

TALES OF CAPE COD
STRATEGIC PLAN
2017 - 2022

ORGANIZATION PURPOSE

Tales of Cape Cod, Inc. is a non-profit organization dedicated to preserving and communicating the history of Cape Cod, maintaining the Olde Colonial Courthouse in Barnstable, MA, and preserving the Iyannough Gravesite Property in Cummaquid, MA. Founded in 1949, the original purpose of the organization was “to record the voices and histories of old-time Cape Codders as they told of their stories and experiences of the past concerning their lives and everyday ways of life, along with the stories related to them by their parents and grandparents. In this way a rich history of early Cape Cod would be preserved and perpetuated as living history for future generations.” The organization was one of the first in the country to preserve oral traditions and history by tape-recording interviews with local residents.

ORGANIZATION MISSION STATEMENT

To preserve and communicate Cape Cod history through programs at the Olde Colonial Courthouse in Barnstable MA. We achieve our mission by presenting an annual lecture series of Cape-related themes, conducting re-enactment events that occurred in and around the Colonial Courthouse, preserving the Colonial Courthouse building and property, recording, collecting and preserving oral histories, and maintaining the Iyannough gravesite property in Cummaquid, MA.

ORGANIZATION PROFILE

Strengths:

- The Olde Colonial Courthouse building
- The dramatization of the Body of the People
- The membership base
- The Iyannough gravesite property
- The historical archives of lectures and oral histories
- The speaker program series with its unique format
- The expertise and credentials of our current board members

Opportunities:

- Increased utilization of the Olde Colonial Courthouse Building. Make it the “gem” of Barnstable Village
- Investigation of use of Olde Colonial Courthouse as possible Community Center
- Creation of a new brand for Tales of Cape Cod that will enhance programming and revenues
- Greater utilization of past lectures and oral histories
- Exploration of use and care of the Iyannough Gravesite property
- Exploration of merger/partnership opportunities with similar organizations
- Expanded programming/marketing opportunities to Cape residents, visitors, current members
- Expansion of current youth school program
- Partner with established Cape entities (Chambers of Commerce, Senior Centers, churches, etc.)
- Sponsor special events to increase revenues and promote brand
- Update and expand current website to enhance brand and offer interactive links and revenue opportunities
- Expand relationships with ethnic, cultural, and religious groups connected to the history of Cape Cod

Aspirations:

- Become a premier venue for Historical Events and Historical Dramatizations on Cape Cod
- Expand use of our unique facility for civic and social functions
- Create a viable media identity for Tales of Cape Cod and the Olde Colonial Courthouse
- Preserve and maintain the Olde Colonial Courthouse as an historical structure with flexibility for many types of events
- Expand revenues and profitability of speaker series to support growth and viability of Tales of Cape Cod for the next decade
- Increase membership
- Attract grant opportunities
- Enhance relationship with Wampanoag tribe
- Launch successful capital campaign

Recent Achievements

- Transfer of archives to Cape Cod Community College (2015)
- Memorandum of Understanding with Wampanoag Tribe for the maintenance of the Iyannough grave site (2015)
- Completion of a comprehensive survey of the building's mechanical and structural systems (2014)
- Obtained a corporate sponsor for past five years (2012 - 2017)
- Improved accessibility of courthouse facility with addition of mechanized lift (2014)
- Enhanced the aesthetics of the exterior with lighting and sidewalk repair (2014)
- Received grants from Historic New England, Bank of Cape Cod, Hyannis Chamber of Commerce (Massachusetts Tourism Grant), The Massachusetts Chapter of the Society of Cincinnati (2014 - 2017)
- Completed preliminary architectural survey of the Olde Colonial Courthouse (2013)
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- Researched history and origins of Statue of Justice (2015)
- Partnered with Mercy Otis Warren Cape Cod Woman of the Year Selection Committee to host the award ceremony for Woman of the Year (2010 - 2017)
- Partnered with Sturgis Library to present a successful special author event (2013 - 2014)
- Worked with Barnstable County administration to research history of the bell that once hung in the Olde Colonial Courthouse (2014)
- Collaboration with Town of Barnstable Community Preservation Committee to create a Historic Structure Report (2016)

GOALS

Goal 1. ENSURE VIABILITY OF TALES OF CAPE COD'S GOVERNING BOARD

GOAL 2. PROVIDE A HIGH QUALITY SPEAKER PROGRAM

Goal 3. EXPAND UNDERSTANDING OF MULTI-CULTURAL INFLUENCES ON CAPE COD HISTORY

Goal 4. PROMOTE HISTORICAL DRAMATIZATIONS AT TALES OF CAPE COD

Goal 5. ORGANIZE, PRESERVE AND PROMOTE PUBLIC ACCESS TO THE "ARCHIVES" OF TALES OF CAPE CO

Goal 6. INSURE FINANCIAL SECURITY AND VIABILITY OF THE ORGANIZATION

Goal 7: CREATE EFFECTIVE MARKETING PROGRAMS TO HIGHLIGHT MISSION OF TALES OF CAPE COD

Goal 8: MAINTAIN AND PRESERVE THE OLDE COLONIAL COURTHOUSE IN BARNSTABLE

Goal 9: MAINTAIN AND PRESERVE THE IYANNOUGH GRAVESITE PROPERTY IN CUMMAQUID