How Public Programming Elevated our Stories and Got our Visitors Engaged

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The Trustees
Founded in 1891 by Landscape Architect Charles Eliot
to preserve, for public use and enjoyment, properties of exceptional scenic, historic, and ecological value
Types of Properties

Natural
beaches, woodlands, campgrounds

Cultural
historic homes, gardens, inns

Agricultural
farms, community gardens

Bartholomew’s Cobble, Sheffield
Public Programming

- 28 Select Properties
- Site Engagement Staff
- Strategic Coordination
- Ambitious Goals
Growth in Program Participation

- FY15 Actual: $1.3M
- FY16 Actual: $1.6M
- FY17 Actual: $2.4M
- FY18 Actual: $2.7M
- FY19 Actual: $3.7M
- FY20 Goal: $4.9M
- FY23 Goal: 335,000
- Connect with people visiting our property
HIKE TRUSTEES

www.hiketrustees.org
- Leader board
- Multiple categories
  # miles
  # places
  # hikes
  family
  with dogs
Castle Hill on the Crane Estate

- Historic House
- Beach & Wildlife Refuge
Castle Hill on the Crane Estate
Roaring Twenties Lawn Party

- Partnerships
- New Audience
Roaring Twenties Lawn Party

- Vintage Marketplace
- Antique Car Rides
- Special House Tours
Roaring Twenties Lawn Party

- Expanded to 2 days
- 2,800 attendees
Outdoor Performance

Nature

a walking play
Outdoor Performance

- Fall 2017
- 2 weeks
- 11 performances
- 1,960 attendees
Outdoor Performance
Outdoor Performance

- Returning this September for 3 weeks
Farms Dinners

- Authentic experience
- Local food
- Scenic properties
Farms Dinners

- 5 Farms
- Weekly or biweekly
- June-September
Family Hiking

- Trustees Trekkers
- Monthly Guided Hikes
- 25 Things to do Activity Guide
- Statewide Initiative
How can public programming elevate your story?

- What story do you want to tell?
- Who do you want to tell it to?
- How do you want to share the story? – experience
- Desired outcome
Thank you

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