

**FINAL DRAFT ISSUED**  
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**FOR FISCAL YEARS**  
**2024-2028**



# **STRATEGIC PLANNING**

## **CAPITOL PRESERVATION BOARD**

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Salt Lake City, UT 84114  
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**PREPARED FOR**  
**the State of Utah**

# ABOUT US



**DANA JONES**  
Executive Director

**Letter from the Director**

The primary responsibility of the Capitol Preservation Board as stewards of the Capitol is to care. We care about the Capitol and its contents. We care that those who come to the Capitol feel welcomed. We care that the facility is well kept and maintained. We care that visitors and tenants feel safe. We are fortunate to work closely with Utah Highway Patrol and the Division of Facilities Construction and Management to make these things possible.

The Capitol Preservation Board represents all three branches of government and is impartial and nonpartisan. It is crucial our office maintains consistency and neutrality as we welcome thousands of public events, free speech demonstrations, and government meetings each year. Because of this, we strive to care for, protect, and beautify the Capitol complex on a daily basis and feel honored to be entrusted with this responsibility.

THE UTAH STATE LEGISLATURE AND GOVERNOR MICHAEL O. LEAVITT CREATED THE CAPITOL PRESERVATION BOARD (CPB) IN 1998 TO BE THE STEWARDS OF THE CAPITOL. THE BOARD AND ITS STAFF MAINTAIN, IMPROVE, AND OVERSEE THE BUILDINGS AND GROUNDS ON THE CAPITOL HILL COMPLEX. CPB MANAGES FOUR UNIQUE PROGRAMS ON A DAILY BASIS:

**Capitol Stewardship**

The Board oversees the operation and careful management of the Capitol Hill Complex buildings and grounds. CPB staff oversee all interior building projects and exterior grounds projects as well as communicate with and assist Capitol Hill tenants. Projects are instituted to improve access to Capitol visitors or employees, increase the life safety of the buildings and their inhabitants, and preserve the buildings and grounds for generations to come.

**Events & Scheduling**

The Capitol Events and Scheduling Program, managed by CPB, schedules more than 3,000 events each year within the Capitol, East Senate Building, as well as in the White Memorial Chapel, Plazas, Lawn Areas, and South Steps of the Capitol Hill Complex. The thousands of events on Capitol Hill range from free speech rallies and government meetings to choral performances and wedding ceremonies.

**Inventory, Collections, & Curation**

The Inventory Program defines, identifies, registers, and tracks all important contents of the Capitol Hill Complex—including all state-owned items of historical significance—and oversees the care and conservation of these items. Inside the Capitol, a wide variety of original artwork, treasured artifacts, and historical furnishings are on display, in storage, or used functionally. CPB oversees the selection and installation of exhibits, artwork, and statuary throughout the Capitol Hill Complex.

**Visitor Services Center**

To accommodate and serve the more than 250,000 people who visit each year—for business, events, and tourism—Visitor Services implements programs for education, training, and civic engagement. Many Capitol visitors—from local community groups to far-traveling tourists—take exciting and informative tours with one of the volunteer docents.

Additionally, in 2018, the legislature provided our office funding to cover the cost of field trips to the Utah State Capitol. The CPB works directly with teachers to help create a memorable experience for students. Students are able to visit the Capitol on a docent-led or self-guided tour. Many are able to view the legislative process in action and participate in a meet and greet with a legislator. Students are then sent home with a memento and information about their legislators.

# OUR MISSION

THE CAPITOL PRESERVATION BOARD WILL CARE FOR, PROTECT AND BEAUTIFY THE CAPITOL HILL COMPLEX, WHILE PRESERVING THE HISTORICAL INTEGRITY OF THE PEOPLE’S HOUSE.



# OUR CORE VALUES

**CPB**  
Care • Protect • Beautify



## STEWARDSHIP

As stewards of the Capitol, we value the opportunity to care for the People’s House, its contents, and those who visit 365 days a year.



## ACCOUNTABILITY

Beyond the statutory responsibilities of maintaining the Capitol Hill Complex, it is CPB’s primary goal to show that the People’s House is valued both aesthetically and operationally.



## PROFESSIONAL SERVICE

Whatever the purpose is for visiting the Capitol, we value the opportunity to serve in a neutral manner with great professionalism and kindness.



## SUSTAINABILITY

The common denominator to success within the areas CPB manages is in sustaining core relationships with those we work closely with. This allows the opportunity to build trust with the many entities we associate with including neighbors, construction teams, event hosts, vendors, and colleagues.



## LEADERSHIP

While small in numbers, due to leadership qualities each employee demonstrates, we protect the Capitol with integrity. We pride ourselves on the ability to lead by example and the willingness to support each area when needed.



# OUR GOALS

01

## Community outreach | Create unique experiences at the Capitol

- Discovery Day for children annually
- Movie Under the Stars
- Attend Capitol Hill Community Council meetings quarterly

02

## General conditions for a positive visitor experience

- Maintain an updated Capitol Complex tour video
- Create intentional touchdown spaces in public areas for visitors
- Expand languages offered in our self guided tour brochure

03

## Project goals

- Perimeter security for pedestrian safety
- Enhance pedestrian crosswalks
- Security notification app for tenants
- Roundabout addition
- Security camera upgrades

04

## Complete an updated, user-friendly, and transparent website redesign

05

## Curatorial updates

- Update all eight of the Capitol first floor display cases
- Capitol dome exhibit procured
- Curate display for the original Capitol Dome light along with copper artwork from the dome

06

## Legacy project | North Capitol Building

- Develop a video series to be sent out every two to three months until project completion to showcase project progress, highlights, challenges, and overall vision
- Help Utah make a positive connection with the construction project
- Neighborhood considerations and proactive efforts to mitigate issues
- Work with partners to provide a fluid website to reference schedules, timelines, pictures, etc.
- Neighborhood considerations and proactive efforts to mitigate issues
- Establish project parameters to develop waterwise landscapes
- Central Plaza replacement and enhancement

# PERFORMANCE MEASURES



## STEWARDSHIP

Plan for a safe, sustainable environment through maintenance, facility operations, and improvements  
(Target = 100 year life)



## VISITOR SERVICES

Provision of high quality tours, information, and education to the public  
(Target = 50,000 students & 200,000 visitors annually)



## EVENTS & SCHEDULING

Provision of event and scheduling program for all government meetings, free speech activities, and public events  
(Target = 4,000 annually)



## CURATORIAL SERVICES

Provision of exhibit and curatorial services on Capitol Hill to maintain the collections of artifacts for use and enjoyment of the general public  
(Target = 9,000 items)

# BOARD MEMBERS

The Board is made up of eleven members, including representatives from all three branches of government—executive, legislative, and judicial. Each member of the Board serves for the length of their terms in office. Dana M. Jones is the Executive Director of the Capitol Preservation Board and the Board Members are:



**Lieutenant Governor**  
**DEIDRE M. HENDERSON**



**Senate President**  
**J. STUART ADAMS**



**Senator**  
**DAVID G. BUXTON**



**Senator**  
**JEN PLUMB**



**Representative**  
**JENNIFER DAILEY-PROVOST**



**Representative**  
**JAMES A. DUNNIGAN**



**Speaker of the House**  
**MIKE SCHULTZ**



**Chief Justice**  
**MATTHEW B. DURRANT**



**Attorney General**  
**SEAN D. REYES**



**State Treasurer**  
**MARLO OAKS**



**SHPO Director**  
**CHRIS MERRITT**

We would like to express our appreciation to each Board Member for their time and commitment in serving on the Capitol Preservation Board