

**Chippokes Plantation Farm Foundation (319)**

3/11/2014 11:15 am

Biennium: 2008-10 ▼

**Mission and Vision****Mission Statement**

Chippokes Plantation Farm Foundation provides the public with an enjoyable education experience, which focuses on the history of agriculture, forestry, and conservation. Located on the banks of the historic James River, the Foundation operates one of the oldest continuously farmed plantations in the country.

**Vision Statement**

Chippokes Plantation Farm Foundation as a recognized authority on Virginia's past, present, and future of agriculture, forestry, and conservation is providing quality use of the Museum's extensive collection of artifacts; providing exceptional programming; a highly sought after destination for students and adults; and providing a year round facility in which to educate and entertain visitors.

**Executive Progress Report****Service Performance and Productivity**

- *Summary of current service performance*

The Chippokes Plantation Farm Foundation (CPFF) has continuously strengthened its activities on behalf of the Commonwealth over the past few years.

CPFF's SOL programs continue to be strengthened. Have developed SOL outreach programs to take to the schools if they cannot come to us.

Boy Scout merit badge programs continue to be strengthened.

Taking outreach program to day camps and libraries.

CPFF has been very fortunate in receiving donations of artifacts over the years to round out its agricultural theme without having to make artifact purchases.

CPFF is undergoing a re-inventory of its antique collection and taking pictures of each item as processed. The inventory is being accomplished during slower periods of time throughout the year with existing part-time staff.

CPFF manages the Chippokes farmland contract, and the contract is with one of the larger farmers in the area for a five-year period of time. CPFF works cooperatively with the Department of Conservation and Recreation, the USDA Natural Resource Conservation Service and the USDA Farm Service Agency. Conservation measures are included in the farm contract as needed. The Chippokes farmland is a model of exemplary conservation practices.

- *Summary of current productivity*

The Chippokes Farm & Forestry Museum continues to provide Boy Scout merit badge programs.

The Chippokes Farm & Forestry Museum continues to provide SOL programs for area schools, and has developed outreach programs to take to schools.

The Chippokes Farm & Forestry Museum continues with the artifact re-inventory process.

The farm contract contains the latest conservation practices.

The CPFF takes great pride in its printed materials made available to the public.

**Initiatives, Rankings and Customer Trends**

- *Summary of Major Initiatives and Related Progress*

The Chippokes Farm & Forestry Museum has a number of initiatives underway to better serve its constituencies. They include:

Have added two one-acre pastures and have one donkey, two sheep, and one calve. A 2007 initiative of the Museum

was the make animals more visible to the public.

Created Fall Harvest Days that involves inviting the public to harvesting cotton and corn by hand and shocking peanuts. This program was also a 2007 initiative.

Marketing the Museum's program offerings to area schools and home schoolers. Further, marketing the Museum's offerings to area businesses such as day camps and libraries.

Marketing merit badge programs to area Boy Scouts and Girl Scouts.

Providing continuity to its programming by compiling notebooks of lesson plans.

Continuing to develop outreach SOL programs for those schools who cannot afford field trips.

Promoting programming targeted to adults and senior groups.

Constructing an education center to provide a professional, climate-controlled atmosphere that will enable the Museum to present year-round services. The Board of Trustees will be advertising for a marketing/fund-raising firm to guide the CPFF through the fund raising phase.

Expanding its interpretation to include the "Present" and "Future" of agriculture, forestry and conservation in the proposed education center. Currently, the Museum only addresses the "Past" with its museum displays of artifacts.

Continuing to re-inventory its antique collection as time permits with existing staff.

- *Summary of Virginia's Ranking*

[Nothing entered]

- *Summary of Customer Trends and Coverage*

CPFF has noted that schools are facing difficulties in funding, which prevent them from taking as many school trips. The Chippokes Farm & Forestry Museum continues to promote its outreach SOL programs to accommodate those schools.

CPFF has noted that the number of children home schooled is growing. This creates an opportunity to market to home school organizations.

Customers demand pleasant surroundings, and the Chippokes Farm & Forestry Museum cannot provide a climate-controlled environment. The construction of the education center will provide those amenities.

### **Future Direction, Expectations, and Priorities**

- *Summary of Future Direction and Expectations*

CPFF's current priority is to continually improve its existing curriculum and services.

CPFF's second priority is the construction of an education center. In order to entice and accommodate more school groups, an education center is needed which will provide a climate-controlled facility; provide expanded interpretation to include the "Present" and "Future" of agriculture, forestry and conservation in addition to the "Past"; and provide year-round service.

After the education center opens, the Museum's new customer base might want to schedule educational programs or meetings during the day and in the evenings year round. This activity could provide additional revenue.

- *Summary of Potential Impediments to Achievement*

The Chippokes Farm & Forestry Museum does not have the funds to support a full-time staff.

The Chippokes Farm & Forestry Museum does not have climate control for the Museum or its workshop area that visitors and educational programs utilize. Educational programs are presented in the designated area of the workshop which does not have climate control, or has been presented under a tent in the front yard, which interfered with other Museum tours. A tent is not an ideal situation on rainy, hot or windy days.

The Chippokes Farm & Forestry Museum needs a climate-controlled storage facility at Chippokes for its collection. Some of the collection is stored in barns at the Park, and a portion of the collection is stored 50 miles away in a rented space. This makes it difficult to provide quality museum offerings to the public.

The CPFF is challenged with a major fund raising drive to construct the proposed education center.

**Service Area List**

Service Number	Title
319 530 04	Operation and Maintenance of Farm Museum

**Agency Background Information**

**Statutory Authority**

The Chippokes Plantation Farm Foundation operates within the Department of Conservation and Recreation under the Secretary of Natural Resources. The Foundation is empowered under the Code of Virginia under Chapter 4.2, Section 3.1-22.6 to 3.1-22.12.

Section 3.1-22.9 Purpose of Foundation; establishment of Chippokes Plantation Model Farm and the Agriculture and Forestry Center. "The purpose of the Foundation shall be to plan, manage and provide financial and material resources and technical assistance for the development, maintenance and operation of the Chippokes Plantation Model Farm and the Agriculture and Forestry Center, which shall be established at Chippokes Plantation State Park, or a portion thereof, subject to the approval of the Director of the Department of Conservation and Recreation. The model farm shall be a working farm of diversified operation, utilizing modern practices and contribute to the public's knowledge of agricultural production. The model farm may be operated under a lease or contract between the Director of the Department of Conservation and Recreation and the Foundation."

**Customers**

Customer Group	Customers served annually	Potential customers annually
Agricultural Community	50	100
Boards and Foundations	3	4
Citizens	5,000	6,000
Conservation Organizations and Land Trusts	1	3
Government Agencies (Federal, State, and Local)	16	16
Landowners	50	100
Recreational Users (campers, picnickers, hikers, etc.)	6,000	7,000
Soil and Water Conservation Districts	1	3
Special Interest Groups	3	4
Staff	20	50
Volunteers	100	150

*Anticipated Changes To Agency Customer Base*

After the construction of the education center, the following customers could use the facility for their educational classes and meetings, which would result in a change in customer base:

- A. Agricultural community
- B. Governmental agencies
- C. Private businesses or corporations
- D. Special interest groups
- E. School Groups – could accommodate more groups

**Partners**

Partner	Description
Agricultural Community	
Boards and Foundations	
Chesapeake Bay Program	Includes the U.S. Environmental Protection Agency, Maryland, Pennsylvania, and the District of Columbia
Colleges, Universities, and Other Educational Institutions	

Contractual Services	
Engineers and Consultants	
Federal Agencies	
General Assembly	
Local Governments	Departments of Parks and Recreation; School Divisions
Non-profits	
Private Businesses and Corporations	
Regional Planning District Commissions	
Soil and Water Conservation Districts	
Special Interest Groups	
State Agencies	
Tourism	
Vendors	

**Products and Services**

- *Description of the Agency's Products and/or Services:*

Outdoor Recreational Activities  
 Public Education  
 Public Information  
 Farm management for the Department of Conservation and Recreation at Chippokes State Park.

- *Factors Impacting Agency Products and/or Services:*

There is a growing need to educate the public about all aspects of farming.  
 Factors affecting park visitorship: weather, economics, rising fuel costs, school travel policies

Factors affecting program delivery: museum staffing, funding and insufficient facilities for effective classroom instruction.

- *Anticipated Changes in Products or Services:*

There are fewer and fewer people involved in farming, therefore, people today do not understand how food products reach their table and do not know how rural living is different from urban/city life. This creates greater educational opportunities.

Program expansion is anticipated in advance of the Museum's Education Center construction.

**Finance**

- *Financial Overview:*

General funds and non-general funds are used to operate the Chippokes Plantation Farm Foundation and the Chippokes Farm & Forestry Museum. Total budget provides for two full-time positions and part-time positions. Funds are expended to provide: utilities, maintenance, equipment, supplies, material and program needs, marketing, and educational materials. Contractual services are used as needed.

- *Financial Breakdown:*

	FY 2009		FY 2010	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$162,167	\$67,103	\$162,167	\$67,103
Change To Base	\$0	\$0	\$0	\$0
Agency Total	\$162,167	\$67,103	\$162,167	\$67,103

*This financial summary is computed from information entered in the service area plans.*

**Human Resources**

- *Overview*

Currently one full-time and one part-time employee of the Department of Conservation and Recreation oversee the Chippokes Plantation Farm Foundation. These two positions are not reflected in the human resources chart as they are not Chippokes Plantation Farm Foundation employees.

Currently, the CPFF has 4 part-time employees. Two full-time Foundation positions were established as a result of the growth and expansion of the Foundation's program. The fundraising and secretarial positions are currently vacant. The fund raising position was vacated in November 2004. Due to recent slumps in Virginia's economy, and the loss of the fundraiser, the Board of Trustees has been re-evaluating its expansion plan before proceeding with hiring.

- *Human Resource Levels*

Effective Date	9/20/2007	
Total Authorized Position level	2	
Vacant Positions	-2	
<b>Current Employment Level</b>	<b>0.0</b>	
Non-Classified (Filled)	0	breakout of Current Employment Level
Full-Time Classified (Filled)	0	
Part-Time Classified (Filled)	0	
Faculty (Filled)	0	
Wage	6	
Contract Employees	0	
<b>Total Human Resource Level</b>	<b>6.0</b>	= Current Employment Level + Wage and Contract Employees

- *Factors Impacting HR*

The staff is facing additional workload in anticipation for the future education center. Also, additional staff is required to provide programming and support for the Jamestown 2007 Commemoration.

- *Anticipated HR Changes*

When the education center is completed, there will be a need for additional staff resources.

**Information Technology**

- *Current Operational IT Investments:*

The Chippokes Plantation Farm Foundation (CPFF) does not have its own IT system. VITA within the Virginia Department of Conservation and Recreation (DCR) orders software and hardware and provides services at the Foundation's expense.

- *Factors Impacting the Current IT:*

[Nothing entered]

- *Proposed IT Solutions:*

[Nothing entered]

- *Current IT Services:*

Estimated Ongoing Operations and Maintenance Costs for Existing IT Investments

	Cost - Year 1		Cost - Year 2	
	General Fund	Non-general Fund	General Fund	Non-general Fund
Projected Service Fees	\$0	\$3,884	\$0	\$3,943
Changes (+/-) to VITA Infrastructure	\$0	\$0	\$0	\$0

<b>Estimated VITA Infrastructure</b>	\$0	\$3,884	\$0	\$3,943
Specialized Infrastructure	\$0	\$0	\$0	\$0
Agency IT Staff	\$0	\$0	\$0	\$0
Non-agency IT Staff	\$0	\$0	\$0	\$0
Other Application Costs	\$0	\$0	\$0	\$0
<b>Agency IT Current Services</b>	\$0	\$3,884	\$0	\$3,943

*Comments:*

[Nothing entered]

- *Proposed IT Investments*

Estimated Costs for Projects and New IT Investments

	Cost - Year 1		Cost - Year 2	
	General Fund	Non-general Fund	General Fund	Non-general Fund
Major IT Projects	\$0	\$0	\$0	\$0
Non-major IT Projects	\$0	\$0	\$0	\$0
Agency-level IT Projects	\$0	\$0	\$0	\$0
Major Stand Alone IT Procurements	\$0	\$0	\$0	\$0
Non-major Stand Alone IT Procurements	\$0	\$0	\$0	\$0
<b>Total Proposed IT Investments</b>	\$0	\$0	\$0	\$0

- *Projected Total IT Budget*

	Cost - Year 1		Cost - Year 2	
	General Fund	Non-general Fund	General Fund	Non-general Fund
Current IT Services	\$0	\$3,884	\$0	\$3,943
Proposed IT Investments	\$0	\$0	\$0	\$0
<b>Total</b>	\$0	\$3,884	\$0	\$3,943

[Appendix A](#) - Agency's information technology investment detail maintained in VITA's ProSight system.

**Capital**

- *Current State of Capital Investments:*

CPFF is developing plans for an education center. The plans are in the formative stage. CPFF plans to hire a marketing/fundraising firm to assist the Board of Trustees with this endeavor.

- *Factors Impacting Capital Investments:*

Construction of the education center is dependent on the success of the financial campaign.

- *Capital Investments Alignment:*

Construction of the education center is directly related to the mission of the Chippokes Plantation Farm Foundation (CPFF). The education center will provide a climate controlled facility for educational programs as well as provide a safe place for the many historic antiques that the Chippokes Farm and Forestry Museum holds. Having a climate-controlled facility will enable the Museum's focus to expand to include the future of agriculture, forestry and conservation, rather than the Museum's current ability to document the past and present. The Museum is responsible for over 10,000 antiques documenting the history of agriculture, forestry and rural life. A climate-controlled facility will enable these antiques to be displayed in a manner that protects their quality.

<b>Agency Goals</b>
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**Goal 1**

Increase overall Chippokes Farm & Forestry Museum visitorship.

**Goal Alignment to Statewide Goals**

- Elevate the levels of educational preparedness and attainment of our citizens.
- Be a national leader in the preservation and enhancement of our economy.
- Engage and inform citizens to ensure we serve their interests.
- Be recognized as the best-managed state in the nation.
- Inspire and support Virginians toward healthy lives and strong and resilient families.
- Protect, conserve and wisely develop our natural, historical and cultural resources.

**Goal 2**

Provide good stewardship of Chippokes Plantation Farm Foundation resources.

**Goal Alignment to Statewide Goals**

- Elevate the levels of educational preparedness and attainment of our citizens.
  - Engage and inform citizens to ensure we serve their interests.
  - Be recognized as the best-managed state in the nation.
  - Protect, conserve and wisely develop our natural, historical and cultural resources.
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## Service Area Strategic Plan

**Chippokes Plantation Farm Foundation (319)**

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Biennium: 2008-10 ▼

## Service Area 1 of 1

**Operation and Maintenance of Farm Museum (319 530 04)****Description**

The Chippokes Plantation Farm Foundation (CPFF), through the Chippokes Farm & Forestry Museum, tells the story of Virginia's agriculture, forestry and conservation industries with displays of antique farm and forestry equipment, tools and housewares as it relates to rural Virginia. Further, CPFF manages the Chippokes Plantation State Park farmland as a model to demonstrate exemplary conservation practices.

**Background Information****Mission Alignment and Authority**

- *Describe how this service supports the agency mission*

The Chippokes Farm & Forestry Museum maintains a collection of antique farm and forestry equipment, tools, and housewares as it relates to rural Virginia. Through these displays, the Museum offers educational programs on the story of Virginia's agriculture, forestry and conservation industries.

- *Describe the Statutory Authority of this Service*

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**Customers**

Agency Customer Group	Customer	Customers served annually	Potential annual customers
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Citizens	Citizens	5,000	6,000
Conservation Organizations and Land Trusts	Conservation Organizations and Land Trusts	1	3
Government Agencies (Federal, State, and Local)	Government Agencies (Federal, State, and Local)	16	16
Landowners	Landowners	50	100
Recreational Users (campers, picnickers, hikers, etc.)	Recreational Users (campers, picnickers, hikers, etc.)	6,000	7,000
Soil and Water Conservation Districts	Soil and Water Conservation Districts	1	3
Special Interest Groups	Special Interest Groups	3	4
Staff	Staff	20	50
Volunteers	Volunteers	100	150

**Anticipated Changes To Agency Customer Base**

After the construction of the education center, customer use of the facilities for educational classes and meetings may increase. Increased visitation to enhanced museum offerings is also anticipated.



## Partners

Partner	Description
Agricultural Community	
Boards and Foundations	
Chesapeake Bay Program	
Colleges, Universities, and Educational Institutions	
Contractual Services	
Engineers and Consultants	
Federal Agencies	Environmental Protection Agency; Natural Resources Conservation Service; U.S. Army Corps of Engineers; U.S. Fish and Wildlife Service; U.S. Forest Service; U.S.D.A. Farm Service Agency
General Assembly	
Local Governments	Departments of Parks and Recreation; School Divisions
Non-profits	
Private Businesses and Corporations	
Regional Planning District Commissions	
Soil and Water Conservation Districts	
Special Interest Groups	
State Agencies	Virginia Department of Corrections; Virginia Department of General Services; Virginia Department of Historic Resources; Virginia Department of Agriculture and Consumer Services; Virginia Department of Conservation and Recreation; Virginia Department of Environmental Quality; Virginia Department of Forestry; Virginia Department of Game and Inland Fisheries; Virginia Department of Health; Virginia Department of Transportation
Tourism	
Vendors	

## Products and Services

- *Factors Impacting the Products and/or Services:*  
"
- *Anticipated Changes to the Products and/or Services*  
"
- *Listing of Products and/or Services*
  - Outdoor Recreational Activities
  - Public Education
  - Public Information
  - Farm Management for the Department of Conservation and Recreation at Chippokes

## Finance

- *Financial Overview*  
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- *Financial Breakdown*

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**Human Resources**

● *Human Resources Overview*

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Currently, the CPFF has 5 part-time employees. Two full-time Foundation positions were established as a result of the growth and expansion of the Foundation's program. The fundraising and secretarial positions are currently vacant. The fund raising position was vacated in November 2004. Due to recent slumps in Virginia's economy and the loss of the fundraiser, the Board of Trustees has been re-evaluating its expansion plan before proceeding with hiring.

● *Human Resource Levels*

Effective Date	7/1/2005	
Total Authorized Position level	2	
Vacant Positions	2	
<b>Current Employment Level</b>	<b>0.0</b>	
Non-Classified (Filled)	0	breakout of Current Employment Level
Full-Time Classified (Filled)	0	
Part-Time Classified (Filled)	0	
Faculty (Filled)	0	
Wage	5	
Contract Employees	0	
<b>Total Human Resource Level</b>	<b>5.0</b>	= Current Employment Level + Wage and Contract Employees

● *Factors Impacting HR*

"

● *Anticipated HR Changes*

"

**Service Area Objectives**

- Enhance programs to target audiences.

**Objective Strategies**

- Develop and/or enhance program offerings to: students (SOLs and outreach SOLs); walk-ins at Museum; outreach programs in the surrounding communities; scout programs - develop programs for Boy and Girl Scouts related to merit badges; Adult programs; and special Interest Groups (4-H'ers, Forestry, etc.).
- Marketing and/or Advertising Market SOL programs to educators, local school systems, and home school associations, scout programs to scout councils and leaders. Market and advertise with bus tours, tourism centers, overnight facilities, car rental agencies, timeshares, etc.
- Exhibit Enhancement continue changing exhibits; increase building maintenance; develop climate control exhibits; and create a study collection.
- Staffing and Funding Seek funding for additional positions to support increased visitorship and programs and to

support overall operations of the Foundation and Museum.

- Volunteerism Promote and increase volunteer participation and opportunities among individuals, civic groups, scouts, and special interest groups (such as gas engine clubs, vintage auto clubs, quilting guilds, etc.).
- Construct Education Center Advertise and interview fundraising firms; meet with chosen firm to establish fundraising and marketing plans; develop marketing materials; implement marketing plan; implement fundraising plan and begin active fundraising activities; contract for site survey and site testing; hire architect to produce architectural drawings; and develop interpretive programs for center.

#### Link to State Strategy

- nothing linked

#### Objective Measures

- Number of visitors to the Museum.

Measure Class:  Measure Type:  Measure Frequency:  Preferred Trend:

Measure Baseline Value:  Date:

Measure Baseline Description: In 2004, total Museum attendance was 7,941.

Measure Target Value:  Date:

Measure Target Description: The target is to increase overall Museum visitorship by 15% annually.

Data Source and Calculation: A log of daily visitorship at the museum is maintained by Foundation staff. From this information, comparisons may be made annually to the previous year's visitorship.

- Manage, restore, and preserve Museum's antique collection.

#### Objective Strategies

- Relocate and process antique items in the workgroup.
- Relocate and process antique items in the corn crib.
- Reorganize and process antique items in old sawmill storage building.
- Relocate and process smaller items from the Quonset hut.
- Maintain a list of items in need of conservation measures.
- Have volunteers conserve artifacts needed attention.

#### Link to State Strategy

- nothing linked

#### Objective Measures

- Percent of Museum's antique collection inventoried.

Measure Class:  Measure Type:  Measure Frequency:  Preferred Trend:

Measure Baseline Value:  Date:

Measure Baseline Description: In FY2006, 2.98% (298 items) of the Museum's collection was inventoried.

Measure Target Value:  Date:

Measure Target Description: A cumulative total of 10.54% of the Museum's collection will be inventoried by the end of FY2009.

Data Source and Calculation: Management of collections will be based on the number of artifacts processed by completing an inventory form. Questions answered on this form includes determining what the item is, placing it in the proper nomenclature, measuring the item, writing a brief description of how the item was used, writing a brief description of condition and conservation measures needed, if any, photographing the item, tagging the

item, and entering this data into the computer inventory program. The item is then placed in a storage area with other similarly used items. The old inventory system consisted of items listed by name and faded or missing ID tags on items. Also, the old inventory listed boxes of items when every item needs to be inventoried. Chippokes Plantation Farm Foundation has approximately 10,000 items. The Museum does not have climate-controlled storage for its artifacts.

- Manage farmland to serve as a model to demonstrate exemplary conservation practices.

#### Objective Strategies

- Compile a spreadsheet listing of all requirements of farmland contractor and requirements of CPFF and check annually.
- Enforce any noncompliance issues.
- Prioritize and accomplish repair work on existing soil erosion structures.
- Have USDA Natural Resource Conservation Service perform a survey of CPFF for future projects to address.
- Survey farmland after major weather-related storms for damage.

#### Link to State Strategy

- nothing linked

#### Objective Measures

- Percent compliance with farm contract and farm plan

Measure Class:  Measure Type:  Measure Frequency:  Preferred Trend:

Measure Baseline Value:  Date:

Measure Baseline Description: There was 97.7% compliance with the elements of the farm contract and the conservation plan.

Measure Target Value:  Date:

Measure Target Description: 100% compliance will be maintained annually.

Data Source and Calculation: The source of the measure is the 5-year contract between Chippokes Plantation Farm Foundation and the farmland contractor, and the USDA's Farm Service Agency's Conservation Plan.