

# 2023 Strategic Priorities

February 7, 2023

The Historic Red Hook Board of Trustees met on January 7 to update last year's strategic priorities to carry the organization through the end of 2023. After considering Historic Red Hook's past goals, examining our accomplishments in 2022, and considering our immediate needs, the Trustees agreed upon the below priorities. Interested in getting involved? Send us an email at [info@historicrodhook.org](mailto:info@historicrodhook.org)

Our overall goal for 2023 is to increase recognition of HRH as an accessible resource for meeting local needs through strengthening our community's overall sense of historical identity, character, and belonging. We will achieve this goal by:

Improving access to facilities and collections by:

- Expanding access for the public and volunteers to resources by moving collections to the more accessible StoryStudio, adding collections to an internet-accessible database, and opening the new facility to the public in June 2023.
- Launching an active oral history program to collect and share Red Hook's stories and experiences, including recent history such as the Red Hook Responds effort.
- Continuing to build up a 'bank' of accessible and accurate histories of Red Hook's properties and personalities that will be available online and in our collections.
- Publishing more articles and blog posts highlighting diverse aspects of Red Hook's past as well as the process of "doing" history.
- Making the Elmendorph Inn and the Green available to a wider variety of groups.

Offering engaging programming that builds on the unique assets in our collection which includes:

- Continuing popular programming such as the October Cemetery Crawl and the Holiday Open House.
- Creating new programming such as the Then & Now Festival.

Continuing to develop as a self-sustaining group of passionate people by:

- Recruiting new board trustees and committee members, by providing opportunities for current supporters/members to learn about these roles.
- Expanding our overall number of members, and volunteers.
- Cultivating our relationships with local businesses and organizations.

Increasing the robustness of our financial position by:

- Identifying projects that would be eligible for grant funding.
- Pursuing business sponsorships and other fundraising strategies to support annual programming expenses.
- Expanding our income base through consigning merchandise in local shops, launching a historic house plaque marker program, and promoting the Elmendorph Inn as a small wedding venue.

Strengthening our long term planning to guarantee continuing organizational success. This effort includes developing a five-year plan to identify and prioritize steps towards accomplishing long-term goals, such as:

- Designing an interpretive plan for the Elmendorph Inn and working towards offering staffed open hours for the public.
- Creating a robust educational program and connection with the local school system.
- Establishing an endowment for the long-term financial stability of Historic Red Hook.