

# Historic Onancock School

## Strategic Plan 2022-2025

**HOS Vision** – at the heart of our diverse community, the Historic Onancock School Community & Cultural Center contributes economically, culturally and educationally to the quality of life on Virginia’s Eastern Shore while preserving the community character.

**HOS Mission** - to connect, inspire and embrace our diverse community through artistic, educational, social & recreational means to sustain our legacy for future generations.

**Diversity Statement** – we are a place for all. We strive to include all citizens across race, gender, age, religion, identity, and experience as we work together to build our community.

**Our Values:** What we believe and what we stand for

- Diversity
- Environment
- Enrichment
- Heritage

### Our Goals: 2022 - 2025

#### Goal 1: Continue to improve the building and open space of Historic Onancock School

The 100 year old building is continually in need of repairs and improvements to maintain a safe and inviting place for rentals and special event use. The large open space surrounding the building provides an ideal location for a great number of uses. Those involved with the Historic Onancock School are committed to continuing to improve these valuable assets to make them more inviting to all who visit and spend time here.

#### Objectives:

##### 1. Main Building Maintenance & Improvement

- Continue needed repairs to building (a) as budget permits and (b) to take advantage of new funding opportunities
- Identify sources and pursue funding for (a) roof replacement, (b) window replacement, and (c) HVAC replacement
- Create restroom and storage space in lower level

##### 2. Outdoor & Indoor Future Improvements to ensure long-term success, engage more of the community and increase revenues

- Construct state-of-the-art performance space (“Pavilion”) on grounds
- Renovate Home Ec cottage into classroom/event space if funding permits
- Continue grounds upkeep and tree maintenance as resources permit
- Obtain and install security lighting and possibly video surveillance of property
- Develop a grounds plan to guide siting of structures, planting of trees, parking and access, and ease of upkeep

##### 3. Continued & new events, rentals classes

- Provide staff support for more short-term rentals and events

- b) Engage non-HOS players to use pavilion, Home Ec, and other exterior spaces for events on a space rental-only basis
- c) Respond to community-generated ideas for events and activities on site

## **Goal 2: Ensure sufficient income to cover operational expenses and to increase contingency / capital funds**

As a non-profit, the Friends of Onancock School needs to continue to explore and take full advantage of all potential sources of income in order to fulfill our Mission.

### **Objectives:**

#### **1. Identify revenues needed to cover operational expenses and revenues needed to fund contingency/capital funds**

- a) Increase funds from studio rentals by 15% in next 3 years
- b) Increase net income from special event rentals by 30% in next 3 years
- c) Increase contributions and support income to \$25,000 with three years

#### **2. Increase budget to maintain improvements and additional users**

- a) Increase staffing: office and janitorial
- b) Additional staff to support increased usage
- c) Upgrade studios in order to raise rents

#### **3. Increase community support; Annual membership, donors, alumni giving**

- a) Partnerships with town, local organizations, businesses and alumni for events, classes and lectures

#### **4. Strengthen grant writing, including its administration and reporting**

- a) Seek larger state and federal funding; broaden our reach with private foundations

#### **5. Implement a development plan for endowments & legacy gifts and Naming opportunities**

## **Goal 3: Cultivate greater community support and outreach to increase usage of facility**

As a Community and Cultural Center, the Historic Onancock School building and outdoor green space is an opportunity to welcome all citizens of the Eastern Shore as well as to visitors to our area. We feel that there are segments of our population who are not aware of the opportunities we provide. We plan to increase that awareness within the community and identify ways to increase usage.

### **Objectives:**

#### **1. Grow existing events and develop new events and programs to reach a wider audience**

- a) events, programs and classes for youth, families, clubs, alumni and seniors

#### **2. Identify local businesses and organizations for partnership opportunities**

- a) offer our rental venue for their use; seek sponsorship opportunities

#### **3. Increase community support; Annual membership, donors, alumni giving**

- a) Offer member-only discounts for events, classes, lectures
- b) Build an alumni chapter
- c) Increase marketing and social presence

**4. Maintain and grow active tenants who support the FOS mission**

- a) Create opportunities and events for more open studios with more hours open to public
- b) Keep rents affordable to retain tenants; artists, entrepreneurs, clubs and nonprofit organizations

**5. Plan for increase in capacity once planned future improvements are constructed**

- a) Manage increased usage; staffing, groundskeeping, social media
- b) Town/community support; business partnerships