

Goals and Primary Objectives to 2020



Promote The Tenets of Historic Preservation

Work with Our Neighbors to Preserve the National Significance of Deerfield Architecture and Landscapes

Preserve Museum and Library Collections

Goal 1: Preserve Historic Deerfield

Goal 2: Educate Historic Deerfield's Audience



Develop Programs to Engage Visitors Through HD's Four Interpretive Themes

Develop New Workshops, Classes, Demonstrations, and Collections-Based Programs

Support Archaeology

Develop Programs for Distance Learning Audiences

Position HD as a National Center for New England Studies



Increase Institutional Income (i.e. Museum Programs, Inn, Store)

Increase Development Income (i.e. Annual Giving, Grantsmanship)

Increase Endowment Plan, Develop and Implement Capital Campaign

Goal 4: Fund Historic Deerfield's Vision

Goal 3: Build & Care for Historic Deerfield Audience



Execute Wanderlust Plan for Destination Marketing

Develop Facilities & Operations for the Public

Improve Public Awareness of Our Historic Structures & Streetscape

Develop Metrics for Measuring Success

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