

# Frontier Village - 2020

Updates from Searle Swedlund





# Challenges

- Built on the side of a hill
- After about 100 cars get into the space (including the National Buffalo Museum, it gets tight and clunky
- Most of the buildings were placed on railroad ties in a manner that suggested it was temporary 60 years ago
- The nature of the visitor is changing, and we hear that from the long time vendors that their traffic and sales are very different that 15 years ago
- Share the area with the National Buffalo Museum



# Car Counts to the World's Largest Buffalo

	<b>2019</b>	<b>2020</b>	<b>change</b>
<b>Year to Date</b>	61,099	54,189	-11.31%
<b>May</b>	7,403	5,047	-31.82%
<b>June</b>	11,908	7,515	-36.89%
<b>July</b>	14,866	13,668	-8.06%
<b>August</b>	10,269	10,340	0.69%

# Financial to Date

9.22.2020

Revenues		Expenses	
Vendor Rental	\$3,450	Mowing	\$5,158
Visitor Donations	\$8,010		
Community Donations	no ask		
Rentals (church, amp)	\$744		
Stutsman County Mill	\$12,050	Repairs/Maint	\$10,058
City of Jamestown	\$1,500	Garbage/Utilities	\$500
Jamestown Tourism		Property Insurance	\$1,000
staffing	\$17,253	staffing	\$17,252
events / advertising	\$7,350	events / advertising	\$7,350
repairs	\$15,700	repairs to date	\$9,263
State Historic Soc grant	\$20,000	Inventory Artifacts	\$20,000
<b>Total</b>	<b>\$77,047</b>	<b>Total</b>	<b>\$71,532</b>



# Frontier Village

## **Phase 1 – summer 2020**

- Determine Ownership of Artifacts at Frontier Village
- Catch-up on Deferred Maintenance
- Survey Visitor Needs/Wants

## **Phase 2 – winter 2020-2021**

- Determine Facility Conditions, Needs, and Costs
- Establish a Historic Time Period for Frontier Village
- Create Strategic Development Plan

## **Phase 3 – spring - summer 2021**

- Establish new governing structure oversee property
- Work the Strategic Development Plan





# Phase 1

## Determine Ownership Artifacts

- ▶ Applied for \$10,000 grant from State Historical Society of ND, matched by Jamestown Tourism
- ▶ Hired Oliver Sime, 2020 graduate of NDSU
  - ▶ Past work experiences with Bonanzaville, Wells County Historical Society (Fessenden)
  - ▶ Returned to NDSU for Masters in Public History
- ▶ Inventoried 1,475 artifacts
  - ▶ 50% secured deed of gift/loan
  - ▶ 25% have names but dead end for person
  - ▶ 25% have no name
- ▶ Process is never complete



# Catch Up Deferred Maint/ Addressed Concerns NDIRF

- ▶ With the assistance of Jamestown Civic Center staff, Street Department and Water Department
- ▶ Community Service clients
- ▶ Painted 4 smaller buildings
- ▶ Repaired large deck & repaired railings with a \$10,700 grant from Jamestown Tourism
- ▶ Complete list of 12 "concern" areas by NDIRF with plans to address additional in 2021
- ▶ Completed 84 items on a list of 131 tasks

NDIRF to be Completed

- ▶ Railings in remote corners of the grounds
- ▶ Playground area needs updating



# Phase 1

## Survey Visitors Needs/Wants

- ▶ Developed Visitor Survey in May
- ▶ Frontier Village greeters deployed instrument – 1100 responses
- ▶ Enter data in upcoming winter months
- ▶ Unofficial Thoughts
  - ▶ Short visits – less than one hour
  - ▶ Looking for food options
  - ▶ Kid play areas
  - ▶ Most visits are spontaneous, not planned
  - ▶ Traveler Destination: National Parks





## Phase 2

# Determine Facility Condition

- ▶ Invited North Dakota Insurance Reserve Fund to walk the property beginning of June
- ▶ Working over the summer on property provided better sense of what you don't see when driving through
- ▶ IMPORTANT: less than 10 structures that are "historic"
- ▶ (in progress) \$5,000 grant from Jamestown Tourism to work with contractor to determine buildings needs
  - ▶ Determine if costs to repair exceed "value" of the building
  - ▶ FOCUS on buildings with historic connections



## Phase 2

# Establish Period/Theme

- ▶ Visitors expect a more consistent look and feel
- ▶ Frontier Village suggests old west
- ▶ Embrace the opportunity to tell Jamestown's version of the settlement period for this area
- ▶ We could shift the focus to all buffalo themed spaces and experiences
- ▶ Frontier Village is not a museum
  - ▶ Not set up to house collections
  - ▶ Facilities are not secure or climate controlled



## Phase 2

# Create Strategic Development Plan

- ▶ Plan will address:
  - ▶ new and enhanced revenue lines for sustainability
  - ▶ visitor needs and wants for data being gathered
  - ▶ the next generations of travelers
  - ▶ the potential Buffalo City Park
  - ▶ how multiple agencies work together in defined area near the World's Largest Buffalo



## Phase 3 establish new governing structure

- ▶ Address City of Jamestown interest and oversight
- ▶ Update bylaws to address what was learned from previous board of directors
- ▶ Work the Strategic Development Plan



# 2021 Needs – City of Jamestown

- ▶ Jamestown Tourism continues to manage property through 2021. During that time:
  - ▶ City of Jamestown work to address areas of concern in order to develop new board of directors for future management
  - ▶ Create operational efficiencies and partnerships



# 2021 Needs – City of Jamestown

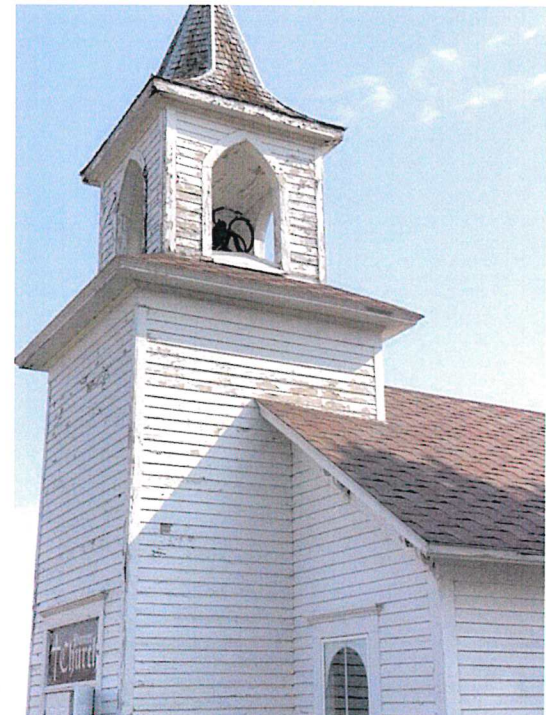
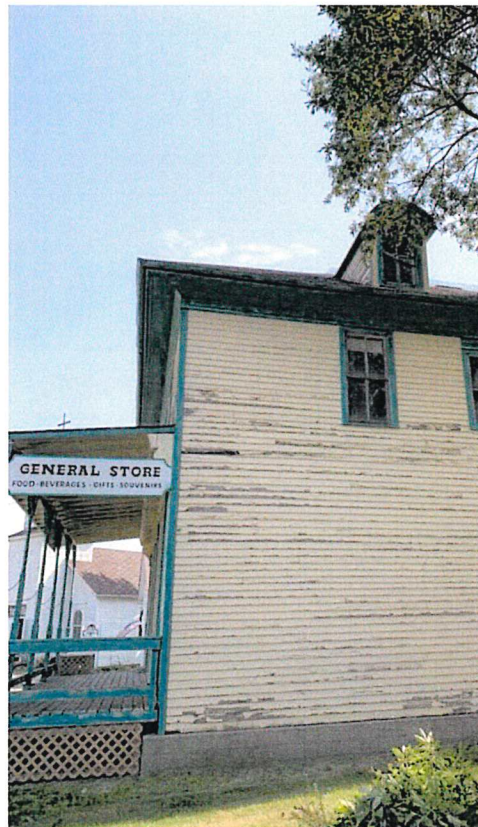
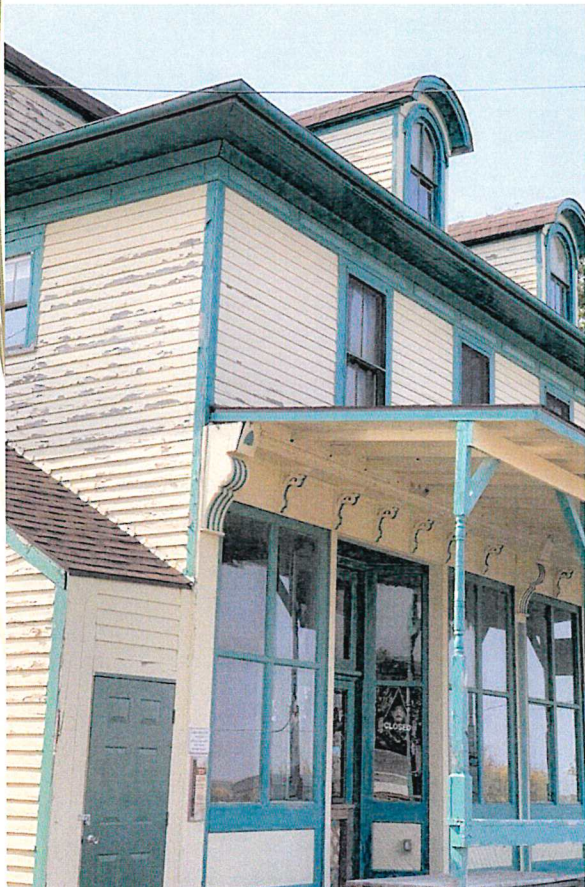
- Remove Buildings at End of Life  
(storage build by amphitheater)  
(Fire Building is not historic &  
cost to repair exceeds value)





# 2021 Needs – City of Jamestown

- ▶ Paint Two Largest Buildings - \$50,000 estimated





# 2021 Needs – City of Jamestown

- ▶ System to address feedback and support for the Strategic Development Plan
- ▶ Discussion with City leadership on future governing body for the Frontier Village