

# Patton Homestead

March 28, 2019



# Patton Homestead

## Purpose of this evening's meeting

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

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## 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

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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



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## 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

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## Marketing and Business Plan

- Developed business plan with goal of reaching self-sustainability 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

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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)

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## Possible Combinations of Events throughout FY20 to Reach Goal

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

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## Grant Opportunities We Are Researching

Funder	Amount	Type of Project	Deadline for Application	Website
US Embassy Belgium: Public Diplomacy	\$5,000 - \$50,000	Cultural affairs re: 75 <sup>th</sup> Anniversary of the Battle of the Bulge	April 19, 2019	<a href="https://www.grants.gov/web/grants/view-opportunity.html?oppld=313058">https://www.grants.gov/web/grants/view-opportunity.html?oppld=313058</a>
NEH: Infrastructure & Capacity Building	Up to \$750,000	Buildings, equipment, digital infrastructure	May 15, 2019 (draft due April 3 <sup>rd</sup> )	<a href="https://www.neh.gov/grants/preservation/infrastructure-and-capacity-building-challenge-grants">https://www.neh.gov/grants/preservation/infrastructure-and-capacity-building-challenge-grants</a>
Essex County Community Foundation: Creative County Initiative	Up to \$30,000	Creative Place-Making	Likely letters of interest due in May 2019 and then applications in June 2019	<a href="http://eccf.org/CCI-placemaking-grant-guidelines">http://eccf.org/CCI-placemaking-grant-guidelines</a>
Hamilton – Wenham Cultural Council		Cultural events and projects	October 15, 2019	<a href="https://www.mass-culture.org/Hamilton-Wenham">https://www.mass-culture.org/Hamilton-Wenham</a>
Historic New England: Community Preservation	\$1,000	preservation	2019 dates not yet released	<a href="https://www.historicnewengland.org/helpful-links/awards-programs/community-preservation-grants/">https://www.historicnewengland.org/helpful-links/awards-programs/community-preservation-grants/</a>
Massachusetts Cultural Facilities Fund	Cap: No limit set F&T: \$50,000 matching SR: \$7,000 matching	Capital Feasibility & Technology Systems Replacement	2020 dates not yet released	<a href="http://www.massculturalcouncil.org/facilities/facilities_guidelines.htm">http://www.massculturalcouncil.org/facilities/facilities_guidelines.htm</a>
Essex National Heritage Area: Partnership Grants	\$2,000 matching	Education Preservation Interpretation	Mid-February 2020	<a href="https://essexheritage.org/grants">https://essexheritage.org/grants</a>



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## 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

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Thank You!

