



MIDDLETOWN  
*Historical Society*

# Strategic Plan *2024-2027*





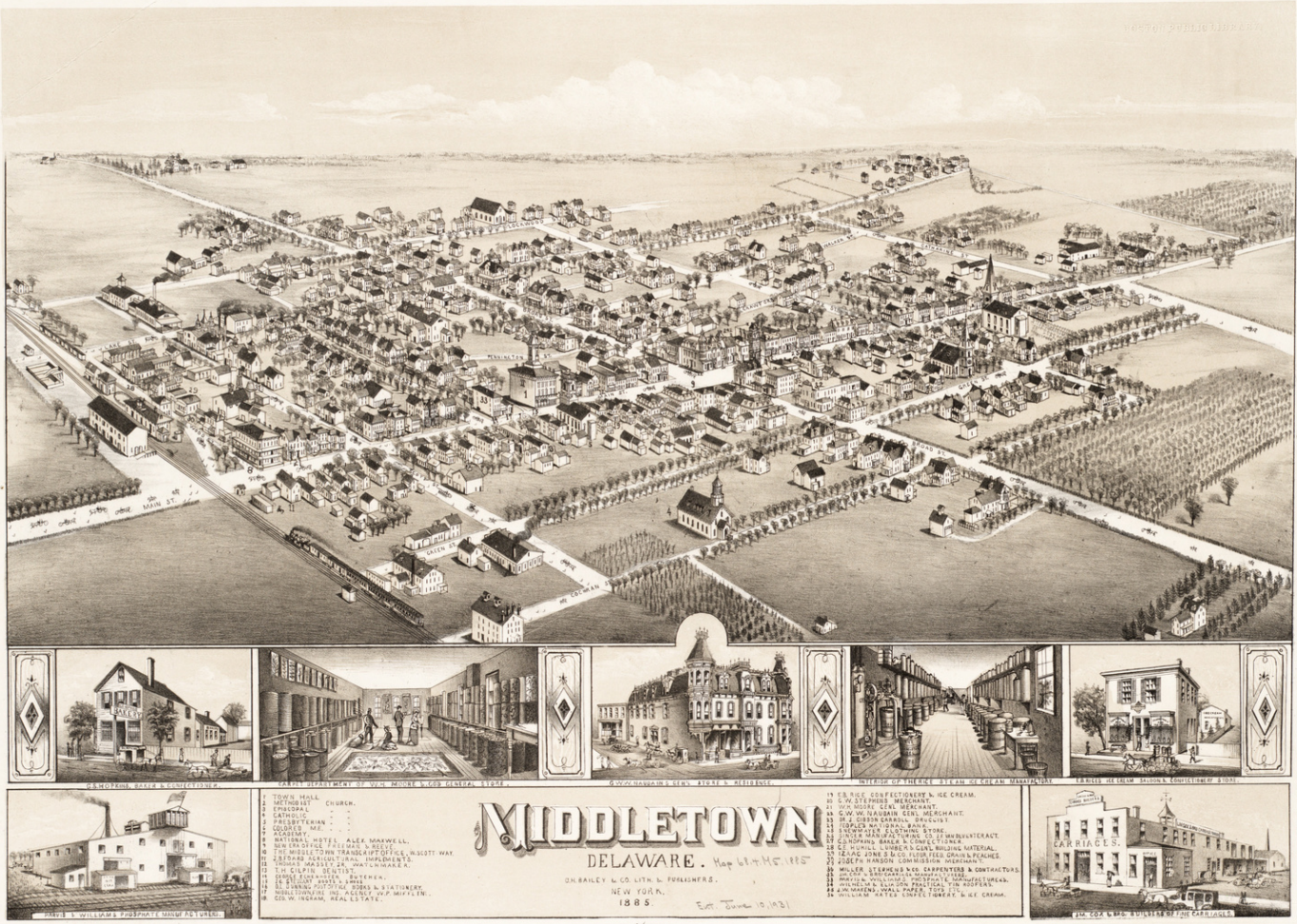
# *Mission*

The Society collects, preserves, educates, and encourages the development of Middletown's history in order to foster historic awareness and pride in our community.



The Middletown Historical Society of Middletown, Delaware (MHS) was founded in 1985. Born from the fight to save a historic structure called Greenlawn, it started as a volunteer-supported organization and continues to impact the community through programming, exhibitions, and special events. The major event put on by MHS is the Olde Tyme Peach Festival, which started in 1993. The Peach Festival has grown from a small community festival to the main summer attraction for Middletown, Delaware. Over the past five years, new exhibitions and programs were implemented, and the board seeks to continue to manage this progression by developing a new strategic plan. To gather stakeholder input a community survey ran via the organization's membership newsletter, social media feeds, local interest Facebook groups, Alpha Kappa Alpha Pearls of Distinction, and canvassing conducted at Volunteer Brewery and Appoquinimink Library along with blue-sky thinking times with the membership and the board. This strategic plan reflects the input of the Society's many stakeholders.



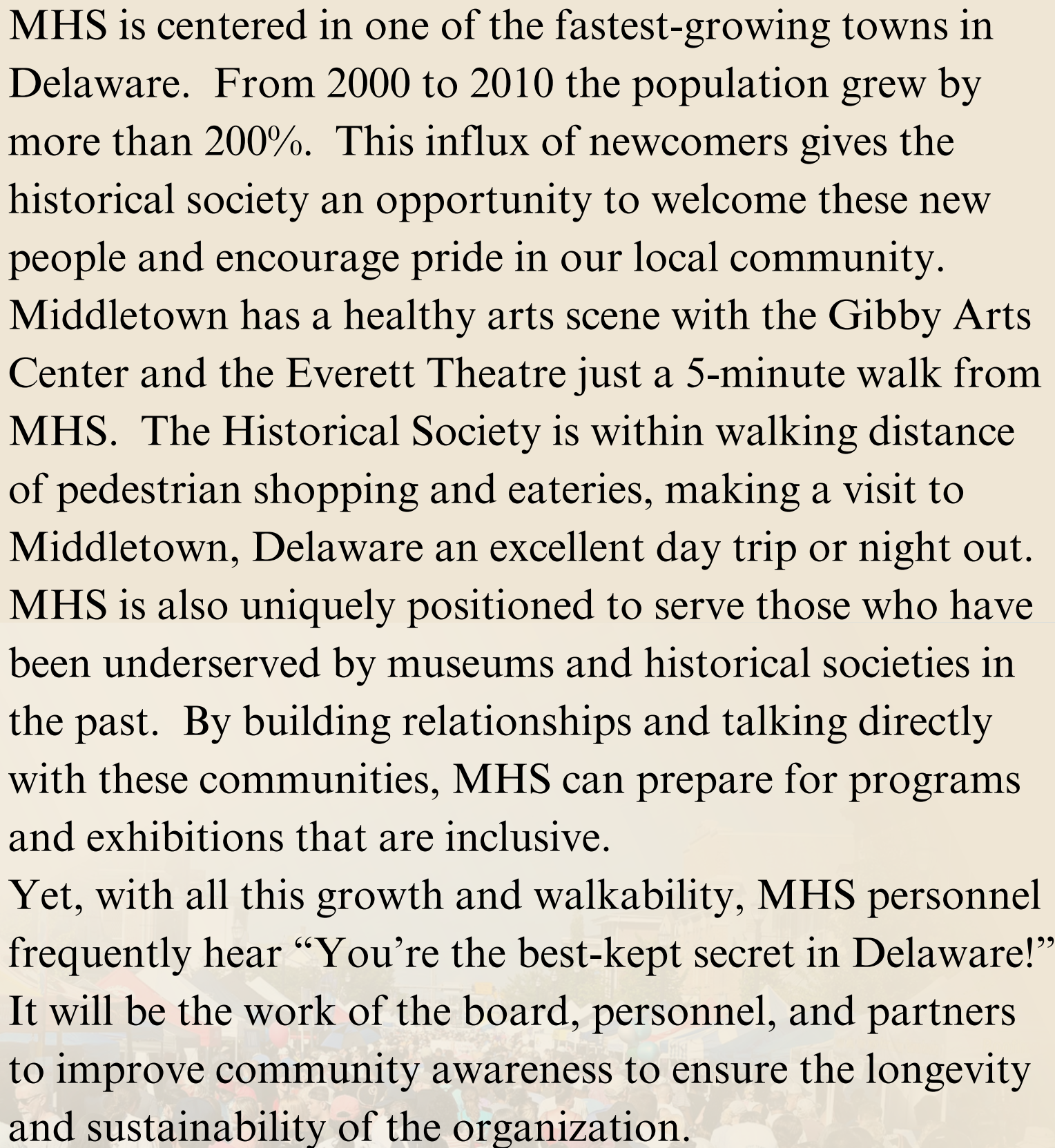


Map of Middletown, 1885



Photo by David Carter



A large crowd of people is gathered at an outdoor event, possibly a festival or fair. The people are seen from behind, looking towards the event. The crowd is diverse in age and appearance. The text is overlaid on this image, with a semi-transparent background for the text area.

MHS is centered in one of the fastest-growing towns in Delaware. From 2000 to 2010 the population grew by more than 200%. This influx of newcomers gives the historical society an opportunity to welcome these new people and encourage pride in our local community. Middletown has a healthy arts scene with the Gibby Arts Center and the Everett Theatre just a 5-minute walk from MHS. The Historical Society is within walking distance of pedestrian shopping and eateries, making a visit to Middletown, Delaware an excellent day trip or night out. MHS is also uniquely positioned to serve those who have been underserved by museums and historical societies in the past. By building relationships and talking directly with these communities, MHS can prepare for programs and exhibitions that are inclusive. Yet, with all this growth and walkability, MHS personnel frequently hear “You’re the best-kept secret in Delaware!” It will be the work of the board, personnel, and partners to improve community awareness to ensure the longevity and sustainability of the organization.







# GOAL 1

## Growing Awareness in Marketing, Volunteers, and Membership

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### TASKS

- Diversify Social Media Streams on Facebook and Instagram
- Review, Revise, and implement Membership Program
- Create Point of Sale (POS) system and online membership purchase portal
- Increase collaborative opportunities with other community organizations to create opportunities to attract new volunteers and members Volunteer Brewing Company, Appoquimink Library, Odessa Library







## GOAL 2

# Growing Capacity in Leadership in the areas of the Board and Staff

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## TASKS

- Board participation in education opportunities examples include:
  - attendance at conferences like the Small Museum Association Conference
  - mission minutes at board meetings
  - annual board retreat
- Increase collaborative opportunities by friend-raising
- Write a new strategic plan by 2027







## GOAL 3

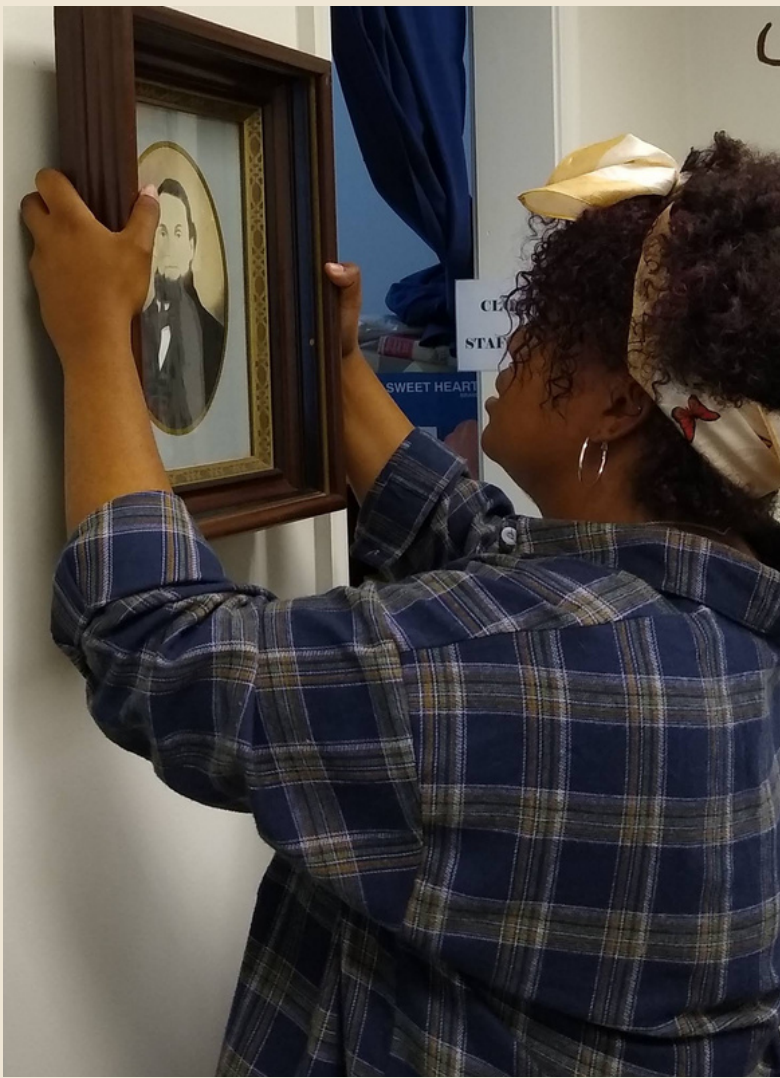
Growing Awareness of External Programming  
in the areas of Exhibitions and Public Programs.

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### TASKS

- Write a new exhibition and program plan timeline
- Implement Underground Rail Road Exhibition
- Create traveling programs that can be taken to schools, retirement homes, and 55+ communities
- Create opportunities to collaborate with other community organizations like Appoquimink High Honors Arts Society, Volunteer Brewing Company
- Create Genealogy Program









# GOAL 4

## Growing Awareness in Internal Programming in the areas of Collections and Preservation.

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### TASKS

- Review and update Collections Management Plan and Collecting Plan
- Write Emergency Preparedness Plan
- Continue to care for and catalog collections







# REVIEW

## EVALUATION

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Review should happen twice a year: November and May.