

A photograph of a large, two-story wooden building with a gabled roof and a central chimney, surrounded by trees and a lawn. The image is overlaid with a large, light blue diamond shape. The title text is centered within this diamond.

# HOPKINS SCHOOLHOUSE AND HERITAGE CENTER

Marketing

## POSITIONING STATEMENT

The Hopkins Schoolhouse is for residents of Hugo and visitors from surrounding communities who want to make use of a space that is unique to Hugo's community spaces. Unlike existing meeting spaces in Hugo, the Hopkins Schoolhouse offers a site that celebrates its heritage of serving the community and will continue to serve the community because of its heritage, flexibility, and location in the trail system.

## BRAND STATEMENT

The Hopkins Schoolhouse and Heritage Center celebrates its past of serving the community. It continues to serve the community through its provision of intergenerational activities, serving as meeting space for its community members, and provides comfort to those who enjoy Hugo's trail system.

# TARGET OPPURTUNITIES

Below are some potential areas of opportunity for marketing and operational utilization of the schoolhouse:



Meeting Spaces



Trailhead



Seasonal Activities



Intergenerational  
Activities

# MEETING SPACES



## LOCAL BUSINESSES

Use the school house for meetings, workshops, presentations etc.



## EDUCATIONAL INSTITUTIONS

Use the space for extracurricular activities, student workshops, parent-teacher meetings, and staff training.



## NON-PROFIT ORGANIZATIONS & CHARITY GROUPS

Use the space for fundraising activities, outreach events, and board meetings.  
Also, utilize this space for planning charity drives and volunteer events.

# TRAILHEAD



## Summer

- Horseback Riding
  - Bike Riding
  - Dog Walking
- Water Stations for dog and horses
  - Benches & Picnic tables
  - Flower garden
- Farmers market and craft sale
- Historic Information along the trail



## Winter

- Snowmobiling
- Cross country skiing
  - Sledding
- Snowman contest event

# SEASONAL ACTIVITIES

Restoring a oneroom schoolhouse can create a charming and historically significant location that can be used for various seasonal activities. Here are some ideas for seasonal uses of a oneroom schoolhouse restoration:



## SPRING

- **Educational Workshops:** on traditional crafts or skills that were taught in one-room schoolhouses during the spring.
- **Gardening Classes:** Use the schoolyard for gardening classes, teaching about traditional farming techniques or planting heirloom crops.



## SUMMER

- **Historical Reenactments:** showcase life in a one-room schoolhouse during the summertime



## AUTUMN

- **Harvest Festival:** traditional games, apple bobbing, and fall-themed activities.
- **Heritage Day:** honor local history and cultural heritage, inviting the community to participate.



## WINTER

- **Winter Workshops:** Offer classes on traditional winter activities like knitting, storytelling, or making historical crafts.



# INTERGENERATIONAL ACTIVITIES



## Elementary Schools and Daycares

School classes and daycare groups can visit the Hopkins schoolhouse and participate in activities that promote learning about history of schoolhouse through interactive play, storytelling, looking at exhibits, etc.



## Former Students

Former students and other community members who used the schoolhouse prior to its closure can share stories, teach songs, explain uses of different display items.