

# **McCandless Northern Allegheny Heritage Center**

## **Strategic Institutional Plan**

### **Operating Revenues**

Heritage Center revenues will ordinarily come from the Town of McCandless General Fund. These revenues will be enhanced by the Town's Pathway to the Past Donor Brick Program. The Town may, from time to time, seek other sources of funding such as grants and donations from the public and private sectors.

### **Operating Expenditures**

As with all Town programs that function under the general fund, operating expenditures fall into various categories outlined in the Commonwealth of Pennsylvania Chart of Accounts for local governments. These include, but are not limited to, items such as salaries and wages for allocated Town staff time, office equipment, utilities, consulting, buildings/grounds maintenance and repairs, and legal services.

### **Development Plan**

The Center's development and construction received support from the Town's general fund and significant donations from contractors, vendors, institutions, consultants and other sources. Donations, fundraising activities and grants should not be discounted, so as to keep the Center viable for future generations.

### **Promotion**

The Center has been and will continue to be promoted using Town communication methods, including the Town Crier, McMail, the Town website and the Town Facebook page. Press releases to outside media and community partners will be sent out as necessary.

## **Future Plan**

### **1. Services and Programs**

*Goal:* Provide effective services and programs that are responsive to the needs of the general public while educating residents about local history.

*Action:* Establish regular volunteers, and work to enlist new volunteers.

Establish relationships through membership in the History Center Affiliates Program and work with other regional museums. Partnerships with other institutions such as Northland Public Library and the Audubon Society will be nurtured. A marketing plan and a quality management plan should be created for sustainability.

### **2. Facility**

*Goal:* To maintain the new facility to meet the current and future needs of the Center and increase visibility in the community while properly maintaining all artifacts and documents.

*Action:* Retain a maintenance line item in Center's program budget. Also maintain construction documents and dates of construction work. Continue grounds maintenance and any required building repairs. Create a deferred maintenance plan to inform maintenance budget.

### **3. Financial Development**

*Goal:* Develop the internal capacity to expand fundraising and other revenue generating programs consistent with the mission of the Center in order to keep it viable.

*Action:* Examine rising costs/inflation, and review program budget annually to determine means of covering facility and operational costs while preserving a way to maintain access to all community members. Research and pursue outside funding opportunities. Develop a fundraising committee.