

Zoar Community Association Strategic Plan

1. Preservation of: Structures, Artifacts, Documents	2. Interpretation of Society of Separatists: Exhibit, Programs	3. Educational Activities	4. Events & Celebrations	5. Promotion of Zoar	6. Community Relationships	7. Financial & Organizational Sustainability
A plan for the Zoar Hotel: Implementable, Realistic	A plan for: Exhibits, Interpretation	Expansion of adult education classes	Recognition programs/ events	Marketing/ Communications	Expanding volunteer program and recognition	Corporate sponsorship of events
Improve collection policy and structure with OHC	Rotating Collections	Inbound Traveling exhibits	Yearly Programs and Events	Targeted community outreach	Business relationships	Establish endowment fund
Improve maintenance building/structures with OHC/ZCA	Create partnerships with people with expertise	Roads Scholar Program	Event Planning process	Level route from towpath to Zoar with marketing to trail users	Village government relationship	Establish development committee
Adequate collections storage ZCA/OHC		Expand Field Trip and School Programs	Volunteer Recruitment	Increase recreational opportunities in Zoar	Improve resident relations	Improve annual finance campaign
Improve Geneology records and accessibility		In-house Speakers' Bureau Program and expanded outreach	Improve current programming and events - Christmas in Zoar	New business activity in the village		Future association leaders on board
Preserve "Historic Zoar" effort		Expand experiential type programs				Annual fundraising event- held off site