



Historic Onancock School

Annual Report 2018 - Executive Summary

The Friends of Onancock School are committed to establishing the Historic Onancock School and the 13 acre grounds as a vital and vibrant cultural and community center to benefit the Town of Onancock and the citizens of the entire Eastern Shore of Virginia. This report summarizes the major initiatives and accomplishments of the organization during 2018.

Strategic Plan

- The Board of Directors continue to focus on our Strategic Plan 2018-2021 completed in late 2017. This plan guides our efforts to improve the building and open spaces and to increase the value of the Historic Onancock School as a cultural and community center. The Goals are as follows:
 - Continue to improve the building and open space of the Historic Onancock School
 - Ensure sufficient income to cover operational expenses and to increase contingency / capital funds
 - Increase the usage of the building space and open space.
 - Establish an identity which will capture the essence of who we are and what we do

Building and Open Space Improvements:

- Using the Engineering Study recommendations, improvements continue to be made to interior and exterior spaces. We have begun to prepare the Home Economics cottage for reuse.
- Improvements continue on the roof, outdoor trim, porches and lighting. Several rental spaces have been improved on both upper and lower level. Five additional rental spaces have been made usable on the lower level.
- Plans are underway to upgrade the play space and add an outdoor education component through grants and fundraising.

Financials:

- Revenues of \$123.8K, a 40% increase over 2017. Includes \$55.5K in studio rentals, \$24.6K in fundraising income, \$9.6K in Special Event income and \$20.2K in donations and grant income.
- Expenses of \$97.9K, including \$23.0K in building maintenance and enhancements, \$33.3 in payroll expenses and \$14.9K in utilities costs.
- Net Income of \$25.8K. Bank balances of \$82.9K at end of 2018.

Building and Grounds Use:

- 100% of first floor studios rented; 90% of lower level rented.
- In excess of 8,200 people visited or attended functions on the grounds or in the Historic Onancock School building during 2018. Countless others use the grounds at their leisure.

HOS Identity:

- A new logo and brand were adopted. Collateral marketing materials have been widely distributed.

Organization Development:

- Several new directors were added to the Board