March 28, 2019



#### Purpose of this evening's meeting

- Define the Town Meeting request
- Explain what has been happening
- Preview Business Plan
- Outline benefits to the community



#### Request \$86,343 for Homestead Operating

- Provide transparency for what we spend to operate the Homestead
- Includes costs of Director, and effort of other departments
- Includes payback to the Town operating budget of \$42,292
- Net expense to implement new business plan of \$44,051

#### Appropriation of \$86k request will:

- Provide operating capital for Director's position
- Pay utilities and general maintenance
- Pay insurance
- Provide new boards/committee meeting space
- Develop/Implement Marketing campaign
- Provide an appropriate home for Historical Society
- Offer opportunities for passive recreation and programmed events for the public



#### Recent milestones reached

- Hired Patton Homestead Director Kaleigh Paré
- Developed business plan
- Submitted \$418,000 grant request for Capital project (not including town funds)
- Developed/improved partnerships with community partners (PHI, Wenham Museum, Hamilton Historical Society, etc.)
- PHI expanded their volunteer board



#### Marketing and Business Plan

- Developed business plan with goal of reaching selfsustainability over next three (3) fiscal years – expect to reduce use of town funds in years two and three
- Business Plan includes milestones and decision points for amending strategy, and adjusting to unknown conditions
- Worked with Empower Success Corps on feasibility and marketing
- Have drafted a marketing plan



Type of event	Anticipated Revenue	Goal is \$30,000 in Year One	Comments
Saturday Outdoor Wedding (or similar event)	\$350/hr X 8hr = \$2,800 (see Appendix B)	11/yr (10.7)	
Sunday Outdoor Wedding (or similar event)	\$350/hr X 8hr = \$2,800 (see Appendix B)	11/yr (10.7))	
Friday Outdoor Wedding (or similar event)	\$250/hr X 6hr = \$1,500 (see Appendix B)	20/yr	
Thursday or Friday Night Pop-Up Pub (or similar event)	\$100/hr X 5hr = \$500	60/yr	
Mid-Week Meeting (or other similar indoor event)	\$75/hr X 4hr = \$300 (see Appendix B)	100/yr	
Two Hour Public Programs (lectures, school visits, etc.)	\$10/child \$15/adult \$20/adult	3,000 children/yr 2,000 adults/yr 1,500 adults/yr	Not counting speaker fee (if applicable)

Possible Combinations of Events throughout FY20 to Reach Goal

Combination	Activity & Cost	Activity & Cost	Activity & Cost	Activity & Cost	Total
Combination A	12 Pop-Up Pubs (2/month X 6months May- October)	6 Saturday Weddings (or similar events) \$16,800	12 lectures with 25 adults paying \$20 each	1 Sunday wedding (or similar event) \$2,800	
	\$6,000	<b>\$10,000</b>	<del>40,000</del>	<b>72,000</b>	\$31,600
Combination B	12 mid-week daytime meetings (one/month)	6 Saturday Weddings (or similar events)	3 Friday Night Weddings (or similar events)	12 lectures with 25 adults paying \$15 each	
	\$3,600	\$16,800	\$6,000	\$4,500	\$30,900
Combination C	8 Pop-Up Pubs (each week July/August)	4 Saturday weddings (or similar events)	3times, 3-day (8hr each day), midweek rental (conference,etc.)	4 Sunday weddings (or similar events)	
	\$4,000	\$11,200	\$5,400	\$11,200	\$31,800
Combination D	3 Sunday weddings (or similar events	4 Saturday weddings (or similar events)	3 Friday evening weddings (or similar events)	14 (summer weeks) of Pop-Up Pubs (or similar events)	
	\$8,400	\$11,200	\$4,500	\$7,000	\$31,100

#### **Grant Opportunities We Are Researching**

Us Embassy Belgium: Public Diplomacy S50,000 Signature: Public Diplomacy S50,000 Signature: Public Diplomacy S50,000 Anniversary of the Battle of the Bulge S750,000 Anniversary of the Battle of the Bulge May 15, 2019 (draft due April 3ºd) S750,000 S750,000 Creative Place-Making Sex County Community Community County Initiative Cultural Council  Cultural events and projects Cultural events and projects Cultural events and projects Community Preservation  Cultural events and projects Cap: No limit Cultural Facilities Pund Massachusetts Cultural Facilities Pund Essex National Heritage Area: Partnership Grants  Cultural S2,000 Martching Massachusets Cap: No limit Square S2,000 Matching Square Education Preservation Interpretation  Mid-February 2020  Mid-February 2020  Mid-February 2020  Mid-February 2020  Mid-February 2020  Mid-February 2020  Mitps://essexheritage.org/grants	Funder	Amount	Type of Project	Deadline for	Website
SEMBASSY Belgium: Public Diplomacy   S5,000   S50,000   Anniversary of the Battle of the Bulge   April 19,2019   https://www.grants.gov/web/grants/view-opportunity.html?oppid=313058	runder	Amount	Type of Project		website
Public Diplomacy  S50,000  Anniversary of the Battle of the Bulge  NEH: Infrastructure & S750,000  Creative Place-Making Community Foundation: Creative County Initiative  Historic New England: Community Preservation  Massachusetts Cultural Facilities Fund  Massachusetts Cultural Facilities Fund  Essex National Heritage Area:  Essex National Heritage Area:  Dy to \$50,000  Anniversary of the Battle of the Bultle of the B	LIC Embassy Balaines	¢r 000	Cultural officers to 75th		https://www.grants.gov/wah/grants/vious
NEH: Infrastructure & Capacity Building  Essex County Community Foundation: Creative County Initiative  Historic New England: Community Preservation  Massachusetts Cultural Facilities Fund  Massachusetts Cultural Facilities Fund  Essex National Heritage Area:  Buildings, equipment, digital infrastructure  May 15, 2019 (draft due April 3°)  Likely letters of interest due in May 2019 and then applications in June 2019  May 2019 and then applications in June 2019  Matthing  S1,000  Preservation  Capital S2,000  Matching  Systems Replacement  Mid-February 2020  Mid-February 2020  Mid-February 2020  Mittps://essexheritage.org/grants				April 19,2019	,
NEH: Infrastructure & Capacity Building  Essex County Community Foundation: Creative County Initiative  Cultural events and projects  Cumunity Preservation  May 15, 2019 (draft due April 3 <sup>rd</sup> )  Likely letters of interest due in May 2019 and then applications in June 2019  Cultural Council  Community Preservation  Community Preservation  Massachusetts Cultural Facilities Fund  Cap: No limit set F&T: \$50,000 matching SR: \$7,000  Systems Replacement Mid-February 2020  Mid-February 2020  Mid-February 2020  https://www.meh.gov/grants/preservation/infrastruct ure-and-capacity-building-challenge-grants  http://eccf.org/CCI-placemaking-grant-guidelines  http://eccf.org/CCI-placemaking-grant-guidelines  http://eccf.org/CCI-placemaking-grant-guidelines  https://www.mass-culture.org/Hamilton-Wenham  Cultural Council  April 3 <sup>rd</sup> https://www.mass-culture.org/Hamilton-Wenham  Cultural Facilities F&T: \$50,000 matching SR: \$7,000 matching Systems Replacement  Mid-February 2020  https://www.massculturalcouncil.org/facilities/facilities  s_guidelines.htm  Mid-February 2020  https://essexheritage.org/grants	Public Diplomacy	\$30,000	·		ομμοιταιπτу.πτιπιεομμία-515036
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	Partnership Grants				

Evolving the Business Plan: Four Decision Points

- Our plan includes four decision points, three prior to budget development for FY'21 (Aug., Nov. and Jan.)
- Decision Points are our opportunities to assess where we are in relation to the plan and make adjustments
- Fourth Decision Point is post-Town Meeting so we can adjust our summer/fall schedule of events





Thank You!



