

## **Wildwood Historical Society – Strategic Plan**

### ***January 2022 Draft 2***

The Wildwood Historical Society's mission is to educate the public about the history and culture of The Wildwoods. This is accomplished by operating the George F. Boyer Historical Museum, archiving, preserving and exhibiting documents, heirlooms and other objects of importance, and engaging with the community via events. The organization serves a broad constituency. Year-round residents of the Wildwoods, second homeowners, regular vacations and visitors to the island. With its web presence, the Wildwood Historical Society also serves those in the general public regardless of location who have an interest in the history of the island and the surrounding county.

The Wildwood Historical Society has a diversified base of revenue, comprised primarily of memberships, on-site donations, on-site gift shop sales, online sales, eBay auctions and rental revenue. The primary expenses the organization is responsible for are payroll, merchandise costs (wholesale and consignment), and physical plant upkeep costs. The organization's most significant asset is one of Cape May County's largest collections of historic artifacts.

A recent SWOT Analysis conducted has yielded the following results. The organization's strengths lie in the ability to manage an engaging and audience-friendly museum, thoughtful curation of products and books for sale, creative revenue generation and a positive reputation in the community. The organization's weaknesses include a lack of diversity within the board of directors, a lack of artifacts documenting the black and Spanish-speaking communities' experience in The Wildwoods, the lack of a modern archiving system, and that the organization rents but does not own the museum space. Opportunities include the overall favorable local economics of the island and Cape May County, and a consistent, large following. The most significant threats include natural disaster risk given the island's low elevation or an economic downturn, either local or national.

The organization's major goals over the next five years are based on the findings of the SWOT analysis. The board is dedicated to add diverse voices to both the board and the museum's archives, fund the digitization of the museum's archives, establish collections protocols, secure a long-term building lease, and improve operational efficiency. The board would also like to increase the number of volunteers and paid staff.

Though funding for digitization represents one of the most significant financial goals, the organization has identified several other projects that could be undertaken with grant or unrestricted funding. These include securing more museum space, installation of a fire suppression system, developing interactive displays for museum guests, and a mobile app for Wildwoods history.