |
| 1 | Capacity | Grounds | # - # per hour/day/at a time | # - # per hour/day/at a time | Unrestricted | n/a | | | Gov's declaration and/or steady decline in new cases in the region for at least 14 consecutive days. | Local or regional increase in new cases for 5 consecutive days, or direct site-related case or outbreak. |
| 2 | | Visitor Center * | # - # per hour/day/at a time | # - # per hour/day/at a time | # - # per hour/day/at a time | " | | | | |
| 3 | | House Museum * | # - # per group & # per day | # - # per group & # per day | # - # per group & # per day | " | | | | |
| 4 | | Programs onsite * | n/a | # - # per program | # - # per program | " | | | | |
| 5 | | Events onsite * | n/a | n/a | # - # per day, groups no more than # | " | | | | |
| 6 | | Facility Rentals - Little House * | n/a | n/a | # - # per rental | " | | | | |
| 7 | | | | | | | | | | |
| 8 | Operations | Grounds | Limit cars in parking lot to 25% capacity | Limit cars to 50% capacity | Limit cars to 75% capacity | Bob | | | | |
| 9 | | Admissions/ticketing | Prepayment & reservations by phone | Prepayment & reservations by phone encouraged, walk-ins accepted | Prepayment & reservations by phone encouraged, walk-ins accepted | Jennifer | | | | |
| 10 | | Visitor Center | Closed | Limited to use by reserved groups for their time slot | Mixed use permitted with distancing within capacity. | " | | | | |
| 11 | | Exhibits | Closed | Limited to use by reserved groups for their time slot | Mixed use permitted with distancing within capacity. | Roy | | | | |
| 12 | | Retail | "Retail to go" only | "Retail to go" and browsable samples with staff assistance | "Retail to go" and browsable samples with staff assistance | Jennifer | | | | |
| 13 | | House Museum | 45 min self-facilitated tours for household groups only, docent for questions | 45 min self-facilitated and guided tours available for household groups only | 45 min self-facilitated and guided tours available for mixed groups | Erica / Roy | | | | |
| 14 | | Programs onsite | n/a | Outdoor / pavilion programs only | All facilities available | Alex | | | | |
| 15 | | Outreach offsite * | n/a | Only events that fall within our own capacity for programs | Only events that fall within our own capacity for programs | Pat | | | | |
| 16 | | Events onsite * | n/a | n/a | Outdoor only | Alex / Bob | | | | |
| 17 | | Facility Rentals | n/a | n/a | Outdoor only | Jennifer | | | | |
| 18 | Human Resources | Staff | Only enough staff onsite at a time to operate safely, others telework or work staggered shifts. Daily screening checks and temperature. | Alternate workstations for distancing, daily screening checks | | HQ / Gina | | | | |
| 19 | | Volunteers | Daily screening checks & temperature. No visitor contact. | | | Alex | | | | |
| 20 | Masks / Face Coverings * | Grounds | staff & visitors encouraged | staff & visitors encouraged | staff encouraged | HQ / Gina | See Bob for supplies, order at 30% | | | |
| 21 | | Visitor Center | Staff & visitors required | Staff & visitors required | Staff required, visitors encouraged | " | | | | |





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CREATE CERTAINTY

4. THINK LONGER TERM

- Pandemic may last 18-36 months.
- Longer term thinking creates more strategic, purpose-driven, and durable decisions.

FOUR
PRINCIPLES



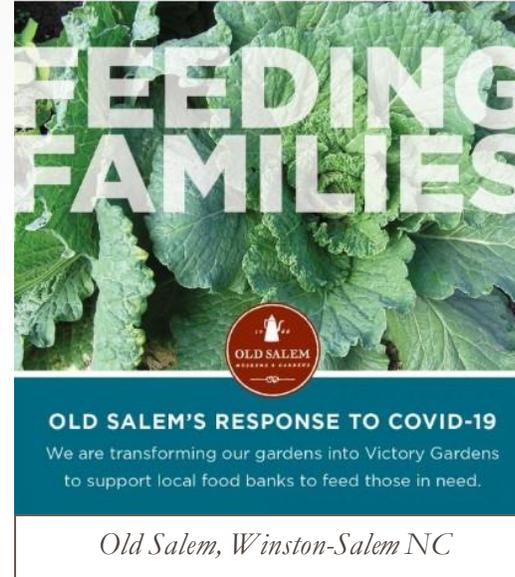
Sam Rayburn House SHS, Bonham TX



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THE MUSEUMS WE REOPEN:

- Visitor-focused.
- Community-based.
- Collaboratively connected.
- Digitally transformed.





Texas Historical Commission Historic Sites Division

**TEXAS
HISTORICAL
COMMISSION** 
REAL PLACES TELLING REAL STORIES

QUESTIONS?

Ellen M. Cone Busch
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Historic Sites Division

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