

The Folsom Historical Society launches a new brand identity Folsom History, to launch the organization into a new era.

June 3th, 2022

Folsom, CA—Effective Thursday June 2nd the Folsom Historical Society will be known as Folsom History. The new brand identity is the realization of the organization's new and ambitious vision and extended role in the Folsom region.

The city of Folsom is steeped in a history of innovation, allowing it to grow into the vibrant and diverse community it is today. Folsom has always been innovative, since our gold rush beginnings, to our dredging and dam initiatives, and now in our more recent advances in technology. Innovation has led us to grow from 11,000 residents in 1980 to 83,000 residents in 2020. It is a place where many cultures have shaped our thinking. Innovation, of course, is not a straight trajectory. There are many failures along the way, but by understanding them and learning from them, we become a more innovative and resilient community.

Folsom History is now honoring the roots of our history and is becoming a more innovative and resilient institution. As it remakes its own identity, it has the unique opportunity to engage, activate, and connect various communities in Folsom. In March 2022, the board of directors adopted a new mission, vision, and strategic plan that will allow them to create a larger impact in the community. The vision and mission are as follows:

Vision: To strengthen the social, intellectual, and connective fabric of Folsom CA.

Mission: Inspire an innovative future together by connecting Folsom to its inventive roots.

In April of 2022 Folsom History Museum opened a new permanent exhibit, *Folsom, CA: A Story of Innovation* to tell the story of how Folsom became the city it is today.

The strategic framework focuses on interpreting themes of historic, creative and cultural innovation in the Folsom History Museum, Pioneer Village, and the Chinese Heritage Museum - currently under development.

"We have an opportunity to have a bigger impact in our community, this new mission and vision lets us do that," said Rita Mukherjee Hoffstadt, Executive Director of Folsom History. "We can create programming and partnerships that explore civic innovation, creative making, and the importance of cultural diversity in innovation".

The organization's strategic plan also called for a stronger unity between their three museums sites.

"After we adopted our new mission and vision, we all realized that we needed a new name and brand to capture who we were," said Ms. Hoffstadt. "We needed to connect history to today and tomorrow."

The organization worked closely with David Flanagan, co-founder of Misfit, a Sacramento-based brand and advertising firm. "The result is a new identify embodied by a logo mark featuring a hand-held lantern," says Flanagan. "The lantern serves as a classic historical symbol, a tool from yesterday, but when held up high, clearly illuminates where we now stand and the path before us. A new marketing slogan 'Shine On' was born directly from it all." The new logo also serves as an overarching "umbrella" identity, translating seamlessly to the all the other Folsom history-based divisions as well.

"Since our organization has emerged out of the pandemic, we realized it was time for a transformation," said Jeff Ferreira-Pro, Board Chair of Folsom History's Board of Directors. "We have been asking hard questions of our organization, asking how we can become more resilient and have more impact moving ahead. I am delighted in the direction we are headed. Our new name and logo are a critical part of this growth."

The primary web address for Folsom History will change from folsomhistoricalsociety.org to folsomhistory.org, effective Friday, June 3rd, 2022.

To schedule an interview, please contact Shelby Sorenson at shelby@folsomhistory.org.

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About David Flanagan:

For over 35 years, David has carved his place in the advertising industry. Awarded *Sacramento's Advertising Person of the Year* in 2003, his work has garnered an impressive amount of industry awards regionally, nationally and internationally. He has been instrumental in building several key advertising and marketing firms, as well as discovering and developing the talents of a long list of very successful and crucial industry contributors.

A celebrated public speaker, he is the author of several books including his Amazon International best-seller; *RUDDER - Strategic Brand Clarity*.

About Folsom History:

Folsom History operates three museums in Folsom's historic district - the Folsom History Museum, Pioneer Village living history site and the currently under construction Chinese Heritage Museum. Folsom History highlights Folsom's unique place in California history through exhibits, digital engagement, educational programming, and hands-on learning experiences. Folsom History houses an impressive collection that includes artifacts, photos, textiles, documents, and more that are representative of Native Americans, pioneers, miners, and Folsom's residents throughout the years.

Local residents founded the Folsom Historical Society in 1960 as an educational nonprofit with a core mission focused on the preservation and promotion of local history. The first major accomplishment of this devoted group of volunteers was averting the demolition of the century-old Wells Fargo Assay Office on Sutter Street. This building eventually became home to the Folsom History Museum.

After reopening post COVID in 2021, the organization took on a new set of initiatives to better engage our community in an exploration of our history. These included:

- “Let’s Play: Vintage Toys from 1870s-1970s” temporary exhibit, opened in fall of 2021 has included bringing whole families – grandparents, parents, and children – together to enjoy historic games.
- The opening of our new permanent exhibition in April of 2022 titled: *Folsom: A History of Innovation* which invites residents and visitors alike to explore our city’s dynamic and innovative past. This new exhibit space serves as the backdrop for reengaging various communities in their memories, connections, and continued hopes for Folsom.
- At Pioneer Village, our Super Saturday “makerspace” at Pioneer Village invites visitors of all ages to make their own creations.
- Our Archives & Research Department continues working actively to connect families, communities, and the world to Folsom’s past.