

# **REGIONAL MILITARY MUSEUM FOUNDATION, INC.**

**1154 Barrow Street  
Houma, Louisiana 70360**

## **Five Year Strategic Plan**

**2021-2025**

# **MISSION**

The mission of the Regional Military Museum Foundation, Inc. is to develop, improve, expand, and manage a military museum that relates the contributions of the Armed Forces of the United States to the preservation and advancement of American freedom and values.

# **VISION**

The Regional Military Museum Foundation's (RMMF) Vision for the Regional Military Museum is to ensure its recognition throughout the region and state as a museum dedicated to the preservation of the military history of the United States and as an educational resource available to the general public, students, and scholars.

# **OPERATIONAL STRUCTURE**

From an organizational standpoint, the RMMF and the Museum it operates functions in and is organized along four distinct areas of operation. These include the following: Administration; Collections Management; Education; Community Outreach

## **■ Administration**

The Regional Military Museum Foundation, Inc. (RMMF) is organized as a 501(c)(3) tax-exempt charitable organization under the U.S. Tax Code. As such, contributions made to the RMMF are tax-exempt to the extent allowed by law.

The RMMF is governed by a Board of Directors which meets monthly. The Annual Meeting is held normally in the month of February and all paid members of the RMM are invited to attend and vote on the matters at hand. The composition of the Board of Directors, nominations, and elections are decided in accordance with the organization's new Bylaws which were duly adopted by the Board of Directors on 9 October 2018 and amended 11 December 2018.

The day-to-day administration and operation of the Regional Military Museum is ultimately to be handled by a paid Executive Director/Curator, or an Interim Executive Director/Curator who will work closely with the Chairman of the Board and the Executive Committee. Actions taken by the Chairman and the Executive Committee are directed by policy set by the Board of Directors. These actions are reviewed and ratified as necessary by the Board of Directors.

The Museum is open six days a week and hosts special events for the public on Memorial Day and the 4<sup>th</sup> of July, as well as other ticketed events which are used as fundraisers for the RMMF. Net proceeds generated by these events aid in the operation and promotion of the Museum's operation and in support of its Mission. From time to time, groups are allowed to rent the facility to hold private events.

Most of the Museum's volunteers, the employees and some Board Members serve as docents throughout the week.

Although the funds to build the new wing of the RMM and its subsequent expansion came through the generosity of the voters of Terrebonne Parish, these funds are administered through Terrebonne Parish Consolidated Government and the Terrebonne Parish Veterans Memorial

District, a public entity created by the State Legislature to receive public tax proceeds. This *ad valorem* tax of one-half mill on property in the Parish was used to build the new wing which was dedicated and opened to the public on 4 July 2014, as well as the expansion of this new wing which was opened to the public in March 2018. With the completion of bond repayment at the end of 2030, the RMMF will seek new funding sources and methods to ensure the continued operation of the RMM.

## ■ Collections Management

Since its opening to the public at its present location, the RMM has been the recipient of many donations and loans of military artifacts, some of which are personal military mementos of loved ones. The staff of the RMM instituted a computerized cataloguing system to account for every item donated and sends recognition notes of thanks to those making the donations or loans. The scope of these donations and loans encompasses a broad swath of military history, but a few are very specifically tied to special events, military battles, equipment or naval vessels.

The most extensive of the latter category are the personal artifacts and those of the ship itself connected with the former officers and crew of the USS *Terrebonne Parish* (LST 1156). The Regional Military Museum serves as the official repository of the artifacts connected with this

ship and its crew and maintains a permanent display which tells the history of this naval vessel from its construction in 1952 to its eventual sale to the Spanish Navy in 1971.

Another outstanding and historic exhibit is that of an Aero Commander 680 which was used by President Dwight D. Eisenhower when he traveled from Andrews AFB in Maryland to his farm retreat in Gettysburg, PA in the days before Presidents came to rely on the helicopter for short jaunts. This plane wears the distinctive livery of Air Force One, as indeed it was when President Eisenhower was aboard. It is one of only two such aircraft in existence. Its twin is housed at the Museum of the U.S. Air Force at Wright-Patterson AFB in Dayton, OH. This display is enhanced by a photo gallery of this aircraft in service with President Eisenhower aboard.

Volunteers and staff constantly work to improve exhibits and displays as well as add new ones with the goal of keeping the Museum experience rich and meaningful for new visitors and fresh for returning visitors. This is accomplished through the use of the RMM's collections management policy.

## ■ Education

As a military museum, the RMM seeks to serve as a repository for historical books, magazines, videos, and other original printed materials related to this nation's and region's military history. The RMM also maintains a library whose unique materials and collections are open to

the public and those interested in researching particular events, people and aspects of our national and local military history.

To further serve its educational function, the RMM regularly hosts school children on field trips interested in learning the history and use of the military equipment and vehicles housed in the Museum. Because the RMM strives to be a hands-on facility to the extent possible, the experience of these young visitors is greatly enhanced by being able to touch and even sit in the various military vehicles in the Museum under the supervision of a docent.

Also part of the RMM's educational function is its ability to provide static displays of its military equipment and vehicles around the community and region when requested. Such equipment and vehicles are drawing cards at community events and the RMM spends a great deal of its funds annually to ensure its military rolling stock and tracked vehicles are road-ready or otherwise operational. The RMM also offers annual sponsorships to local businesses and others who are interested in assisting with this maintenance function. This also extends to the RMM's LCVP which, although currently undergoing restoration, will be placed back in a local waterway to facilitate short passenger trips.

Also part of the Museum's educational function is the acquisition of additional, unique military equipment and vehicles. Closely related to this is the restoration of equipment and vehicles for new displays and exhibits to keep the visitor experience outstanding. This effort takes a great deal of volunteer labor and money to cover parts and fuel. The RMM prides itself in striving to keep its military vehicles and equipment operational. The RMM is fortunate to have volunteers who performed such work during their military and/or civilian careers. The

Museum's educational function is greatly challenged by the lack of sufficient funds to both acquire unique military vehicles and equipment and keep them operational. Particularly challenging is the need to train RMM volunteers in the operation of the Museum's tracked vehicles so that these can be placed in static displays throughout the region or used in local parades. Also challenging is the need to insure the RMM's vehicles and its LCVP, as well as maintain the proper licenses for those who are designated as operators. However, such insurance and licensing is necessary to protect the RMMF, the Board of the Directors, and the public who may from time to time enjoy rides in some of these vehicles and watercraft.

### ■ **Community Outreach**

The Board of Directors of the RMMF has been quite clear that for success in the community, the Museum must also be part of the community. To this end, the RMM regularly hosts events for the public and is available to make presentations to the public, civic and social groups at no charge. As successful as the RMM has been to date, there are still residents of the region who have not yet visited the Museum. Through community outreach, and participation in various community events, the RMM strives to increase awareness of the Museum and attract more visitors.

Another successful and long-running community outreach effort by the RMM is its Roundtable Discussion which is offered monthly. This event is normally held at the main Terrebonne Parish Library and features a guest speaker who is very knowledgeable about the military topic being discussed. In many cases, the speaker was a participant in the military event.

# **OBJECTIVES OF THE REGIONAL MILITARY MUSEUM FOUNDATION**

In order to accomplish its Mission and achieve its Vision and Goals, the Regional Military Museum Foundation with guidance of its Board of Directors has established several objectives which will be addressed during the course of this 5-year strategic plan. Some of these objectives must be addressed on a daily basis.

- I. Tell the story of the American military through the RMM's collections.
- II. Relate regional associations to the military
- III. Collect, preserve, and display artifacts
- IV. Collect, preserve, and illuminate the memories of fallen veterans
- V. Enhance the general public's knowledge of the American military
- VI. Develop a library and serve as a repository for archival materials (books, papers, microfiche, electronic media, etc.) pertaining to selected military topics and events such that the RMM is recognized by scholars and researchers as a center for the study of these military topics and events
- VII. Provide a quality visitor experience
- VIII. Ensure the long-term financial sustainability of the RMMF and its Museum with



additional funding from grants and corporate sources in order to reduce reliance on public assistance from *ad valorem* taxes.

## STRATEGIES

Each of the eight objectives above is linked to specific strategies designed to achieve success. Strategies for each objective are further developed through the actions which accompany them. These are shown below.

### ■ Objective I—Tell the story of the American Military through the RMM’s Collections.

*Strategy 1: Identify the story of the American military that we want to tell at the RMM*

Actions:

- a. Use the equipment and uniforms on hand to help tell that story - *ongoing*
- b. Acquire additional military equipment, artifacts and uniforms that will enhance the telling of that story - *ongoing*
- c. After appropriate research, provide a small placard for each exhibit and piece of military equipment that tells the story or highlights the significance of the exhibit/equipment – *ongoing*

***Strategy 2: Create a means to best showcase the “story.”***

Actions:

- a. Repair or modify display cases and bases to create a uniform appearance throughout the RMM - *ongoing*
- b. Build or acquire Plexiglas display cases or other suitable cases to protect large naval vessel models and other sensitive and/or rare artifacts and provide an enhanced visitor experience by allowing 360° viewing – *by June 2021*
- c. Consider the use of QR codes for all displays that would allow visitors to utilize their smart phones to access information on each display – *by July 2021*
- d. After completion of the displays on the enlarged first floor of the RMM, prepare and record the script to be used in the Acoutiguide hand-held, self-guided museum tour devices – *December 2020*
- e. Make these devices available to RMM visitors who wish to take a self-guided tour – *1<sup>st</sup> quarter of 2021*
- f. Make every effort to quickly re-configure equipment and artifacts in their proper place or location on the floor after an event which requires their movement to accommodate tables and/or chairs – *as necessary after an event on the main floor*

***Strategy 3: Organize the Museum, both the old and new wings, into sections detailing specific functions (i.e. branch of service, combat era, naval, air, ground battles, etc.) or chronological order for a more meaningful and logical visitor experience.***

Actions:

- a. Work with RMM Exhibit Committee and archivist to develop a vision for organization of RMM wings – *by end of 2020*
- b. Implement this organizational vision after presentation to and approval by the Board of Directors - *2021*
- c. Periodically review displays and RMM floor organization and update and improve as needed with new materials and artifacts - *ongoing*

## ■ **Objective II—Relate regional associations to the military**

***Strategy 1: Collect the stories and artifacts of regional veterans***

Actions:

- a. Reach out to regional veterans, their families, and veterans organizations to solicit these stories and artifacts – *quarterly beginning January 2021*
- b. Regularly interface with the local/regional National Guard elements, local and regional Armed Forces Recruiting Offices, the U.S. Coast Guard MSU, the Veterans organization at Nicholls State University, and local high school Jr. ROTC detachments to seek their involvement in the affairs of the RMM and to assist them in their missions with the

placement of RMM vehicles at their events upon request – *quarterly beginning January 2021*

- c. Save the stories received on electronic media - *ongoing*
- d. Allow local military units to use the RMM for special events, such as Christmas parties, Changes of Command, etc. free of charge - *ongoing*
- e. Use the information from these stories to enhance the history and/or stories behind the vehicles and artifacts in the RMM – *as needed*

***Strategy 2: Regularly change out uniforms on mannequins so more visitors see the uniform of a family member or friend***

Actions:

- a. Uniforms on mannequins should be changed out at least once a year. Uniforms must be complete with information provided on the military service of the particular veteran – *change out half every six months beginning January 2021*
- b. Provide description of locations of uniforms on display in the RMM and make this information available to visitors – *begin this Action now with completion by end of 2020.*
- c. Re-print updated descriptions each time uniforms are changed out – *as needed*
- d. Seek corporate sponsorships, donations, or fundraise to acquire additional mannequins to display uniforms in RMM collection - *ongoing*

- e. For uniforms that are incomplete or for which little or no information is available on the wearer of the uniform, develop a list of uniforms by size and branch of service so that these can be rented to film productions, re-enactors, etc., for a fee, only if the uniform has been donated to the RMM – *complete by end of year; then ongoing*
- f. Develop appropriate rules for uniform rentals to ensure their preservation – *by end of 2020*
- g. Develop an appropriate military uniform rental agreement and tracking system which must include insurance and cleaning prior to return or the inclusion of a charge for cleaning each piece – *by end of 2020*
- h. Advertise military uniforms for rent through appropriate media – *begin in January 2021*

### ***Strategy 3: Set up exhibits on regional connections***

#### **Actions:**

- a. Consult with the NSU History Department to help identify these regional military connections and how best to tell these stories - *ongoing*
- b. Utilize the NSU library as well as public libraries in the region to set up temporary exhibits that showcase our regional connections during historical times of war – *preferably quarterly, but at least twice annually beginning January 2021*

***Strategy 4: Seek a method of including more veterans as docents and other activities***

Actions:

- a. Offer interested veterans the opportunity to serve as volunteer RMM docents or participate in the other activities of the Museum *-ongoing*
- b. Reach out to the veteran community at Nicholls State University and solicit participation from its members – *quarterly beginning January 2021*
- c. When the proposed Elderly Veterans Center at the American Legion Post 31 comes to fruition, regularly interface with veterans who visit this center, using this facility, perhaps, as the venue for the RMMF’s Annual Meeting – *when this facility is opened.*
- d. Use the Annual Meeting as a venue to sign-up those veterans interested in serving in this capacity – *make sign-up sheet available for 2021 Annual Meeting.*
- e. Set up a schedule to train and use those who sign-up to serve – *as necessary*

**■ Objective III—Collect, preserve, and display artifacts**

***Strategy 1: Implement a uniform and consistent system for incoming collection loans and donations***

Actions:

- a. Establish a computerized database or acquire and install appropriate software to more efficiently catalogue donations and loans of artifacts to the RMM – *completed, but update as needed. Should be installed at front desk.*
- b. The system or database should be able to print a receipt to hand to the donor or loaner – *There should be an electronic copy of this receipt in any case, one that can be scanned into the data base.*
- c. The database should be searchable and installed on all the computers in the RMM – *by the end of 2020.*
- d. Upgrade computer hardware as necessary to adequately support the software – *ongoing based on needs.*

***Strategy 2: Acquire and use proper cataloging software for library collection and materials***

Actions:

- a. Enter all library materials into an accessible database using the appropriate software – *ongoing work*
- b. Have all computers in the RMM interconnected through WiFi – *completed by end of 2020*
- c. Make the collection titles and materials known to all public libraries in the region as well as all high school librarians – *completed by end of 2<sup>nd</sup> quarter of 2021*
- d. Update database in a most timely manner as new materials are acquired - *ongoing*

- e. Tag each book, video, material, etc., in the library with the appropriate data base identifier so that materials in the RMM library can be more easily found - *ongoing*
- f. Use the upper floor of the RMM to set up the library and research center.

***Strategy 3: Identify and implement Standards and Best Practices as promulgated by the Secretary of the Interior and American Association of Museums and other relevant organizations.***

Actions:

- a. The RMM's main archivist and Exhibit Committee should acquire and study these standards and best practices - *ongoing*
- b. The Exhibit Committee and archivist should train others in the RMM in these standards and best practices – *training as necessary*
- c. The RMM should become members of relevant museum organizations – *maintain annual memberships; budget for these expenditures*
- d. Ensure the proper care and storage of all artifacts away from weather, visitor hands, etc. – *ongoing by Exhibit Committee/archivist*
- e. Continue to search for large, unique or historically interesting military artifacts and solicit donations to acquire them - *ongoing*
- f. Purchase or build proper, secure display cases for exhibits – *as needed*
- g. Work new artifacts and displays into the American Military narrative - *ongoing*
- h. Use the RMM website and social media to better detail and showcase our collections and mission - *ongoing*



## ■ Objective IV—Collect, preserve, and illuminate the memories of fallen veterans

### *Strategy 1: Solicit and search for the stories of regional veterans*

#### Actions:

- a. Contact the families of deceased veterans, after a respectable period of time, for information about the veteran that the family would care to share with the RMM, as well as donations/loans of military artifacts of the deceased veteran - *periodically*
- b. Use information collected in this manner, as well as other sources, to create and implement a database for regional veterans and their stories – *ongoing*

### *Strategy 2: Use the database to determine which uniforms are displayed in the Museum and highlight exceptional veterans.*

#### Actions:

- a. Change uniform displays in RMM every six months or at least once a year.
- b. Create and maintain a description of all uniforms in the RMM collection and information about the veteran who wore the uniform.
- c. Create and maintain a database of uniforms in the RMM collection, along with ribbons, insignia, badges, etc. which adorn these uniforms.

***Strategy 3: Create a “Heroes Hall or Wall” for all uniformed mannequins and photographs***

Actions:

- a. Enhance and add to the Wall of Heroes as a way to connect the RMM with the families of veterans whose pictures and medals are on the Wall.
- b. Solicit pictures with medals if possible for honorably discharged veterans for inclusion on the Wall of Heroes.
- c. For uniformed mannequins, include an informational plaque describing the service of the veteran who wore the particular uniform.
- d. Complete the RMM’s collection of military medals and decorations either through purchase or donation.

***Strategy 4: Incorporate the Secretary of the Interior/AAM Best Practices and standards for the preservation of artifacts.***

Actions:

- a. Provide training for archivist and others at RMM (interested Board members and staff) in AAM Best Practices.

## ■ Objective V—Enhance the general public’s knowledge of American military history

### *Strategy 1: Increase publicity and marketing of the Museum, its mission, and its collections*

#### Actions:

- a. Establish a “Speakers Bureau” at the RMM with volunteers willing to speak to various civic groups about the mission of the RMM, etc.
- b. Budget an agreed upon amount of funds annually to market the RMM.
- c. Consult with a marketing professional to establish the most cost effective manner to publicize and market the RMM.
- d. Better utilize local media, including HTV-10 and radio, to increase awareness of the RMM.

### *Strategy 2: Create programs appropriate for various age groups, in particular school groups*

#### Actions:

- a. Work with retired teachers in Terrebonne Parish and the region as well as the Terrebonne Parish School Board and Administration to develop programs and materials to bring these programs to life.
- b. Recruit retired teachers to serve as docents for visits by school groups.

***Strategy 3: Increase public involvement in the Museum and Museum events***

Actions:

- a. Advertise and hold one admission-free day per month at the RMM to increase public awareness and involvement.
- b. Prepare and submit articles on the RMM to various military magazines, such as *Military, Military Heritage, Naval History, etc.*, which include sections on military museums.
- c. Prepare a slide presentation with handouts for use at various meetings, such as Rotary, Kiwanis, etc.
- d. Have specific staff and Board members (Speakers Bureau) available to make these presentations as a way to generate community interest in the RMM.

***Strategy 4: Better organize the displays and exhibits in the Museum so that visitors can have a meaningful learning experience without a docent present.***

Actions:

- a. Research and provide uniform plaques containing pertinent information for all displays in the RMM.
- b. Utilize QR codes to allow visitors to utilize smart phones to download information on each display for self-guided tours.

***Strategy 5: Develop multimedia presentations and exhibits to enhance learning experience***

Actions:

- a. Where appropriate, utilize technology to make some exhibits interactive.
- b. As quickly as possible, implement the Acoustiguide self-guided tour in the RMM.
- c. Work with the Archivist to ensure all relevant exhibits are included in the Acoustiguide script.
- d. Each quarter, review the script with the Archivist to ensure accuracy.

***Strategy 6: Implement proper library and archival system to serve many different age groups***

Actions:

- a. Enlist the help of retired (and active) teachers and librarians to develop materials that appeal to different school age groups.

***Strategy 7: Make better use of RMM website and social media to highlight and detail our collections and mission***

Actions:

- a. RMM website should be very sophisticated and provide access to all aspects of the Museum, including collections, exhibits, artifacts, uniforms, uniform rentals, gift shop sales, upcoming events, etc.
- b. Website must be kept current at all times.
- c. Establish a RMM Facebook page to keep the public up-to-date about events, new exhibits, etc. at the RMM.

## ■ **Objective VI – Develop the RMM’s library to serve as a repository and archive for selected military topics and events**

*Strategy 1: Achieve recognition as a center for research on selected military topics and events.*

Actions:

- a. Determine the areas of military history in which the RMM should specialize, based on the content of its collection – *by end of 2021*
- b. Catalogue all materials and preserve them electronically where necessary to ensure their availability for scholars and researchers - *ongoing*
- c. Acquire through donations the appropriate electronic hardware, including microfiche readers, etc., to assist in the realization of this strategy – *by end of June 2021*

d. Place our library and archival collections online – *by end of 2021*

***Strategy 2: Complete the build-out of the 2<sup>nd</sup> and 3<sup>rd</sup> floors of the RMM.***

Actions:

- a. Through recommendation of an *ad hoc* committee, the RMMF board must determine how the 2<sup>nd</sup> and 3<sup>rd</sup> floors of the RMM are to be used most effectively – *before the end of 2020*
- b. Through donations or the selling of naming rights, ensure the completion of the 2<sup>nd</sup> and 3<sup>rd</sup> floors of the RMM so that these can be used in accordance with the board’s directive – *in 2021*
- c. As an alternate funding source, work through the State Legislature to secure sufficient capital outlay funding to complete the 2<sup>nd</sup> and 3<sup>rd</sup> floors of the RMM – *to coincide with the start of the 2021 Legislative Session.*

## ■ **Objective VII – Provide a quality visitor experience**

***Strategy 1: Maintain the exterior of all RMMF buildings and properties in a visually attractive manner.***

Actions:

- a. In order to make a good first impression with visitors, paint the exterior of all RMMF buildings across Barrow Street to enhance visual appeal and use signage to identify the purpose of these buildings – *by the end of 2021*

- b. Consider the use of murals and incorporating selected artifacts into the mural design where appropriate and possible – *by the end of 2021*
- c. Use limestone or some other suitable material to pave parking area adjacent to the RMM Shop across Barrow Street – *by end of 2020*

***Strategy 2: Keep exhibit/display information up-to-date to provide a quality tour experience for visitors.***

Actions:

- a. Ensure the historical accuracy of the information provided for each exhibit/display, whether printed/written material with the exhibit, or information conveyed by docents - *ongoing*
- b. Periodically review all informational materials associated with exhibits/displays in the RMM and seek to update and refresh as needed – *at least quarterly*

***Strategy 3: Shift the main entrance of the RMM to the new building.***

Actions:

- a. Since a quality visitor experience begins with a first impression, set up a very attractive and functional entrance area and experience for visitors to the RMM at the doors of the new wing as soon as possible – *by end of June 2021*
- b. Provide telephone and computer terminal and other visitor information, including a suggested route/path around the facility for self-guided tours – *by end of June 2021*



- c. Set up a credit card terminal and make sure all who welcome visitors (volunteers and docents) are able to operate the credit card system – *ongoing training as necessary*
- d. Print and make available at the door a floor layout of the RMM to better guide visitors to major exhibit areas, restrooms, emergency exits, the elevator, and stairwells – *by end of 2020*

■ **Objective VIII – Ensure the long-term financial sustainability of the RMMF and Museum.**

*Strategy 1: Seek professional assistance to develop a marketing plan for the RMM*

Actions:

- a. Advertising Committee to prepare a budget for the materials described herein and present a detailed plan to implement this strategy to the Board of Directors – *before the end of 2020*
- b. Work with a professional to prepare updated marketing materials, brochures, etc. emphasizing the tax-exempt status [501(c)(5)] of the Regional Military Museum Foundation.
- c. Have new materials printed and distributed to all outlets and CVBs in the region.

- d. Have promotional materials and brick applications available at the door of the museum. That is why it is important to shift the main entrance of the RMM to the new building as soon as possible.
- e. Have a video/CD professionally prepared for distribution to appropriate outlets.

***Strategy 2: Improve the quality and amount of merchandise in the gift shop in the RMM***

Actions:

- a. Seek assistance from the appropriate WW II Museum personnel to aid in this set up.
- b. Acquire *quality* and appropriate merchandise and books for sale in the RMM gift shop.
- c. Acquire point of sale hardware; set up accounting system; establish procedures for taking in cash and accepting credit cards for sale of merchandise.
- d. Determine how best to operate the RMM gift shop. All RMM volunteers and staff will need to be trained in the operation of the RMM gift shop.

***Strategy 3: Develop a corporate sponsorship program***

Actions:

- a. Decide the specific displays/exhibits that would enhance the visitor experience at the RMM
- b. Determine the overall cost associated with these displays/exhibits, including acquisition, periodic maintenance, and other costs.

- c. Utilize professional assistance to develop a corporate sponsorship program, including all the benefits to corporations for sponsorship, such as (for example) a commemorative brick, lifetime membership, display of corporate logo in all RMM printed advertising media, etc.
- d. Contact corporations in the region for appointments to pitch corporate sponsorship at the RMM.

***Strategy 4: Set up RMM website to accept donations, commemorative brick purchases, and membership renewals.***

Action:

- a. Set up an e-commerce system through the RMM website portal.
- b. Put Gift Shop items on the website and sell through the website.
- c. Staff and volunteers will need to be trained to handle web purchases and shipping.

## **FUNDING (in support of Objective VIII)**

Adequate funding is critical to meeting the goals of this five-year strategic plan, as well as others to come, and to the overall success and sustainability of the Regional Military Museum. While the voters of Terrebonne Parish have expressed confidence in the Vision and Mission of the Museum and have seen the fruits of their confidence, taxpayer funding should not be relied on solely. The

completion of the 2<sup>nd</sup> and 3<sup>rd</sup> floors of the RMM will require a substantial amount of funding. Every avenue to secure funds necessary to complete the building should be pursued as soon as possible since the expiration of the millage which constructed the new wing and its addition will not expire until at least 2030.

The operations of the RMM, including, salaries of employees, utilities, and insurance as well as the enhancement/repair of its exhibits, the repair, maintenance and operation of the collection of military rolling stock in the Museum's possession, maintenance and operation of the LCVP, the rebuilding/refurbishment of military artifacts currently in storage awaiting rebuild or in various stages of refurbishment, marine diesel engine repair and the acquisition of additional military equipment and vehicles around which to build new displays require an additional, adequate and on-going funding stream independent of taxpayer generated funding which was necessary initially for the structure itself. Thus, the importance of corporate sponsorship and other independent Museum-generated funding, without which the Vision and Mission of the Regional Military Museum will not be achieved cannot be over-emphasized.

To this end and with the specific approval of the Board of Directors, the Regional Military Museum Foundation will seek to independently, and with partners and donors, raise funds to support its vital Vision and Mission in the community and region. Such efforts will be annual and on-going with specific fund-raising events defined, planned and executed with the dual goals of raising funds for the specific purposes of the RMMF and raising the Museum's awareness with the community and region.

In addition, the RMMF will actively seek to plan and develop exhibits that could be funded all or in part by corporate sponsors. This effort will include corporate sponsorship for the RMM's military rolling stock. This will be accomplished through the development of a corporate funding/sponsorship package that will include the benefits the corporate sponsor can be expected to receive at all levels of sponsorship.

To this end, the RMMF Board of Directors will form a committee whose primary purpose is the pursuit of corporate sponsorship in support of the RMM, its Vision, Mission, and equipment.

## **TIMELINE FOR TO ACHIEVE GOALS**

**Timeline has been included at the end of each Action Item.**