

**Historic Schoenbrunn Village**  
**DRAFT Strategic Plan**  
**250th Anniversary**  
**1772 - 2022**

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**Five Year Plan to ramp up to the Celebration 2018 - 2019**

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**QUESTION: Where do we want Schoenbrunn to be in 2022, on its 250th Birthday?**

**Focus:** In addition to improving the overall campus (ground & facilities), planning participants were encouraged to focus on five areas during the planning process to make sure projects touched these aspects:

- Educational Goals
- Legacy Goals
- Celebratory Goals
- Commemorative Goals
- Outreach Goals

Great emphasis was placed on the critical need to work in collaboration and parallel with other ongoing Ohio History Connection (OHC), Schoenbrunn, City of New Philadelphia, community and Dennison Railroad Depot Museum initiatives already in motion including but not limited to the following:

- The Cabin Symposium and follow-up Goehring cabin/lot rebuilding plan,
- The newly approved OHC American Indian Guidelines,
- The Schoenbrunn Interpretive and Exhibit Plan,
- Archeology plans and site protections,
- Tuscarawas County Trail Plan, East High Corridor Trailway Plan, and use of Schoenbrunn's existing trails in the lower level,
- The current development of the Zeisburger Trail south of Schoenbrunn,
- The potential opportunity of Clean Ohio Funds for the McDevitt House removal or alternate plan for the house,
- Kent State Tuscarawas's new entrance adjacent to the Village,
- The Dennison to Dover Rail Excursion Plan which would include Schoenbrunn as a major stop.

This Strategic Plan is to be shared with all partners and efforts will be made to seek feedback. Input is welcomed from American Indians Partners local, both from Oklahoma and from Canada, from Moravian Churches and Bethlehem, and scholarly partners such as Susan Goehring, and OHC staff.

### **Identified Priorities:**

The Planning Process included 19 participants. Each had 2 votes each to identify priorities.

### **Implementation Process**

**Oversight:** A small but nimble 250th Anniversary Committee will be created composed of Depot Staff, Schoenbrunn Staff and volunteers will begin meeting once a month in early 2019 to oversee the development of the Strategic Plan initiatives. This group will establish subcommittees and task forces as needed. This group will stay in regular contact with OHC and partners unless otherwise noted in subcommittees.

**Subcommittees:** Teams will be created to oversee each of the four areas below, and make sure all five areas are covered:

- Educational Goals
- Legacy Goals
- Celebratory Goals
- Commemorative Goals
- Outreach Goals

**9 votes:** Rebuild Cabin 17 and Shebosh. Start and end Anniversary Celebration with rebuilding two missing cabins originally included in the Village Reconstruction but lost over time. (There were originally four other cabins built that have since been lost.) It is appropriate for Schebosh - the very first cabin built during the Reconstruction to be the Grand Finale of the Anniversary Celebration. Cabin 17 and outbuildings to be built in 2019,

outbuildings to be added each year, Schebosh to be built in 2022. Uniform chinking to be ongoing on all cabins over time so to be fully completed by 2022. A comprehensive Cabin Building Plan will be in place to continue these efforts after 2022.

- 7 votes:** Lower level improvements that include rebuilding restrooms, upgrading electric, lighting, picnic amenities, trails/hiking, signage and refreshment Stand opportunities.
- 6 votes:** Improved interpretation in both the Museum and the Village, with more interactive activities/exhibits and creative use of spaces. This includes better signage, wayfinding, and many new aspects to appeal to the senses. Also needed is a new interpretive plan with corresponding menu of tours, corresponding volunteer and docent training material and training strategy coupled with updated educational packets and lesson Plans. All needs to include the Native Voice at a much higher level.
- 4 votes:** Virtual/audio Tours for use on site, on social media, in marketing, and with tours.
- 4 votes:** Recreate Museum Orientation. This includes but is not limited to replacing the Film/ DVD, improve presentation of media in the Museum, incorporate drone and aerial views, and if possible - oral History or scholarly interviews where appropriate.
- 3 votes:** Create a commemorative item (i.e. reproduction of the school bell, miniature cabin, appropriate American Indian Item, etc.) and a commemorative plate at First Towne Days Festival in 2022.
- 3 votes:** Make the Schoenbrunn Spring Work!

### **Identified Potential Partners:**

The goal is to match projects with specific partners to adopt a part of the Strategic Plan.

Those marked with a “\$” were identified as possibly having dollars to fund projects.

Those marked with a “IK” were identified as being able to projects “in-kind”, providing manpower or skills needed to complete projects.

Arbor Society, \$, IK

Tuscarawas County CVB, \$, IK

Tuscarawas County Commissioners, \$, IK

Leadership Tusc (Adopts specific projects per year) IK

Ohio Erie Canal Coalition, \$, IK

Tuscarawas County Park Department, IK

Kent State Tusc, IK

Walsh University, IK

Buckeye Career Center, IK

Area Schools and homeschool groups, IK

Civic Organizations (Rotary, Kiwanis, Lions, etc), \$, IK

Moravian Churches, \$, IK

National Moravian Organization, \$, IK

Women’s Success Series, \$

First Towne Days Festival, \$, IK

Statehood Day, IK

Ohio History Connection, \$, IK

Neighbors, IK

Tuscarawas County Genealogical Society, IK

New Pointe Church, IK (Work Parties)

Cleveland Clinic Union Hospital, IK (Work Parties)

United Way, IK (Work Parties)

City of New Philadelphia, \$, IK

Goshen Township Trustees, \$, IK

Tuscarawas County Heritage Association, \$

Area Libraries, IK

Belmont Tech, IK

Our reenactors, \$, IK

Youth Organizations, Boy/Girl Scouts, 4-H, IK

Tuscarawas County Historical Society, \$, IK

Tuscarawas County Literacy Coalition, IK

Friends of Fort Laurens, \$, IK

Area Businesses - Downtown, \$, IK

New Phila Business and Community Association, \$, IK

Delaware Nation - Oklahoma, \$, IK  
Delaware Nation - Canada, \$, IK  
DAR/SAR, \$  
Barbour Books, \$, IK  
Tusc. Co Kids Coalition, IK  
Dominion, \$  
History Grants, \$  
Timken Foundation,\$  
Timken Corporation, \$, IK  
Rosenberry Foundation, \$  
Reeves Foundation, \$  
Tuscarawas County Foundation, \$  
Zimmerman Foundation, \$  
Haman Foundation, \$  
The Dennison Railroad Depot Museum, \$, IK  
The Clay Museum, IK  
Clean Ohio Funding, \$  
Student organizations (Student Council, Key Club, etc.) IK

## **Outreach/Marketing Goals: How do we share our Story?**

1. Create a special Schoenbrunn 250th Anniversary Logo to use throughout this process.
2. Plan an intentional kick-off of the Strategic Plan with an organized sharing process to both local partners, media and state partners.
3. Partner with the target organizations above, starting in 2019, to ask them to commit to adopting a project, seeking funding, donation of items and in kind service.
4. Plan an overall umbrella Marketing Plan to get information out on the Anniversary. Plan will include a variety of tools incorporating the new logo: Postcards, banners, flyers, downtown square banners, the new big sign on the Maintenance Building, press packages, etc.
5. Create Outreach Tools to take our Story on the road such as Pop-up exhibits, pop-up banners, car magnets, etc.
6. Outreach with an aggressive exhibits schedule, booking in advance multiple sites including the Tuscarawas County Library, the Statehouse, perhaps exhibits in Oklahoma and Canada, as well as Bethlehem and Winston Salem.

7. Plan a lively educational program partnering local New Philadelphia School Students with Delaware students of same age in Oklahoma and Canada. Projects could include Pen Pal program, skyping in classrooms, exchanging of history, artwork, etc. Teacher packets an important component of this.
8. Encourage all New Philadelphia City School students to visit during Anniversary.
9. Reach out to every single Ohio School in advance, encouraging them to visit during the 2022 season.
10. Provide lesson plans to all schools. (i.e. Ohio History Tour. Work with Ohio as America Textbook team.)
11. Create a Speaker's Series to help educate people about Schoenbrunn. Include speakers who can go into the school systems.
12. Use the momentum of the Anniversary to reach out and grow all aspects of the Village: volunteer corps, community connections, public use of site, interactions with educational organizations (schools, colleges, libraries). Build a stronger presence and sense of significance in the community,
13. Reach out to Conner Prairie to connect stories, create awareness and explore partnership opportunities.
14. Apply for an EDDA Tourism Award as well as other awards for additional awareness.
15. Reach out farther to share the news such as Travel Shows, the State Fair, etc.)

## **Potential Time Frame (2018 - 2022)**

### **\*\*Prepare project checklists for all agreed upon projects**

**2018:** Fine-tune our Strategic Plan seeking feedback internally.  
 Present our plan to OHC, site supervisor and American Indian Partners, seeking feedback at that first level.  
 Complete potential Timeline.  
 Complete all due diligence and legwork (archeology, building plans) to rebuild Native Cabin #17.  
 Match projects with partners and to prepare for presentations/asks in 2019.  
 Capital Budget for Interpretive Plan in motion.  
 Assist with Exhibit and Interpretive Planning in motion.  
 Continue to build relationships with American Indian partners through workshops, correspondence, Native Conference, etc.  
 Work with State to have a current, encompassing deferred maintenance

List and Plan of Action which will be whittled down over next five years.

**2019** Present our plan to OHC at partners at large, welcoming feedback and Ideas. (Delaware/Moravians/Community/State/City Council/Tusc CVB/Tusc Co Historical Society, etc.)  
Create new logo  
Create Postcard as first marketing piece.  
Hold a kick-off, informational event at OHC and for the community.  
Begin Outreach to the community via Rotary, Lions, Masons, CVB, Chambers, etc.  
Build Native Cabin 17 and out buildings: begin due diligence, archeology, For both Cabin 17 and Schebosh.  
Re-chink 2 cabins.  
Begin implementation of Outreach to Community Organizations to adopt and/or fund a piece of the Plan. Make the presentation/ask.  
Create list of marketing goals and pieces needed.  
Create list of outreach tools and traveling exhibit items needed; begin design process.  
Create printed encompassing schedule and written plan to share and Promote.  
Ask the First Town Days Festival to make Schoenbrunn it's 2022 theme.

**2020** Build Cabin 17  
Re-chink 2 more cabins.  
Seek Capital Budget funding for Schebosh.  
Begin Outreach on Traveling Exhibits and continue through 2022.  
Unveil Speaker's Series.  
Begin Marketing Plan for Anniversary.  
Reach out to all Ohio Schools to visit or participate remotely.  
(Q. What can we ask every school student to do?)  
Notify elected officials and provide event schedule.  
Apply for History Fund Project.  
Start providing 2022 Group Tour info to CVB and Motorcoach companies so they can sell tours at Travel Shows.  
Create a Teacher's Advisory Committee and begin creating specially tailored Lesson Plans and Teacher Packets.

**2021** Build at least one out-building.

Re-chink 2 cabins.  
Ramp up Marketing Plan for Anniversary.  
Begin to plan presentation and parade entry for the First Town Days.

#### Invite

Native American Guests potentially as Parade Marshalls.  
Begin contacting schools with information and offer Teacher Packets and Lesson Plans.  
Plan the creation of a Time Capsule that involves boy/girl scouts, 4-H and other youth groups. Prepare to bury in 2022 on Children's Day.

#### 2022

Build Schebosh. Wrap-up the celebration with a big celebratory event including all partners. At this event, put in place a legacy program for the next five years to protect Schoenbrunn.  
Re-chink 3 cabins.  
Hold another Symposium.  
Implement the full Anniversary Celebration Schedule.

### Collection of all ideas:

During the planning phase, three committees of approximately 8 people were grouped together for brainstorming ideas. Once all ideas were collected, each person had **2 votes** to choose what they felt were the most important ideas/projects to pursue. All ideas have been recorded for any future discussion or development.

Create an amphitheater

Increase lower level activities

Create a Timeline Event

Rebuild Cabin 17 and Schebosh. Start and end celebration with buildings (cabin 17 in 2018-2019, Schebosh in 2022) plus outbuildings. Finish chinking on all buildings. **9 votes**

Increase manpower with more staff and volunteers

Replace existing exhibits with newer, updated exhibits

Create a special 250th Anniversary Logo

New self guided tour with corresponding app, appropriate for all ages.

Establish a mascot for Schoenbrunn (i.e. Bing for the Depot, Jeeves for Reeves Museum)

Put braille on labels

Create Schoenbrunn's own 501 C 3.

Apply for National Historic Landmark Status.



Have a Tour Menu, variety of tours to choose from. (For example, high academic tours with Ipads with more info.)

Make Spring Work! **3 votes**

Refreshment stand in lower pavilion

Restrooms in lower level **7 votes**

Pen Pal program with New Phila Students/Delaware Students - outreach

Virtual/audio Tours **4 votes**

Create an Endowment

Create Scholarship programs

Better interpretive signage for each cabin that includes dual

Work on Trails: improve, promote, connect with other trails

Install lights in lower level

Find, support, sell more books

Outreach to Native Groups

Create a commemorative item ( repro of school bell, cabin, native item)

and a commemorative plate at First Towne Days Festival in 2022. **3 votes**

Recreate Museum Orientation Film/ DVD, incorporate drone and aerial views **4 votes**

Use key dates from the diary or Delaware Nation to expand into events

Use more Music, Delaware language, Moravian language

Go on the road to Statehood Day to promote the celebration

Hold a Social Media contest to gain awareness

Improve School programs incorporating use of our History in a Box, and improving current Teacher's Packets, Homeschool day.

Improved interpretation with more interactive activities/exhibits in the Museum and the Village. **6 votes.**

Create a Speakers Bureau.

More outreach to the Moravian organizations.

Make the Village come ALIVE with senses and animals!

Transition electric heat in visitors building to gas heat. Save big bucks!

More strategic Advisory Committee meetings.

## **Challenges to overcome**

Limited staff both at OHC and Schoenbrunn

Long distance connections - Oklahoma and Delaware

Funding

No OHC grantwriter

Daily operations keep staff busy, hard to get above daily fires

OHC has full plate and can be bureaucratic. Schedules sometimes move slowly  
Getting the attention of OHC since we are only one of 59 sites  
Many needs in the area for local funders  
Challenges of reeactibin

## **Strategic Planning Committee**

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