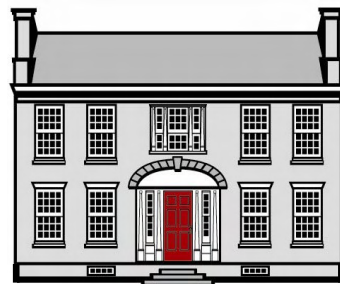
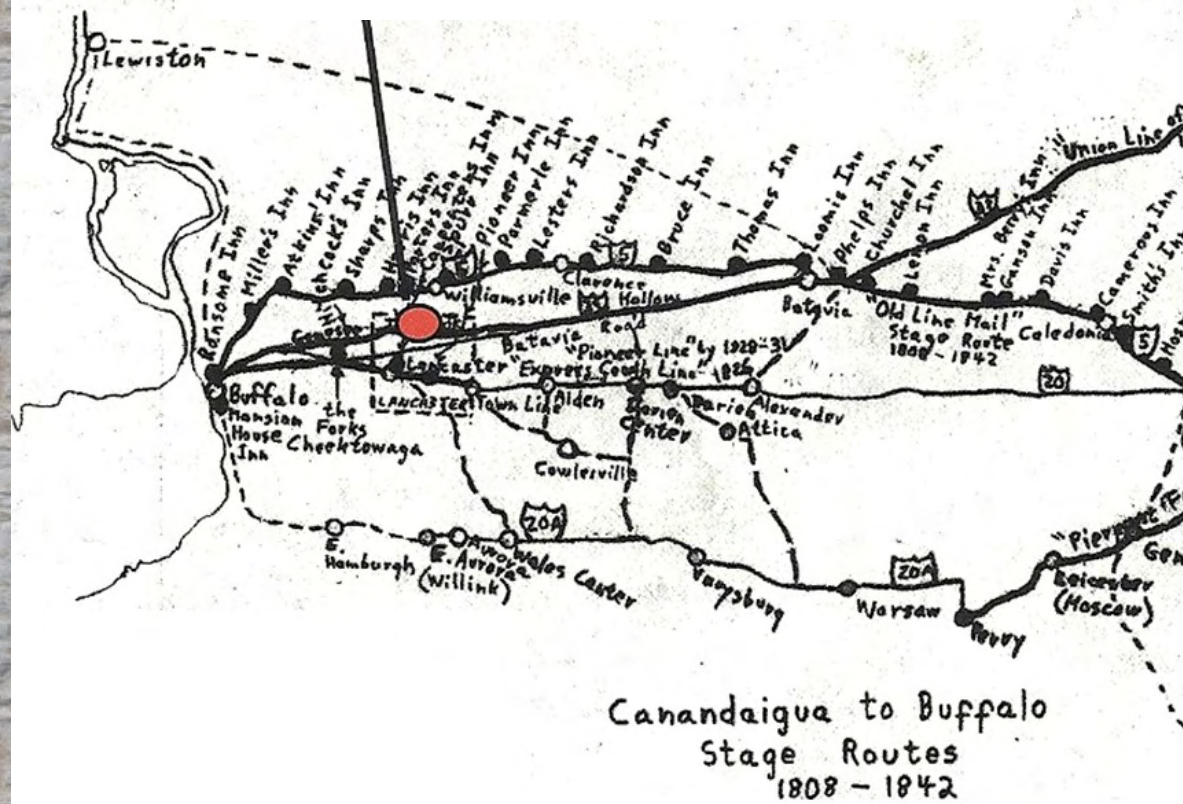


The Hull Family Home & Farmstead



HULL HOUSE FOUNDATION

5976 Genesee Street
Lancaster, NY 14086
(716) 681-6451
www.hullfamilyhome.org

HULL FAMILY HOME & FARMSTEAD



Strategic Plan

2011-2021



HULL FAMILY HOME & FARMSTEAD

Circa 1810

Dear Friends:

The Warren and Polly Hull homestead is one of the most significant historic sites in all of Western New York. The region possesses no other comparable dwelling from an earlier time, nor any with such a wealth of historic connections. It clearly deserves our full attention and warrants the expenditure of the dollars needed to restore and preserve the site and to interpret its story.

Rescued from potential oblivion in 1992 by the Landmark Society of the Niagara Frontier, strong efforts since then have led to the establishment of the Hull House Foundation, and a major restoration campaign. What started with just the home itself, perched upon a small half-acre lot, has burgeoned into a growing campus of house, barn, cemetery, 24 acres of additional farm site along with a Victorian home—serving as our headquarters—adjacent to the house. The Foundation also has established a regular newsletter, a website presence, a membership following, and a schedule of year-round programming.

We are now on the verge of bringing to fruition an outstanding historic educational interpretive opportunity for our citizenry. The Hull Family Home & Farmstead will be a unique, exciting and meaningful experience focused on the earliest period of white settlement in Western New York. This is the culmination of years of work and thousands of hours of labor performed by dozens of dedicated volunteers with unflagging dedication to this one purpose.

The Foundation is proud of its accomplishments and greatly appreciates the help it has received from the Margaret L. Wendt Foundation, John R. Oishei Foundation, Community Foundation for Greater Buffalo, Conable Family Foundation, the M & T Foundation, New York State Office of Parks, Recreation and Historic Preservation, the Town of Lancaster, our State legislative delegation, Barbara and Jerry Kelly, and the myriad of individual donors. We are also grateful for the support from the Fund for the Arts, which made possible the development of this plan.

We are now poised to advance our project to its final phase – to recreate a representative farmstead from the early 19th century with all of the appurtenant buildings and features. With the continued help of the many far-sighted individuals, organizations and local leaders who have been involved, we will be successful at bringing the Hulls' family home to its rightful place as one of our community's most significant historic assets.

The ages of our past have brought this site safely to the present. It now falls to us, through our continuing exertions, to propel it into the ages of our future.

Sincerely,

Gary N. Costello
President
Board of Directors
Hull House Foundation

5976 Genesee Street, Lancaster, New York 14086 (716) 681-6451

Hull House Foundation, a 501c-3 tax exempt organization chartered by the Board of Regents of the State University of New York is developing the Hull Family Home & Farmstead as an educational interpretive center to present the history, culture and architecture of Western New York in the early 19th century.

Appreciation

A special thanks to our funders

The Margaret L. Wendt Foundation
The John R. Oishei Foundation
New York State Office of Parks, Recreation and Historic Preservation
Community Foundation for Greater Buffalo
Conable Family Foundation
M & T Foundation
Town of Lancaster
Our State legislative delegation
Barbara and Jerry Kelly
Fund for the Arts
The Baird Foundation
And our Hull House Development Team and our many individual donors,
supporters and volunteers

Board of Directors

Gary N. Costello, President
Anne Conable, Vice-President
Kate Waterman-Kulpa, Vice-President
Jeff Stravino, Secretary
Mark Martin, Treasurer
Pamela Davison
Dennis Hirshfelt
Suzanne Jacobs
Diane O'Connor

And to Warren & Polly Hull, without whom none of this would be possible....



Hull House Foundation Land Acquisition since 1992

About the Hull Family Home & Farmstead



The c.1810 Hull House -- the oldest stone dwelling in Erie County, NY-- is a rare piece of early American architecture in Western New York. Located on Genesee Street in the Town of Lancaster, the Hull House is currently being restored by the Hull House Foundation as an educational and interpretive center for early 19th century life in the Western New York frontier. It is a rare surviving example of Federal style architecture in the Niagara Region and is purported to be the oldest substantial stone dwelling in Erie County. Nothing as substantial as this house has survived from any white settler who came to our area before Warren Hull. It is an extraordinary landmark.

The vision for the future at the Hull Family Home & Farmstead is ambitious but critically important to preserving the house and the stories of the family and the culture and events of the 19th century in Western New York. In order to help children and families, students and researchers, history buffs and tourists to understand the present, we want to help them appreciate the past. Our rich fabric of cultural heritage is something to cherish, protect, and build upon. We seek to preserve and to enhance our broad range of resources through sensitive stewardship, protection and enrichment for the future.



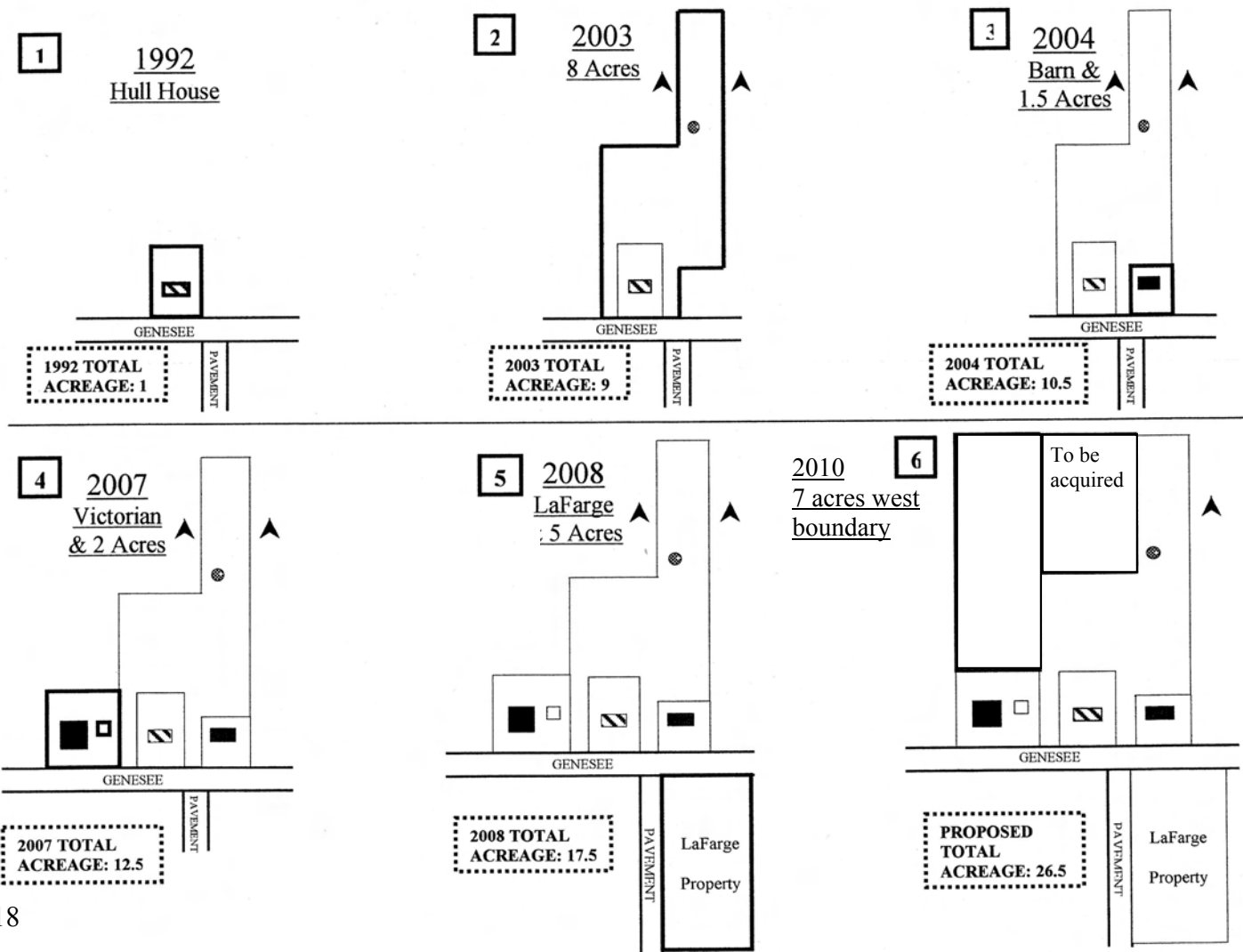
The Hull House restoration project is about sustaining, overseeing and ensuring the continuation of the Western New York story and the rich heritage that can be interpreted through this historic treasure. This site deserves to be preserved, interpreted, and celebrated for its own sake, as well as for all of the residents of our community.

The Hull House Foundation firmly believes in maintaining the authenticity and integrity of our historical sites. The heart of heritage development is to tell real stories—stories that explain the places and also tell why these places are important. We, therefore, derive an appreciation and understanding of the significance and value of our community and its past. This, in turn, helps us create a sense of shared experience and meaning.

In telling the story about how we arrived at this point in the 21st century, how we grew and developed since the first white settlers to this area, and how we became the community we are today, we are relighting the past so our story can be shared with future generations.

The house, on 1.1 acres, was acquired by the Landmark Society of the Niagara Frontier (LSNF) from the Peterson Family in 1992 in order to preserve the historic structure. Significant progress began in 2001 when the Hull House Restoration Committee was formed and spearheaded the beginning of major fundraising for restoration of the existing building. The chronology below summarizes the strides we have made thus far with the restoration. This plan sets forth the full vision of our plans to recreate an historically accurate, early 19th century family home and farmstead.

Hull House Foundation Land Acquisition Since 1992



Chronology of Accomplishments

c.1810-1868

- Warren and Polly Hull establish farmstead and descendants remain until 1868

1991 • Six different owners occupy home until Landmark Society acquires property.

1992 • Hull House is acquired by the Landmark Society of the Niagara Frontier

1993 • Hull House is listed on the National Register of Historic Places

1998 • Historic Structure Report prepared by architectural historian John Conlin

2001 • Hull House Restoration Committee formed

2002 • Hull House awarded grant from the Margaret L. Wendt Foundation for exterior Stabilization

2003 • Exterior stabilization work completed
• Acquired 7.8 acres of adjoining land – including the Hull Family cemetery

2004 • 1.4 acres and contributing barn acquired

2005 • Second grant awarded from the Margaret L. Wendt Foundation to advance the Restoration
• Interior surface finish analysis completed
• Phase I archaeological survey begun by State University of New York, Department of Anthropology

2006 • Contract negotiated with the Lafarge Corporation to purchase five acres of land south of Genesee Street
• Cemetery conservators conduct preliminary study of Hull family cemetery
• Petition for charter submitted to New York State Department of Education
• Major restoration to parapet end walls, 4 chimneys, wood shingled roof, and oval attic windows is begun
• Preliminary study conducted by landscape architect in preparation for development of site plan
• Petition for Charter to New York State Department of Education approved for formation of Hull House Foundation (HHF)
• Restoration of fireplaces and hearths begun
• Roof, end-wall, and chimney restoration completed

2007 • 501 (c) (3) Tax Exempt Status granted by IRS
• Unidentified stone foundation north of house unearthed by archaeologists
• Two acres and Victorian home adjacent to Hull House purchased
• Common room floor replaced with wide plank boards & radiant heat system installed
• Purchase agreement signed to acquire five acres of LaFarge land



Revolutionary War re-enactment



Civil War Living History



Cooking demonstration at children's History Camp



Revolutionary War re-enactors



Interior restoration work



Christmas at the Hull House

Life at the Hull Family Home & Farmstead

As the work continues with restoration and site development, a broad array of experiences are offered to visitors through a variety of methods to encourage understanding and appreciation of the multifaceted heritage story presented at the Hull Family Farm & Farmstead. We strive to develop a “hands-on” experience for visitors. The house is presently open for individual and family visitation and group tours including student groups and commercial tour companies. We continue to develop new topics for our lecture series, seminars, field trips and focused field studies. Several times each year, we invite the public to join our archaeologists in a community “dig” where they can unearth a piece of our past for themselves. We currently have seasonal and themed special events which provide new reasons to visit the site on a repeat basis.

The pictures on these pages illustrate some of the many activities at the site that help tell the story of the Hull Family, the home and life during the period. Many thanks to our dedicated volunteers who are active in both restoration activities and events that bring the site to life.



Tour with docent



Interior restoration work



Pony cart rides



Afternoon tea

- 2008**
 - Twenty incorrect windows replaced with correct sashes
 - Five acres of Lafarge land purchased
 - Engaged services of Historical Research Consultant to study Hull Family
- 2009**
 - Missing fireplace in Common Room rebuilt
 - Cellar flooring removed; area excavated by archaeology
 - Final resolution by Landmark Society of the Niagara Frontier to transfer real assets to HHF initiated
 - Interior walls on first and second floors reconstructed and lathed; rear doorway reconstructed; wainscoting restored in Common room
 - Interior restoration of walls and floors begun
 - Radiant heat installed on second floor – flooring reinstalled
- 2010**
 - Paint removal work begun in all rooms
 - HHF selected for Capacity Building Initiative by Fund for the Arts to work with consultants Neil Melbrod and Eve Berry
 - First “Polly’s Tea Party” held
 - Expanded Board of Trustees from 5 to 10 members
 - Launched first special giving society as part of 200th anniversary Annual Appeal – exceeded its goal of \$10,000
 - Established Resource Development Committee
 - Accomplished purchase of 7 acres of land adjoining farmstead’s western boundary
 - Transfer of four properties from Preservation Buffalo Niagara to Hull House Foundation completed
- 2011**
 - Finalized 10-year Strategic Plan
 - Numerous grants through the New York State Office of Parks, Recreation and Historic Preservation for restoration and acquisition since 2004



Onsite SUNY archeological research



Exterior restoration underway

Trends Affecting Our Work

Western New York emerging as a heritage/cultural tourism region:

Multiple efforts are underway to position Western New York as a major cultural and heritage tourism destination. Recent national coverage is building a stronger presence for the region, and Hull Family Home & Farmstead will continue to play an active role in the planning and implementation process. The historic preservation movement in the region is also an active force in bringing attention to the area and to continuing local effort to preserve historic structures and landscapes.

Trend toward 1st person interactive interpretation:

Within the world of heritage tourism and historic sites, the most current practice is to provide visitors with a realistic, active, “live” experience vs. a static presentation of materials. “Living history” is appealing to all ages and is especially effective for educational programs.

National Trust for Historic Preservation conference in Buffalo in 2011:

Buffalo will be the site for the October 2011 conference of the National Trust for Historic Preservation, which will bring 2,500 visitors to Western New York. This notable event provides an ideal opportunity to expose visitors from beyond the region to significant cultural and historical assets, including the Hull Family Home & Farmstead. The organization is an active participant in planning activities.

Regional plans to celebrate bi-centennial of War of 1812:

On the heels of the conference is the bi-centennial celebration of the War of 1812, a bi-national, regional commemoration of the two-year military conflict between the U.S. and Great Britain. Both events provide a platform for major public exposure to the Hull Family Home & Farmstead. The organization is an active participant in planning activities.

Increasing interest in growing and supporting “local”—food, agriculture, economy, community:

Given the heightened awareness of the environment and the emergence of a “green” economy, greater numbers of people are taking action to grow and distribute local food and invest in the local economy. The Hull Family Home & Farmstead can serve as a living demonstration of how a family maintained a sustainable farm and gardens.

Competitive funding environment:

The economic climate has made the funding environment even more competitive and Western New York is home to over 3,400 nonprofit organizations. To be effective in fundraising, organizations need to make a compelling case for support.

Going green:

Climate change and “green” is in the news everywhere and it seems like everyone's "going green.” There is a growing desire to align the agendas of the “green movement” and historic preservation, and collaborative efforts are underway among the National Trust for Historic Preservation, the U.S. Green Building Council, and The American Institute of Architects to tap the synergies between green building and historic preservation.

Project/Initiative	Phase 1: 2011-2014	Phase 2: 2015-2018	Phase 3: 2019 – 2021
Property Acquisition			
Northern billboard parcel		●	●
Pavement/Genesee vacant parcel		●	●
Eastern boundary residential parcel		●	●
Additional vacant acreage, western boundary		●	●
Marketing			
Marketing Plan	●	●	●
Collaboration	●	●	●
Master Interpretive Plan			
Create Master Interpretive plan	●	●	●
Develop educational programs	●	●	●

Capacity-building/Organization Development			
Board development	●	●	●
Staffing/volunteer plans	●	●	●
Technology plan	●	●	●
Financial Sustainability			
Develop/implement sustainability plan	●	●	●



Sheep from “Sheep to Shawl”
Wool-making event

Project/Initiative	Phase 1: 2011-2014	Phase 2: 2015-2018	Phase 3: 2019 – 2021
Site Development			
Archeological research (used also for interpretation)	•		
Interior restoration	•		
Exterior restoration	•		
Plan/acquire furnishings	•		
Mechanical Systems	•		
Handicapped access	•		•
Reconstruct contributing historic structures and outbuildings	•		
Develop Native American Interpretive site		•	
Recreate farmstead/grounds	•		
Ground water drainage system	•		
Construct Visitor Center and parking			•
Construct Genesee crossing			•
Cemetery restoration		•	
Development of adjacent property	•	•	•



Hull Family Home interior

Vision

The vision of the Hull House Foundation is of a fully restored Hull Family Home & Farmstead which operates as an historic educational resource, interpreting early 19th century life in Western New York.

Mission

The mission of the Hull Family Home & Farmstead is to interpret the lives of Western New York's early 19th Century settlers represented by the Warren Hull family.

Guiding Principles

- Maintain historical accuracy in achieving the restoration
- Seek to bring history alive
- Enhance the visitor experience

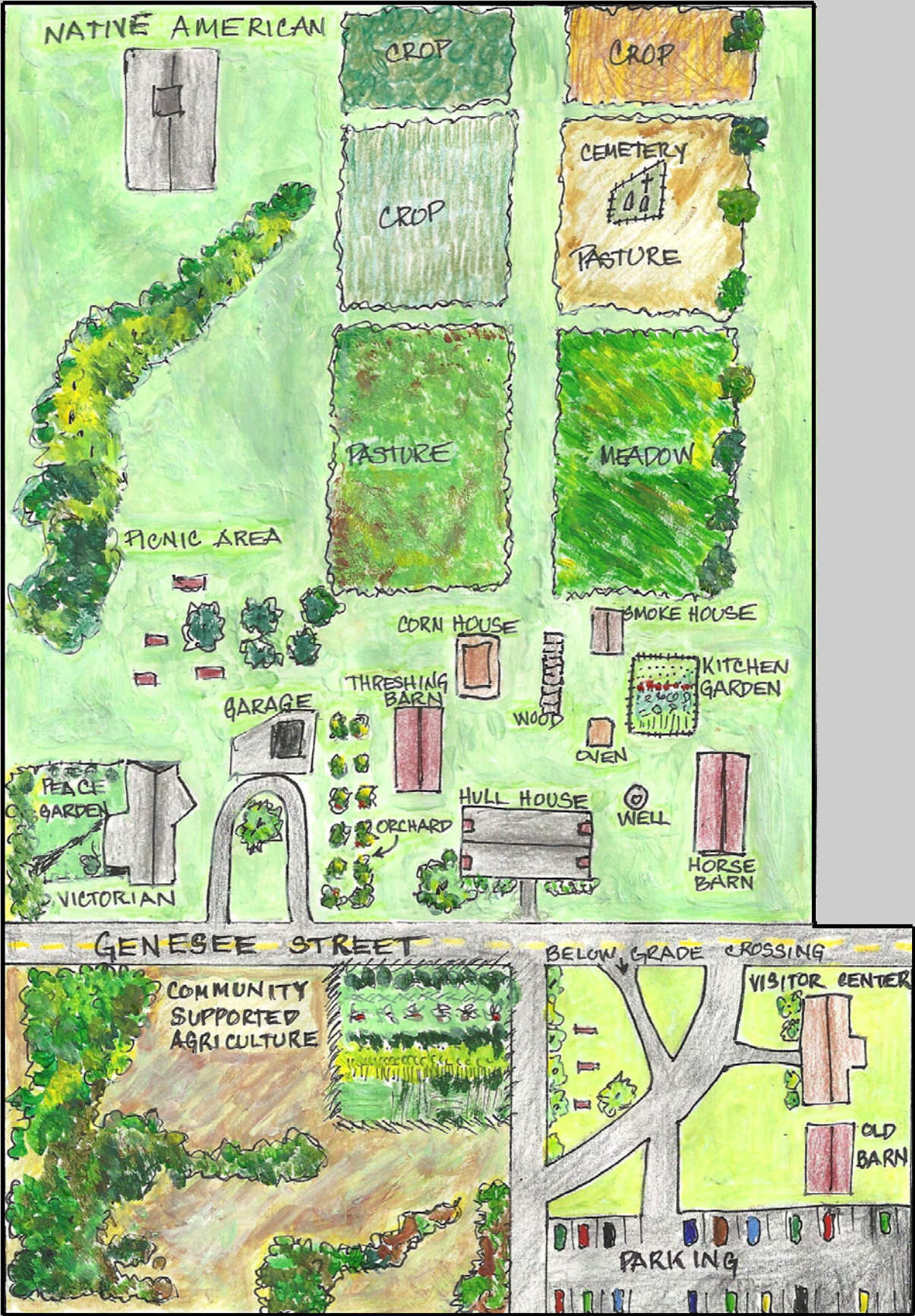
Strategic Goals

1. Complete the **historic restoration and preservation** of the buildings and farmstead.
2. Expand the Hull Family Home and Farmstead **property, furnishings and artifacts.**
3. Increase the visibility of the Hull Family Home & Farmstead as a **heritage tourism destination** of local and regional prominence.
4. Expand **educational opportunities** that engage the public in learning about the multiple stories inspired by the Hull Family Home & Farmstead.
5. Increase **knowledge about the significance of the Hull Family** and their home as examples of early pioneer life in Western New York.
6. Implement capacity-building initiatives to ensure long-term **organizational and financial sustainability.**



Warren Hull portrayed by Brian LaTulip at the entrance of Hull House

Vision for the Hull Family Home & Farmstead Site



Note: Map not to scale

Staffing Plan

The growth and development of the site will necessitate core paid staff. The number and roles of these staff members will be defined during Phase 1 (see below for timeframe).

Professional Guidance

The restoration will continue to utilize the professional services of qualified preservation architects, historic researchers, anthropologist/archeologists, and construction specialists for guidance and implementation.

Technological enhancements

Information technology will be integrated into the development of the site. Technology will be required for point of sale transactions, accounting, website, fundraising/donor management and exhibits. A technology plan will also be developed during Phase 1.

Financial Sustainability

Concurrent with the restoration of the Hull Family Home and Farmstead, the Hull House Foundation will develop and implement a plan for long-term sustainability of the site. The capital costs are estimated at \$3 million over a ten-year period. Sustainability will be achieved by developing a portfolio of income streams including the following:

- Earned Income (merchandise sales, rentals, admissions, tours, event income)
 - Grants
 - Membership
 - Annual appeal
- Direct mail
 - Major Gifts
 - Fundraising Events
 - Capital campaign
 - Endowment
 - Planned Giving

Phase 1: 2011-2014	Phase 2: 2015-2018	Phase 3: 2019-2021	Total
\$850,000	\$850,000	\$1,300,000	\$3,000,000
<ul style="list-style-type: none">• Archeological research• Complete Hull House interior and exterior restoration• Reconstruct historic structures, outbuildings and farmstead• Interpretive plan-phase 1• Marketing plan• Capacity building	<ul style="list-style-type: none">• Develop adjacent property• Native American interpretive site• Cemetery restoration• Property acquisition• Interpretive plan-phase 2• Educational programs• Marketing• Capacity building	<ul style="list-style-type: none">• Visitor Center• Parking• Genesee Street crossing• Property acquisition• Interpretive plan-phase 3• Educational programs• Marketing• Capacity building	

Strategic Focus Areas and Initiatives 2011-2021

Collaboration

Collaboration with partners sharing similar goals will be undertaken at every opportunity, both to maximize resources and to gain positive visibility in the larger community and partner constituencies.

Key ongoing partners are:

- Buffalo Niagara Convention & Visitors Bureau
- Town of Lancaster
- Seneca Nation
- Clarence Hollow Association
- War of 1812 Bicentennial Planning Group
- Lancaster Schools
- Fund for the Arts

Partners to be more fully developed include:

- Old Fort Niagara
- Holland Land Office Museum
- Genesee Country Museum
- Buffalo Public Schools
- Plimouth Plantation
- Ganondagan State Historic Site

Master Interpretive Plan / Educational programming

The master interpretive plan is the heart and soul of the Hull Family Home & Farmstead experience – just as the house and grounds are the skeleton and muscle of the site. It is this plan that will define the stories that are important to the site, will explain their relevance, and will describe how they will be presented. All programming emanates from this comprehensive plan.

Organizational Development

Governance/Board

In 2010, the Board was expanded to 10 members from five. The board will continue to expand up to 15 members in order to provide a strong base of support and leadership. Board member orientation, training and development will be conducted on a regular basis in order to gradually transition the board from a “working/hands-on” to a “governance” board. This transition is expected to take place over a ten-year period.

Committee Structure

The Committee structure for the organization will be reviewed on an annual basis in order to align it with current priorities. Committees will continue to involve supporters beyond the board and provide opportunities for development of potential board candidates.

Development Team

The Hull House Development Team organizes, promotes and develops public events and supervises volunteers for the Hull Family Home & Farmstead. The team members will continue to work with the Board to expand the depth and breadth of these events and to encourage the expansion of our volunteer base.

Volunteer Management

As the site develops and is open to the public for longer periods of time, the role of volunteers will need to be defined and a plan for recruitment, management and recognition of volunteers will be developed.

Home & Farmstead	
Hull Family Home	Fully restored historic house; furnished with appropriate period furnishings.
Horse Barn	Structure to be built to house carriage, wagon and horses (to be built).
Threshing Barn	Period barn for purpose of threshing and storing wheat (to be built).
Corn House	Structure to be built for storage of harvested corn (to be built).
Oven:	Outdoor bake oven for meal preparation in summer months (to be built).
Smoke House	Stone structure dedicated to smoke curing meat (to be built).
Cemetery	Hull family cemetery housing approximately 15 graves including at least 4 Hulls.
Kitchen Garden	Typical garden for growing staples for family consumption.
Orchard	Establish fruit orchard, typical of the period, for apple trees and other fruit.
Well	Source of fresh water for cooking, drinking and household use.
Visitor Center Area	
Visitor Center	Facility to accommodate visitor services, admissions, Shop, and rest-rooms; flexible use programming/ educational space; orientation exhibits; and back office and volunteer support space (to be built).
Civil War era Barn	Existing barn relocated to south side of Genesee Street as site for events.
Parking	Establish parking for 100 vehicles plus buses as well as 'turn-around' (to be built).
Below Grade Crossing	Passageway to be constructed below Genesee St. to afford safe passage of guests from Visitor Center to Historic site. (to be built).
West of Farmstead	
Victorian House	House adjacent to historic site that houses Foundation operations.
Peace Garden	Establish special garden to commemorate 200 years of peace with our Northern neighbors. Project initiated by Bi-National Tourism Alliance, in conjunction with several dozen other area sites (to be created).
Picnic Area	Picnic tables for visitors' use.
Native American Center	Site dedicated to the interpretation of American Indian culture – the Seneca Nation specifically – for this period of history (to be built).
Community Supported Agriculture	If land is acquired, potential site for community members to invest in “shares” of garden and receive produce during summer months.

Strategic Focus Areas and Initiatives 2011-2021

- Site Development
- Site Expansion
- Marketing
- Master Interpretive Plan
- Organizational Development
- Financial Sustainability

Site Development

Archeological research (also used for interpretation)

The continuation of our archaeological exploration and research is an important facet of the overall reconstruction of the living history site. It strives to obtain the rarest pieces of information from the earliest occupation. Thus, it allows for the reconstruction of what was actually there, affords a more accurate historical representation of life in Western New York in the early 19th century and aids in gaining a broader view of the site. Research already completed has contributed to the accuracy of the restoration and provided a basis for site interpretation.

House restoration - exterior and interior

Plans call for the complete restoration of the house interior and exterior to return its appearance, configuration, and function as it was in the early 19th century, making the home representative of its period of prime significance. Handicapped accessibility will be addressed to the extent feasible in the house itself as well as other parts of the site. Restoration will incorporate the Hull House Foundation's "Green Plan."

Farmstead development, orchard, garden, pathways and outbuildings

Over the next ten year period we will recreate a farmstead typical of the era, with all of the appurtenant buildings and features – using the best available archaeological evidence coupled with results from historic research as to the nature and character of early farms in the Western New York region. Farmstead development will also incorporate the Hull House Foundation's "Green Plan" as well as a nature trail.

Visitor Center

A modern Visitor Center will be constructed to accommodate visitors, parking, buses and public recreational activities. The center will handle back-office services, ticket sales, exhibit space, classroom/presentation area, gift shop, lavatories, and snack bar. An event barn for special activities is planned adjacent to the center. Construction will incorporate the Hull House Foundation's "Green Plan."

Genesee Street crossing - below-grade pedestrian passageway

Plans are being set for construction of a below grade pedestrian walkway to provide for safe passage of visitors from the Visitor Center to the historic site.

Public and event areas

Open areas for events will be included in the site in areas adjacent to the home and farmstead in order to preserve the historic context of the site and to also expand programming opportunities. These include picnic areas and open spaces for flexible use.

Native American Cultural Interpretive Site

A Native American cultural site will be developed, offering year-round opportunities for interpretation of the culture and life style of the Native Americans of the Seneca Nation. The site will be designed and presented by members of the Native American community in collaboration with the Hull Family Home & Farmstead.

Cemetery restoration

Restoration of the Hull Family cemetery, in collaboration with the University at Buffalo Department of Anthropology, will be included as a component of the Hull Family Home & Farmstead experience. The cemetery presently holds the remains of at least four Hull family members, including two veterans of the American Revolution and at least 10 other graves. Markers will be restored, and vegetation, paths, fences and signage installed.

Community Supported Agriculture

In light of the growing interest in local food, it is possible to develop a series of large gardens on the property south of Genesee Street (see below) should it be acquired. These gardens could operate as a Community Supported Agriculture initiative in which community members "invest" in shares and receive fresh, local food throughout the growing season.

Acquisition of adjacent properties

- **Final "puzzle piece" in center of northern property boundary adjacent to Thruway**
Parcel includes billboard. Acquisition of this parcel, which would finally "square off" the assembled farmstead site, is of paramount importance in presenting a realistic representation of the Hull farm. Presents short-term opportunity for billboard revenue with ultimate goal of removing billboard.
- **Residential property directly east of Hull House and present historic barn:**
The property is important in protecting the historic site's eastern boundary; long-range uses of the property to be determined.
- **Vacant land, southwest corner of Pavement Road and Genesee Street**
This area provides a valuable view-shed for the Hull site and every effort will be made to maintain this vista in its present state – just as it has been for hundreds of years. Present owners have been friendly about HHF using this vacant parcel for event parking. If acquired, one option proposed is to site Community Support Agriculture gardens here.
- **Potential additional parcels west of site**
Vacant acreage west of the present site should be acquired as resources allow to further protect the site's western border from possible encroachment and allow for expanded programming opportunities.

Marketing

Marketing plan

A long-term Marketing Plan with identified goals, strategies, and quantifiable outcomes will be crafted that matches the goals and timeframe of this Strategic Plan. In addition, an annual Marketing Plan will be created in concert with the annual budget, programming plan and fundraising plan that identifies strategies to ensure positive visibility for each year's events, successes and promotable opportunities. Budgets will include reasonable funds supporting strategic advertising, printing and other methods of ensuring attendance, participation and positive awareness. In-kind support for same should be identified early as part of both long-range and annual plans. A Marketing Committee will also be formed to both guide the planning and implement the plans on an ongoing basis. This committee will be charged with all public relations initiatives, publications, advertising, website content, media relations, and other outreach.