



BUSINESS PROPOSAL

# HOPKINS SCHOOLHOUSE & HERITAGE CENTER



Presented by:  
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# Agenda

- Background
- Problem Statement
- Insights
- Operations
- Marketing
- Competitors
- Financial Analysis
- Recommendations

# BACKGROUND

SCHOOLHOUSE & CITY OF HUGO

## Historical Evolution

Vacant since early 2000s  
The building has transitioned from an elementary school to serving as the Town Hall and later transforming into a Youth Center and Meeting Space.

## Ownership and Restoration

The City of Hugo has taken ownership of the building with ongoing efforts to restore and preserve the Schoolhouse

## Community Preservation

Hugo's residents have a strong desire to preserve the Old Hugo and its rich history.

## Community Support

Hugo, Forest Lake, and the surrounding area exhibit strong community support for local organizations.

A background image showing a person's hands writing on a document with a pen. The image is dimmed and serves as a backdrop for the text.

PROBLEM

# STATEMENT

The Hopkins Schoolhouse and Heritage Center needs to be restored and boost community involvement, and ensure long-term sustainability. The task is to create a strategic plan that revitalizes its historical charm, improves operations, financial sustainability and fosters a strong community connection, securing its position as a cherished local heritage center.

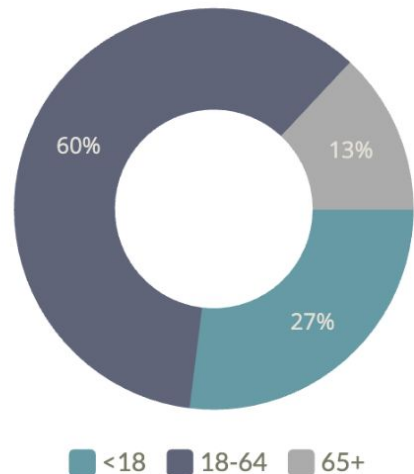
# COMMUNITY INSIGHTS



## MUSEUM

- ➔ In past 10 years, population increased and grew younger
- ➔ Surrounding communities desire to preserve and share their history
- ➔ Several former students live in surrounding areas
- ➔ Museum can educate visitors, school children, and families about building's history through multi-sensory exhibits, displays, activities

Hugo's Population by Age Category



Source: Census Reporter  
(<https://censusreporter.org/profiles/16000US2730392-hugo-mn/>)



## Gathering Space

- ➔ A need for gathering spaces in Hugo, Forest Lake, and neighboring cities
- ➔ Local gathering spaces typically charge \$100 per hour and charge different rates depending on the event

## Trail & Trailhead

- ➔ Popular among residents of Hugo, Forest Lake, White Bear Lake, and other surrounding cities

## Seasonal Activities

- ➔ Good Neighbor Days:  
An annual event that unites the community in celebration
- ➔ Community shows up for one another and supports each other's businesses



HOPKINS SCHOOLHOUSE & HERITAGE CENTER

# OPERATIONAL USES

**Museum**

**Gathering Space**



**Trail & Trailhead**

**Seasonal  
Activities**

# OPERATIONS MUSEUM



## Interactive Multi-sensory Exhibits

**See** displays depicting schoolroom setting, what kinds of community groups worked out of school house

**Touch**-pretend play, touch and move objects, incorporate a tactile sense

**Hear**-listen to recorded stories, accounts, and sounds heard in a schoolhouse

## Volunteer Led Activities

Recreate classroom activities with lessons, songs, and games

Recreate meetings & work community members took part in

Volunteer opportunity for people who need hours

### Revenue:

For museum visits:  
\$5/person fee.

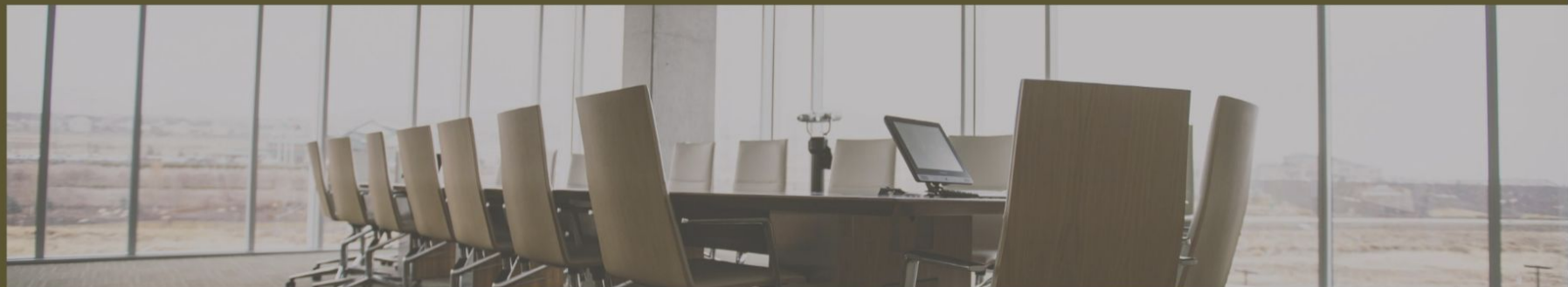
For school group activities:  
\$5/person, group rate of  
\$4/person if 10+ in group

*(Free for teacher, charge for additional adult chaperones)*



# OPERATIONS

# GATHERING SPACE



## **Flexible Event Venue**

Multi-purpose use for events, conferences, meetings, parties, and more.

Equipped with amenities such as wifi, TV's, projectors, coffee bar, mini kitchen, tables, and chairs.

## **Tiered Pricing Structure**

Varying rates based on weekdays vs. weekends.

Differing charges depending on event types and specific amenities required.

Time-of-day-based pricing options to cater to diverse scheduling needs.

## **Accessibility & Availability**

Always accessible for use unless reserved by schoolhouse staff.

## OPERATIONS

# TRAILHEAD

*Function as a resting space*

*Put educational displays along the trail*

### Winter

- Snowmobiling
- Cross-country skiing
- Snowman contest event along the trails

### Spring, Summer, & Fall

- Horseback and bike riding
- Flower garden/events
- Farmer's market
- Benches and picnic tables





OPERATIONS

# SEASONAL ACTIVITIES

## 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 crops.

## SUMMER

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

**Farmer's Market:** A wonderful way to engage the community, support local farmers, and create a vibrant gathering place

## 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.

**Storytelling Night:** Provide hot cocoa and listen to traditional stories of the people of Hugo





# MARKETING

- Social Media Engagement
- Local Business Partnerships
- Community Collaboration
- Good Neighbor Days

# COMPETITOR ANALYSIS

## **Isanti County Historical Society**

Museum & Exhibition space  
Historic school experience  
Online shop

## **White Bear Lake Area Historical Society**

Museum & Exhibition space  
Storytelling events  
Bus tours  
Online shop

## **Afton Historical Museum**

Museum  
Book launch events  
Seasonal holiday events

## **Chisago County Historical Society**

Museum  
Archive and Research  
Library  
Classes  
Gift Shop

## **Scott County Historical Society**

Museum & Exhibits  
Tours and Field trips  
Library  
Events  
Gift Shop

## **Dakota City Heritage Village**

Tours & Summer camps  
Seasonal events  
Gift shop



# FINANCIALS

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# REVENUE PROJECTIONS FOR HOPKINS SCHOOLHOUSE

Meeting Space Projection: Weekly Usage at \$100/Hour

# Day Used for Meeting Space (per year)	2-Hour Rental Fee	Projected Revenue
52	\$200	\$10,400

Projected total revenue of  
\$13,456

Competitors' Program Service  
Revenues (if listed on Form 990)  
Ranged from \$24,401-\$28,772

Group Activities Projection: Based on group of 12 at a discount price of \$4/person

Daily Group Visits	# Days Per Week	# Weeks Per Year	Admission for Group of 12	Projected Revenue
2	3	12	\$48	\$3,456

## FINANCIALS

# COMPARISON OF COMPETITORS' REVENUES & ASSETS

	Isanti County Heritage Society	Scott County Historical Society	Afton Historical Society	White Bear Lake Area Historical Society	Chisago County Historical Society	Dakota City Heritage Village
Total Revenue	\$69,633	\$203,310	\$92,658	\$182,629	\$64,863	\$71,986
Program Service Revenue	no information	\$28,772	no information	\$24,401	none	\$27,228
% revenue from donations/gifts/grants	93%	81%	98%	55%	92%	49%
Membership Dues	from \$50-\$500	\$20/person \$200 business partner	\$25 single \$40 family \$50 corporate	\$25-\$300	\$20-\$500 various	no information



## FINANCIALS

# FINANCING OPTIONS

The majority of revenue for all competitors primarily came from donations, gifts, and grants, with some totaling over 90%.



### **Grant opportunities:**

- MN State Legislature-legacy grant-supplemental
- Minnesota Alliance of Local History Museums
- Minnesota Association of Museums
- MN Historical Society (school built under Design 3C criteria)
- Additional provider legacy grants, funds to help with an acute need
- Museums for America
- Business sponsors

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# RECOMMENDATIONS



Multisensory  
Exhibits

Volunteer Led  
Activities



Pricing & Gift  
Shop

Social Media



Website

Newsletter



# References

- <https://aftonhistoricalmuseum.com> Afton Historical Museum
- <https://www.scottcountyhistory.org> Scott County Historical Society
- <https://www.chisagocountyhistory.org> Chisago County Historical Society
- <https://apps.irs.gov/app/eos/> IRS-Form 990's submitted
- <https://whitebearhistory.org> White Bear Lake Area Historical Society
- <https://dakotacity.org/> Dakota City Heritage Village
- <https://www.mnhs.org/> Minnesota Historical Society



**THANK YOU!**