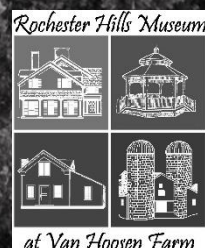




# *The Rochester Hills Museum at Van Hoosen Farm*

*Division Plan  
2021- 2026*



# Acknowledgements:

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Bryan K. Barnett

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Kyle Johnson	Amber Joseph
Sarah Olson	Jillian Pixley
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# Introduction

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## Overview

The Rochester Hills Museum at Van Hoosen Farm is a Division of the Parks and Natural Resources Department within the City of Rochester Hills. The Parks and Natural Resource Department has three divisions – Parks, Natural Resources, and Museum. This *Division Plan for the Rochester Hills Museum at Van Hoosen Farm, 2021-2026* will serve as a five-year plan to guide the Museum operations.

## Project History & Vision

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In 1979, 1989, 2006, and 2014, the City of Rochester Hills identified the need to update the *Facility Preservation and Master Use Plan* for the Rochester Hills Museum at Van Hoosen Farm. Several different architectural firms have collaborated with the Rochester Hills City Council and Mayor, Museum staff, Rochester Hills Parks and Natural Resources Department, and the Rochester Hills Museum Foundation Board to identify Museum needs, challenges, and opportunities through the upgrades of Museum buildings and facilities. Collaborations with donors, volunteers, teachers, community organizations, elected officials, artifact donors, fundraisers, Board members, and Museum members have helped to identify Museum strengths, weaknesses, opportunities, and threats, as well as to upgrade Museum buildings and facilities.

## Master Plan Accomplishments

---

Previous master plans for the Rochester Hills Museum guided the following projects:

### *Projects Completed*

- Completed upgrades and prepared the Van Hoosen Farmhouse for public tours and visitation.
- Completed master renovation and use plan for the Van Hoosen Dairy Farm after acquisition.
- Provided strategies for various building restoration priorities and space needs.
- Prioritized building restoration needs focusing on the acquisition of the Stoney Creek Schoolhouse, the adaptive reuse of the Calf Barn, and the reconstruction of the Equipment Barn

### *Projects Pending*

- Reconstruction of the Equipment Barn.
- Roof replacement on the Dairy Barn.
- New exhibit Installation in the Dairy Barn.

### *Projects and opportunities introduced with this plan*

- Opening of the Bull Barn, Milk House, and lower level of the Equipment Barn to the public with new exhibits installed.
- Need for additional staff resources in archives, education, and grounds maintenance.
- Programming and collaborations to provide a stronger Museum impact in the community.
- Endowment and fundraising goals to offset City financial support and to stabilize long term funding for the Museum

## **City, Department, and Museum Goals**

*The Rochester Hills City Council has established the following goals for the 2021-2023 Budget Plan:*



### **Vision Statement:**

The Community of Choice for Families and Business

### **Mission Statement**

Our mission is to sustain the City of Rochester Hills as the premier community of choice to live, work, and raise a family by enhancing our vibrant residential character complemented by an attractive business community.

*The Rochester Hills Parks and Natural Resources Department has identified these strategic goals in 2020 and these will be updated in their 2021 Master Plan:*

- Develop a unique, regional Eco park
- Restructure Department in line with strategic plan recommendations
- Increase Department outreach
- Create and increase an innovative culture
- Improve internal operations

*The Rochester Hills Museum at Van Hoosen Farm has identified four, broad, strategic goals and responsibilities with this Division plan:*

- 1) Maintain and preserve our historic buildings and grounds listed on the National Register of Historic Places.
- 2) Provide a broad range of exceptional and innovative educational, cultural, and recreational programs.
- 3) Organize, acquire, and protect archives and collections and make them available to our community.
- 4) Promote community engagement by providing Museum resources and facilities that support residents' interests and activities.

# Opportunities Ahead

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**In the past**, the Museum Master Plans have focused on improving space needs, adaptive reuse construction projects, reconstruction, and maintenance projects to support the growth of flourishing programs, exhibits, and collections. Buildings that are a product of these efforts include the Van Hoosen Farmhouse, Red House, Stoney Creek Schoolhouse, Calf Barn, Equipment Barn, and Dairy Barn. Each improvement increased the Museum's site capacity to host school groups, volunteer meetings, community service organizations, public programs, private rentals, and exhibits.

**Looking forward**, this plan considers projected community needs and demographics, and national museum standards and their relation to the Rochester Hills Museum buildings, archives, programs, exhibits, and general operations. It will seek to:

- Preserving the history of the community through the preservation of Museum buildings, archives, and property.
- Examine how to use our existing buildings and their interior spaces to their highest and best use
- Consider the rebuilding of other structures once located on this Nationally Registered Historic Site
- Consider other buildings and properties in the Stoney Creek Village community that could support and enhance the Museum operation and our visitor's experience
- Allow the Museum to serve our audiences by providing facilities that will host exceptional educational, cultural, and recreational programs and private rentals
- Determine what the Museum should do to create and maintain stable funding sources
- Identify community partnerships and collaborations to strengthen the Museum impact in the community
- Promoting the community as the premiere place in Michigan to live, work, and raise your family

# Comparative Sites

The Rochester Hills Museum at Van Hoosen Farm is owned and operated by the City of Rochester Hills, Michigan. The City provides funding through general fund appropriations on a three-year budget cycle. Comparing the Museum to other local, similar municipally owned history museums in our regional area reflects the following:

## **Rochester Hills Museum at Van Hoosen Farm**

Attendance: 60,000    Students 4,220

*City of Troy, Michigan*

**Troy Historic Village, [www.troyhistoricvillage.org](http://www.troyhistoricvillage.org)**

**Attendance: 30,000 guests and 15,000 students**

The Troy Historical Society, established as a 501.c.3 nonprofit corporation in 1966, administers the Troy Historic Village for the City of Troy through a renewable management agreement with the City of Troy. The Troy Historical Society provides engaging education and enrichment programs at the city-owned Troy Historic Village as well as outreach programs for schools and adult groups. Nearly 30,000 guests visit the Village each year, including 15,000 students, chaperones, and teachers from public, private and charter schools in southeast Michigan. The Troy Historical Society is committed to expanding awareness of the Village as an outstanding center for history education, arts and culture and inclusive community engagement.

The Troy Historic Village is open to the public year-round. Sign up to take a self-guided tour of our historic buildings and seasonal exhibits. Open Mondays – Fridays, 10 - 3 pm.

*City of Dearborn, Michigan*

**Dearborn Historical Museum, [thdhm.com](http://thdhm.com)**

**Attendance: 11,424    Students 1,362**

The Dearborn Historical Museum was founded in 1950 and is owned and operated by the City of Dearborn. It started with the Detroit Arsenal Commandant's Quarters, Dearborn's oldest building on its original location, which was used as a military headquarters from 1833-1875. Today, visitors can tour the building furnished as it was in the 19th century to learn about life during the period, as well as exhibits about Dearborn's military history. The McFadden Ross House, which once served as the Detroit Arsenal Powder Magazine, was constructed in 1839. After the arsenal was shut down in 1875, the building was bought by the Ross family, who used it as a home until it was donated to the city of Dearborn to be used as a museum. Today the Ross House holds a large collection of items from the Ross family pertaining to daily life in Dearborn, as well as housing the museum's local history and genealogy archives. We offer guided tours of the buildings, where you can learn about pioneer settlers in the Dearborn area, and view exhibit about Dearborn history. In 1996, the museum added the Richard Gardner House to its campus. The Gardner family moved to the Dearborn area in the early pioneer days, making them one of the first families to settle here. The Museum is happy to have the oldest standing home in Dearborn as an attraction. Museum Hours    Monday-Friday 8:00 AM – 5:00 PM

*City of Livonia, Michigan*

**Greenmead Historical Park**

**Attendance: 218 adults, 169 students**

The historic farm site known as Greenmead was purchased by the City of Livonia in 1976. It serves as a legacy of Michigan's agricultural heritage as well as a multi-faceted recreational and cultural facility hosting a number of major special events each year. This 95-acre park site was the 1820s homestead of Michigan pioneer, Joshua Simmons. It includes the original farm complex, Historical Village, picnic facilities and recreational areas. The Historical Village at Greenmead was established to protect and preserve several locally significant structures that would have been lost to development at their original locations.

The farm complex features an 1841 Greek Revival farmhouse and its outbuildings and is listed on the National Register of Historic Places. The farm maintains its unique architectural character and is significant in that nine of its eleven original outbuildings are still intact. Built in 1829, the North Barn was the first barn built in Livonia Township. The Simmons family lived in a modest frame house, while the barn, a building of primary importance, was the first major structure completed. Together, the buildings tell the story of farm life in rural Michigan. In 1920, Sherwin Hill, a prominent Detroit attorney purchased the farm and raised dairy cattle until his death in 1961.

*City of Farmington, Michigan*

**Governor Warner Mansion**

The Governor Warner Museum is a Victorian Italianate structure built in 1867 by P. D. Warner, the Governor's father, and is furnished in late Victorian style. Sitting on almost three acres, the house is surrounded by gardens lovingly tended by the Museum Garden auxiliary. The Museum is open the first Sunday of the month and every Wednesday from 1-5 pm. The Museum Grounds are available to rent for your special events such as weddings, self-catered porch lunches, etc. The grounds are also available for family photos.

The Governor Warner Museum and Gardens were accepted by the City of Farmington on December 23, 1980. The Governor's grandchildren, Susan Slocum Klingbeil and William Wanton Slocum, Jr., gave the property to the City designing it be used for a Historical Museum. Since that time, the gardens have been planted and maintained by volunteers.

Edessa Warner Slocum, daughter of the Governor, was the last family member to occupy the mansion. She was a charter member of Farmington Garden Club, and an avid gardener. The existing Perennial Garden as well as many other trees and plants were planted by her. The Gov. Warner Museum Gardens, which surround the lovely Victorian mansion, offer a beautiful attraction to visitors and passersby.

*City of Birmingham, Michigan*

**Birmingham Museum**

**Attendance: 4,000    Students 3,020**

The Birmingham Museum was established in May 2001 at the former Marion and Harry Allen House and surrounding four acres. It includes the oldest house in Oakland County, the 1822 John West Hunter House as well as the 1928 Allen House. These historic structures are linked by a public plaza, the gateway to the grounds, which were dedicated in 2007 as the John West Hunter Historic Park. The landscape includes some of the most complex and diverse topography, including a spring fed pond and connection to the Rouge River corridor, all just a short walk from downtown Birmingham. The Allen House features changing exhibits about Birmingham and its heritage, while the Hunter House (also listed on the National Register of Historic Places) reflects 19th century pioneer life in the settlement.



The Museum works in partnership with other community organizations, such as the Friends of the Birmingham Museum (also known as the Birmingham Historical Society) and the Baldwin Public Library. Together, we provide public tours, entertaining lectures, and special events, such as our popular adult lecture series and children's story time in the historic Hunter House.

## A Brief History of this Historic Site

### Our Story....Our Community

*In an age of rapid suburban growth, a tiny hamlet from the past is preserved in  
Rochester Hills, Michigan . . .*

In 1823, 31-year old Elisha Taylor led his 60 family members on a journey from New York State to the Territory of Michigan. Purchasing 160 acres of land at \$1.25 an acre, the family founded a log cabin community they named *Stoney Creek Village*. By the mid-1800s, Stoney Creek Village was one of the largest communities in Oakland County, boasting three mills, a tavern, distillery, Baptist church, school, post office, and blacksmith.

The routing of the railroad through Rochester in 1872 resulted in both the decline and preservation of this 19th century village. Today, many of the original homes and buildings stand as reminders of the Taylor legacy.

The 1840 Van Hoosen Farmhouse was built by the Taylor Family and housed four generations of the Taylor-Van Hoosen families. In 1854, **Sarah Taylor** married her childhood sweetheart, **Joshua Van Hoosen**, upon his return from gold prospecting in California. The success of his prospecting ventures enabled him to purchase this home and the Taylor farm where Joshua and Sarah raised their two daughters, Alice and Bertha.

A progressive individual, Joshua Van Hoosen favored higher education for women and men alike. His daughters were early women graduates from the University of Michigan in the late 1800's. Before her marriage to Joseph Comstock Jones, Alice utilized her education by teaching Greek and Latin.

Bertha, however, shocked her family by pursuing a medical career. During her 61-year career, she traveled to universities and hospitals around the world lecturing and demonstrating the medical techniques she developed and perfected. Her list of accomplishments includes the development of *Scopolamine Morphine*, an anesthesia for use during childbirth, the button-hole appendectomy, the founding of the American Medical Women's Association, and the use of sterile conditions during surgery.

Sarah Van Hoosen Jones was born to Alice Van Hoosen and her husband Joseph Comstock Jones in 1892. Her love of the land and of her ancestral heritage led her to a successful career in agriculture and dairy management. In 1916, she earned a Masters' Degree in Animal Husbandry, followed by a Doctorate in Animal Genetics from the University of Wisconsin in 1921. Under Sarah's direction, the Van Hoosen Farm was the most productive dairy farm in southeastern Michigan in the 1930s and 1940s and was the first farm in

southeastern Michigan to produce certified milk. Sarah's accomplishments in farming earned her national recognition in 1932 when she was named a Master Farmer, one of only two women in the United States to hold this title. She was the first woman in the United States to be named a Premier Breeder of Holstein cattle, a position which she held for nine years, seven years in succession. From 1944-1955 Sarah was an elected member of the State Agricultural Board (Board of Trustees) at Michigan State University (MSU).

In 1954, Dr. Sarah Van Hoosen Jones donated the Van Hoosen Farmhouse, ten of the surrounding residential homes, and her family's 350-acre farm to Michigan State University (MSU).

In 1977, several local chapters of The Questers, initiated a community wide effort to preserve the Van Hoosen Farmhouse and collected signatures petitioning MSU to donate the Van Hoosen Farmhouse to our community. The Avon Township Supervisor, Earl Borden, supported the effort and MSU in turn donated the Van Hoosen Farmhouse and surrounding 3 acres to Avon Township (Rochester Hills) in 1979. The remainder of the property was sold.

The City of Rochester Hills purchased the Van Hoosen Farm and 12 acres from a local developer in 1989 and Michigan State University donated the Red House to the City in 1996.

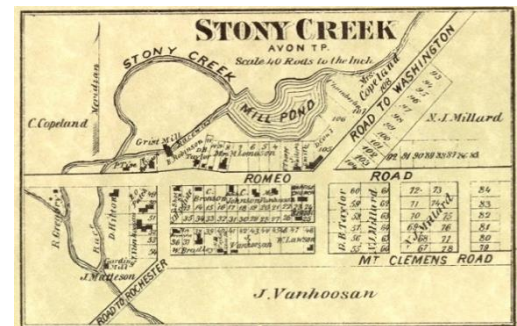
In 2010, the Rochester Community Schools donated the 1848 Stoney Creek Schoolhouse to the City of Rochester Hills, allowing its rich history to be preserved

# Institutional Timeline of Events

## Rochester Hills Museum at Van Hoosen Farm Development

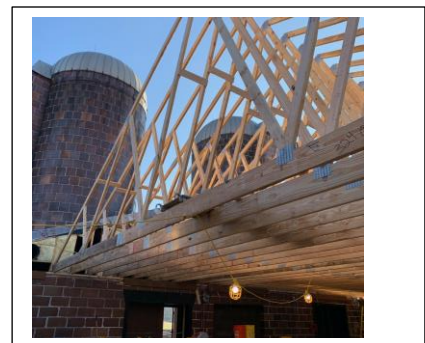
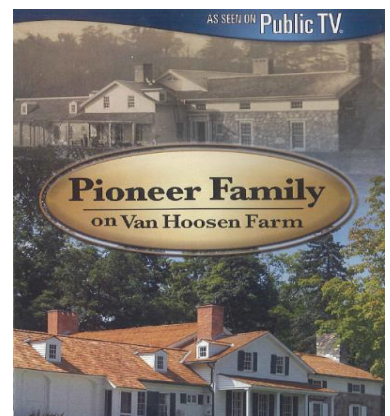
The City of Rochester Hills has been visionary and effective at acquiring, renovating, preserving, and adaptively reusing the Van Hoosen Farm complex to serve as a cultural, educational, and recreational facility for the greater Rochester Hills community. The following timeline provides a brief snapshot of the site's family history and site development work:

- 1823** Taylor Family arrives with 60 family members and establishes Stony Creek Village
- 1854** Sarah Taylor married Joshua Van Hoosen
- 1855** Alice Van Hoosen born in Stony Creek Village
- 1863** Bertha Van Hoosen born in Stony Creek Village
- 1889** Alice Van Hoosen married Joseph Comstock Jones
- 1892** Sarah Van Hoosen Jones born in Stony Creek Village
- 1954** Dr. Sarah Van Hoosen Jones, granddaughter of Sarah Taylor and Joshua Van Hoosen donates family estate to Michigan State University and remained on the property with a life lease
- 1972** Death of Dr. Sarah Van Hoosen Jones
- 1979** Michigan State University donates Van Hoosen Farmhouse and 3 acres to Avon Township (City of Rochester Hills) – establishing the Avon Township Museum at Van Hoosen Farm
- 1983** Master Plan, Phase 1 for Van Hoosen Farmhouse
- 1985** Avon Township incorporates as the City of Rochester Hills and the Museum name changes to the Rochester Hills Museum at Van Hoosen Farm
- 1986** Exterior and Interior renovations to Van Hoosen Farmhouse completed



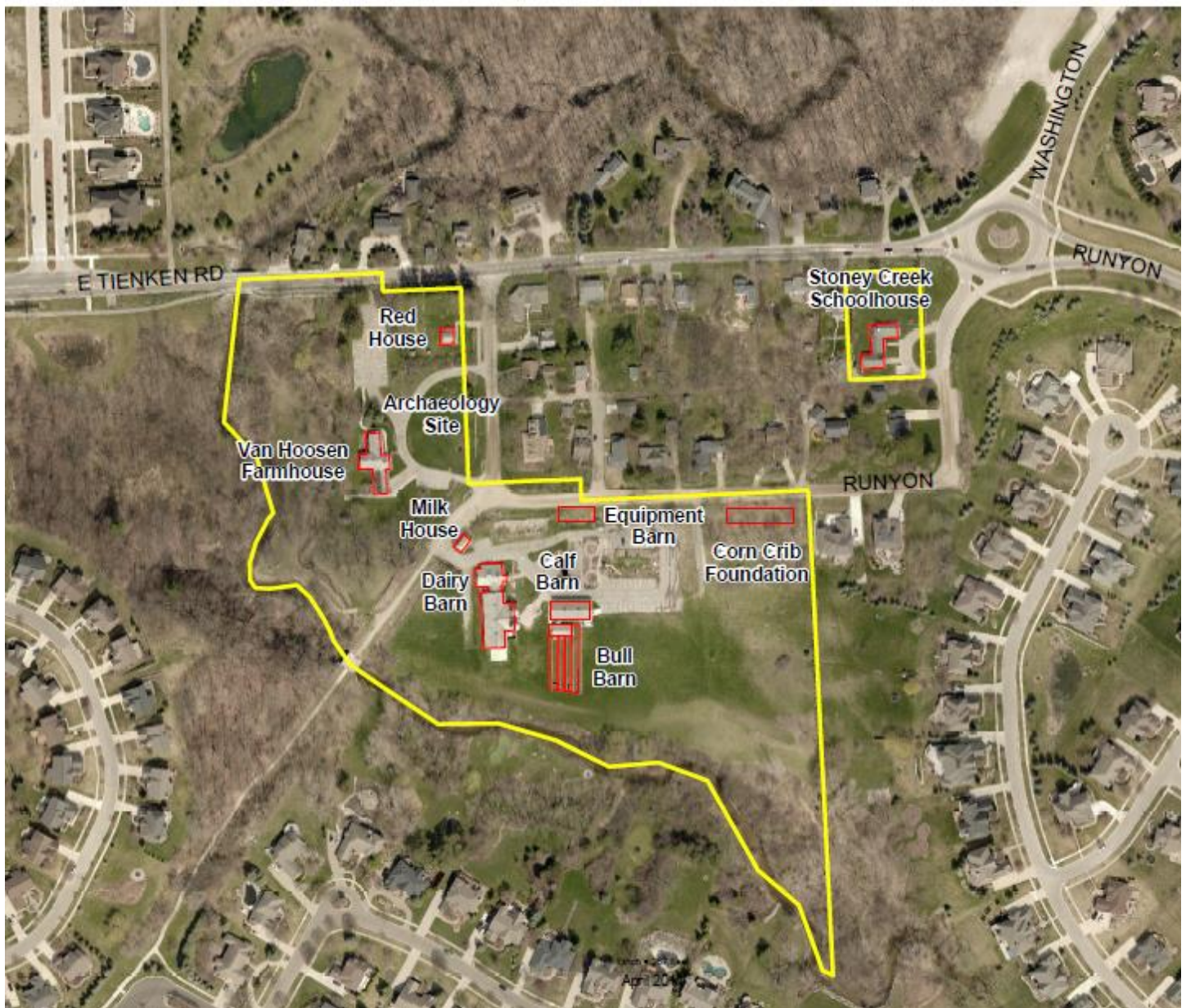
- 1988** 25 year archaeological dig starts throughout Museum site finding 125,000 artifacts
- 1989** City of Rochester Hills acquires Van Hoosen Barns and 12 surrounding Acres, Master Plan created for restoration of Van Hoosen Farm buildings and site
- 1989**
- 1991** Van Hoosen Farm buildings stabilized and site cleanup
- 1990** Dairy Barn roof and mortar tuck-pointing repairs completed
- 1993** New electrical and security systems added to the Dairy Barn
- 1995** New roof added to the Milk House
- 1997** New roof added to the Bull Barn
- 2001** \$1.2 million adaptive reuse of the Dairy Barn completed
- 2001** New permanent exhibits installed in the Dairy Barn
- 2006** *Rochester Hills Museum at Van Hoosen Farm Adaptive Reuse Master Plan* created by THA Architects Engineers
- 2010** City of Rochester Hills acquires Stoney Creek Schoolhouse
- 2012** \$100,000 interior updates completed at Schoolhouse; \$100,000 placed in an endowment fund to support future operation of the Schoolhouse
- 2014** *Rochester Hills Museum at Van Hoosen Farm Adaptive Reuse Master Plan* Update by H2A Architects
- 2014** \$808,000 Calf Barn Adaptive Reuse Project completed
- 2016** PBS movie premiere – *Pioneer Family – On Van Hoosen Farm*
- 2019** 40<sup>th</sup> Anniversary of the Rochester Hills Museum at Van Hoosen Farm New permanent exhibits installed in the Dairy Barn
- 2020** Roof replacement for the Van Hoosen Dairy Barn (\$2.5 million) and Rebuild of the Equipment Barn (\$1 Million)

Museum Institutional Plan Update



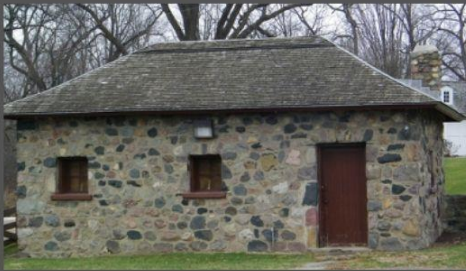


## 2020 Rochester Hill Museum at Van Hoosen Farm Current Site Map





## Site Images



# Statements of Purpose

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## Museum Overview

Located in Stoney Creek Village, and listed in the National Register of Historic Places, the Rochester Hills Museum at Van Hoosen Farm is a 16-acre Museum complex that was home to the Taylor and Van Hoosen families dating back to 1823. The site features structures original to the property from 1840 to the early 20th century.

The Museum presents exhibits in the adaptively reused 1927 Dairy Barn highlighting the Taylor-Van Hoosen Families and the settlement, agriculture, industry, and cultural evolution of the Greater Rochester Hills community. The Van Hoosen Farmhouse, Red House, Bull Barn, Milk House, and Stoney Creek Schoolhouse provide guests with a rich experience in authenticity to the period of each building. The 1927 Calf Barn is adaptively used to allow the Museum to connect to our community through educational, cultural, and recreational programming, as well as through private event rentals.

The Museum serves as the primary repository for artifacts and archives related to the greater Rochester area and offers access for research.

## Mission Statement

### *Rochester Hills Parks and Natural Resources Department*

We build connections in our community – Neighbor to Neighbor; Neighbor to Nature; and Neighbor to History. We do this by Preserving our history, conserving our green infrastructure, and engaging our community in the outdoors.

## Mission Statement

### *Rochester Hills Museum at Van Hoosen Farm*

Because appreciation of the present is enhanced by understanding the past, the Rochester Hills Museum at Van Hoosen Farm interprets, preserves and collects the history of the greater Rochester area for present and future generations.



# Community Demographics

The following information has been gathered from the Southeast Michigan Council of Governments ([semcog.org](http://semcog.org)), the City of Rochester Hills website ([rochesterhills.org](http://rochesterhills.org)), and the American Community Survey – ACS - ([census.gov/programs-surveys/acs](http://census.gov/programs-surveys/acs)).

## General

Rochester Hills, comprised of 32.2 square miles, is situated in the east central portion of Oakland County with a population of approximately 70,000. The populace is well-educated, interested in community and civic affairs, proud of their homes and the municipality in which they live.

Rochester Hills is a zoned community and has a Master Land Use Plan, which has been implemented for its orderly development. A wide variety of industries, such as computer technology, electronic research, development and manufacturing, plastic injection molding, tool and die, precision machine tool fabrication, structural engineering, warehousing and distribution have chosen Rochester Hills as their corporate headquarters.

## Education

Rochester and Avondale Community Schools provide quality K-12 education. Local college curriculum is available at Rochester University, Oakland University and Oakland Community College. All educational levels through doctoral programs are available.

## City Facilities

Recreational facilities, such as tennis, golf, skiing, swimming, jogging, bicycling, boating or fishing, are within easy reach at municipally supported parks. The Rochester Hills Museum at Van Hoosen Farm in historic Stoney Creek Village, Meadow Brook Hall, Meadow Brook Music Festival, Yates Cider Mill founded in 1863, a full service library, over 25 churches and a pedestrian / pathway system the length and breadth of the City.

Rochester Hills City Hall, a two-level structure situated on a bluff overlooking the Clinton River, blends its unique architecture with the natural habitat of an 85-acre site. The 39,000 square foot building, occupied since June of 1980, houses all city offices and a 144-seat auditorium.

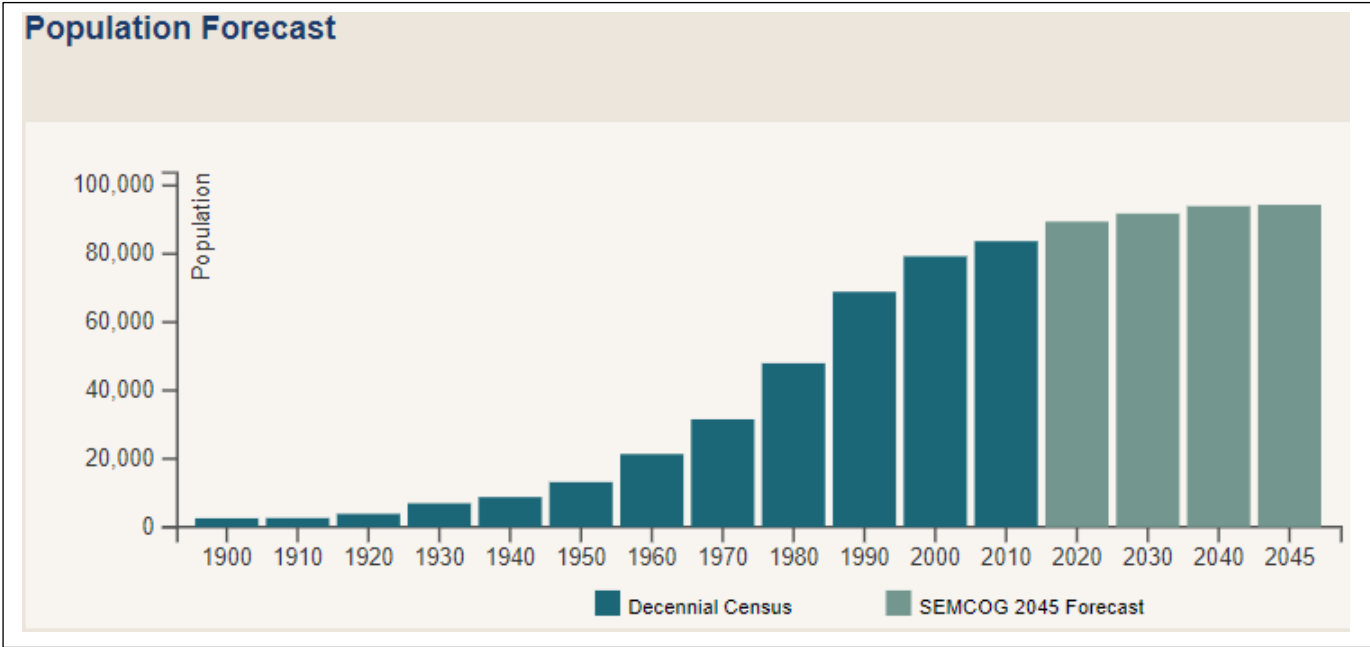
## Public Safety

The Rochester Hills Fire Department provides protection for our residents and visitors relating to fire and emergency medical services. Calls for Fire and EMS related emergencies within the City are dispatched from the Oakland County Sheriff's Office in Waterford.

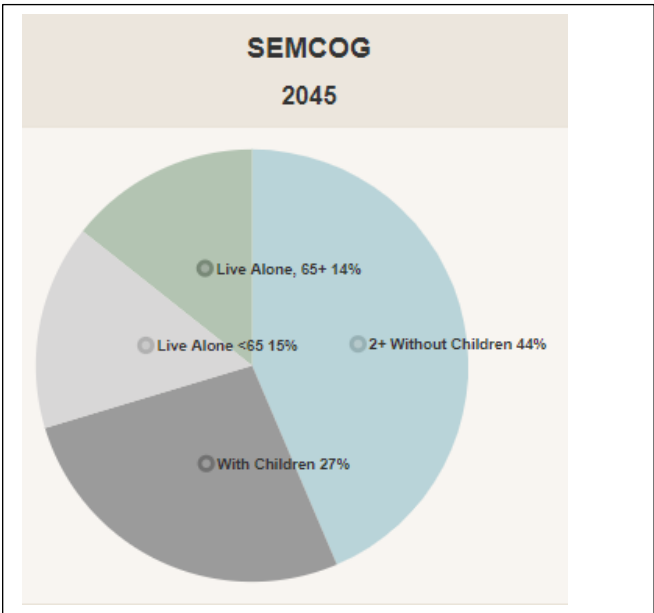
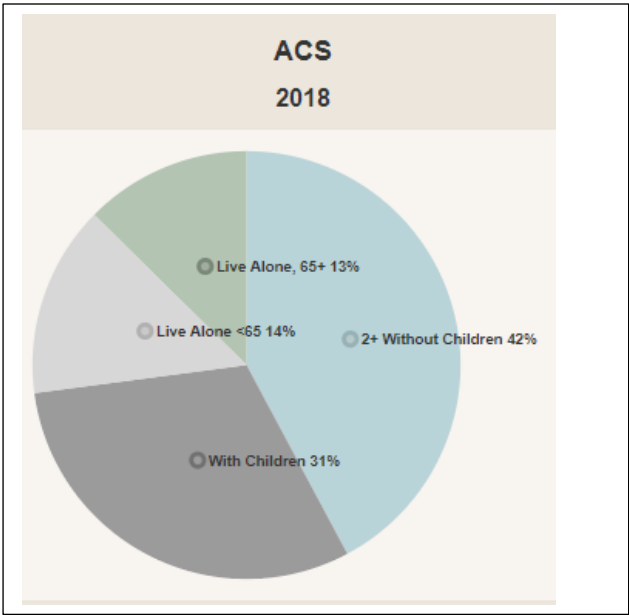
Around-the-clock police protection is provided by contract with Oakland County. Officers are assigned to the Rochester Hills contingent of the Oakland County Sheriff's Office and occupy the Sheriff's Substation at 750 Barclay Circle. Ascension Providence Rochester Hospital, located in the City, provides health care with 24-hour emergency service.

Through a Municipal agreement between the Cities of Rochester and Rochester Hills, the City of Rochester Hills Fire Department and the Oakland County Sheriff protect the Museum site, even though a portion of the Museum site is located in the City of Rochester.

# Combined Demographic information for the City of Rochester Hills and the City of Rochester



## Household Types

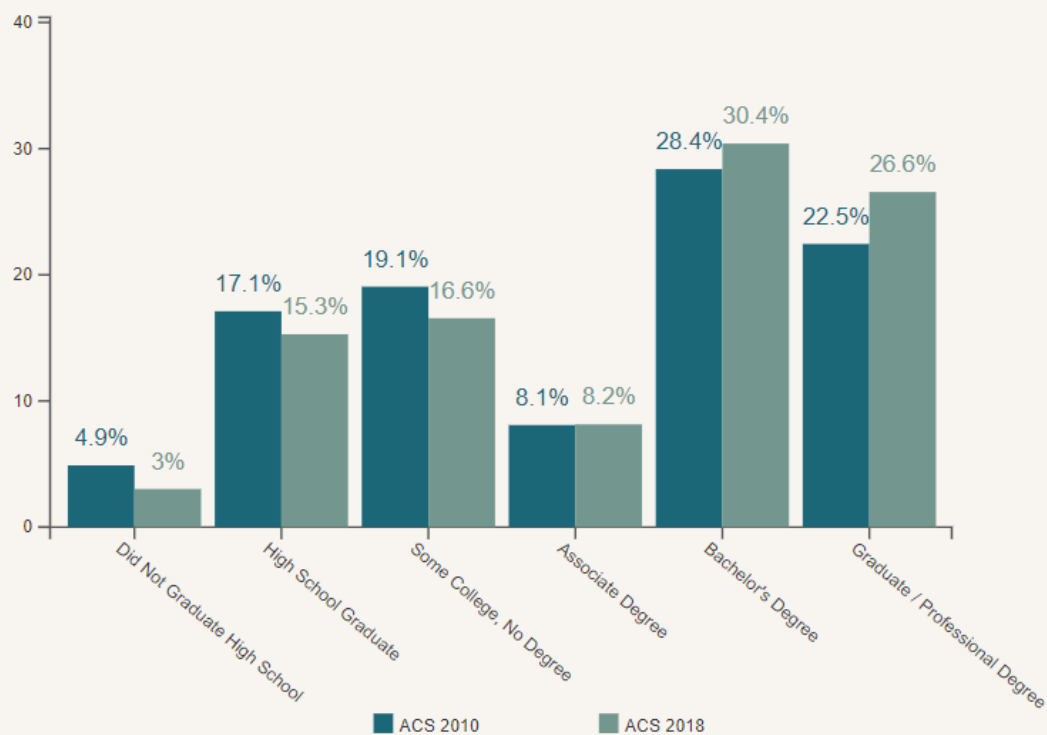


## Race and Hispanic Origin

Race and Hispanic Origin	Census 2010	Percent of Population 2010	ACS 2018	Percent of Population 2018	Percentage Point Change 2010-2018
<b>Non-Hispanic</b>	81,181	97%	83,305	95.6%	-1.4%
<b>White</b>	67,855	81.1%	67,856	77.9%	-3.2%
<b>Black</b>	3,635	4.3%	3,695	4.2%	-0.1%
<b>Asian</b>	8,147	9.7%	9,824	11.3%	1.5%
<b>Multi-Racial</b>	1,340	1.6%	1,648	1.9%	0.3%
<b>Other</b>	204	0.2%	282	0.3%	0.1%
<b>Hispanic</b>	2,525	3%	3,836	4.4%	1.4%
<b>Total</b>	83,706	100%	87,141	100%	0%

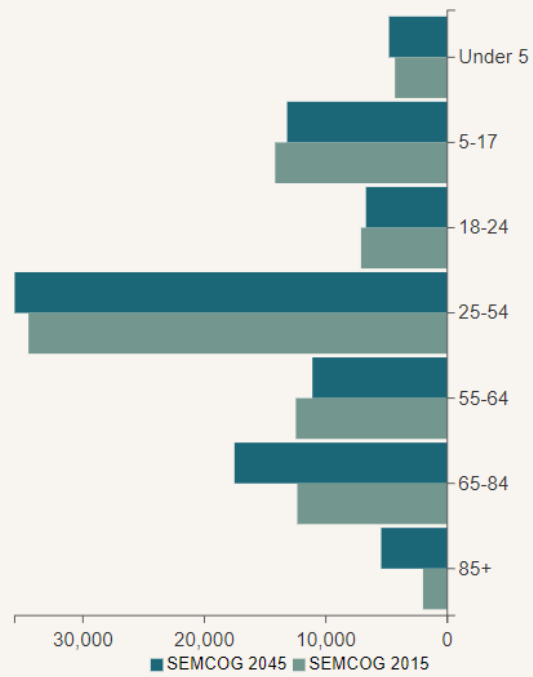
Source: U.S. Census Bureau, Decennial Census, and 2014-2018 American Community Survey 5-Year Estimates

## Highest level of Education

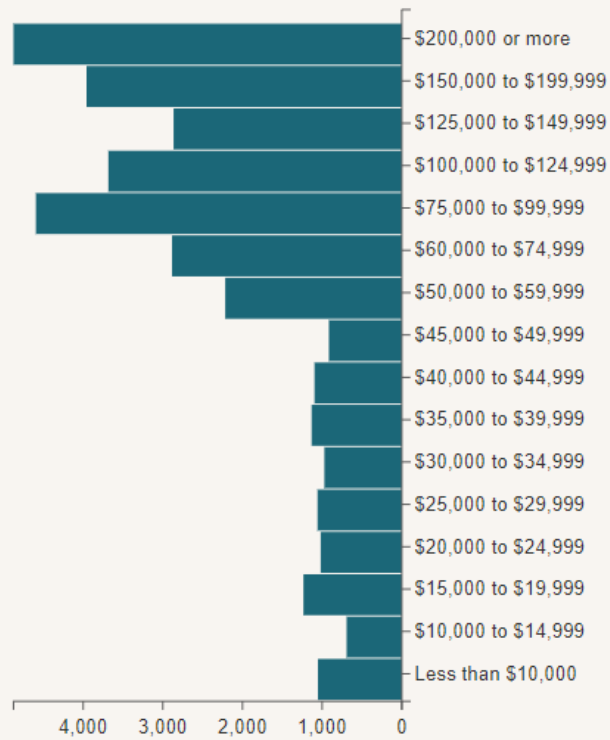




### Forecasted Population Change 2015-2045



### Annual Household Income

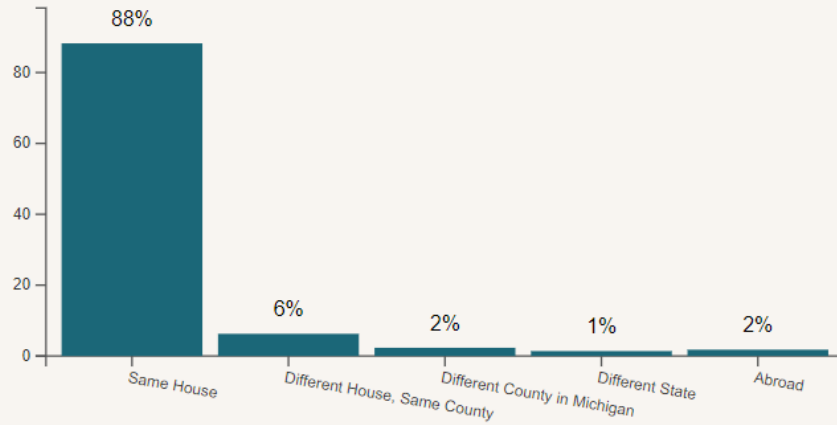


## Forecasted Jobs by Industry Sector

Forecasted Jobs By Industry Sector	2015	2020	2025	2030	2035	2040	2045	Change 2015- 2045	Pct Change 2015-2045
<b>Natural Resources, Mining, &amp; Construction</b>	2,075	2,367	2,253	2,227	2,258	2,289	2,323	248	12%
<b>Manufacturing</b>	6,045	5,689	5,326	4,928	4,672	4,453	4,213	-1,832	-30.3%
<b>Wholesale Trade</b>	1,649	1,701	1,699	1,680	1,680	1,678	1,667	18	1.1%
<b>Retail Trade</b>	6,787	6,909	6,557	6,502	6,311	6,230	6,184	-603	-8.9%
<b>Transportation, Warehousing, &amp; Utilities</b>	832	861	858	855	868	884	899	67	8.1%
<b>Information &amp; Financial Activities</b>	5,420	5,527	5,412	5,314	5,358	5,383	5,347	-73	-1.3%
<b>Professional and Technical Services &amp; Corporate HQ</b>	4,417	4,498	4,689	4,939	5,464	6,021	6,443	2,026	45.9%
<b>Administrative, Support, &amp; Waste Services</b>	4,462	4,615	4,675	4,701	4,804	4,910	4,975	513	11.5%
<b>Education Services</b>	2,691	2,823	2,820	2,808	2,841	2,879	2,913	222	8.2%
<b>Healthcare Services</b>	7,635	8,244	8,567	8,776	9,320	9,868	10,356	2,721	35.6%
<b>Leisure &amp; Hospitality</b>	5,261	5,842	5,950	6,012	6,136	6,244	6,271	1,010	19.2%
<b>Other Services</b>	2,881	2,956	2,886	2,832	2,824	2,805	2,766	-115	-4%
<b>Public Administration</b>	440	447	445	440	440	437	437	-3	-0.7%
<b>Total Employment Numbers</b>	50,595	52,479	52,137	52,014	52,976	54,081	54,794	4,199	8.3%

Source: SEMCOG 2045 Regional Development Forecast

### Residence One Year Ago \*



\* This table represents persons, age 1 and over, living in City of Rochester Hills , City of Rochester from 2011-2018. The table does not represent person who moved out of City of Rochester Hills , City of Rochester from 2011-2018.

Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates

### SEMOG 2015 Land Use

SEMOG 2015 Land Use	Acres	Percent
Single-Family Residential	9,948.1	42.3%
Multi-Family Residential	1,418.9	6%
Retail	576	2.5%
Office	337.9	1.4%
Hospitality	54.4	0.2%
Medical	232.7	1%
Institutional	1,068.3	4.5%
Industrial	978.7	4.2%
Agricultural	38.6	0.2%
Recreation / Open Space	2,916.1	12.4%
Cemetery	128.2	0.5%
Parking	64.2	0.3%
Extractive	28	0.1%
TCU	3,378.1	14.4%
Vacant	1,986.9	8.5%
Water	337.9	1.4%
Total	23,493	100%

Note: Land Cover was derived from SEMOG's 2010 Leaf off Imagery.

Source: SEMOG

## **Demographic Conclusions:**

- Our community is highly educated with 96% of our population graduating from high school and over 80% having some college.
- The largest age groups are those in the range of 24-54 with retirees in the next fastest growing sector. Population growth has leveled off.
- Less than 30% of households have children.
- The majority of household income is over \$60,000 per year
- There is not a high level of turnover in homes. Our residents remain in their homes for several years.
- The largest job sectors are healthcare, leisure and hospitality, and retail.

# Museum Expense and Revenue Sources

The long-term success and stability of the Rochester Hills Museum will be reliant on creating stable, consistent, and multiple income streams.

The Rochester Hills Museum provides a wide range of programs that creates various revenue sources, as well as numerous donor programs such as memberships, capital campaigns, and annual appeals. These sources of income include:

	<b>Rochester Hills Museum Annual Budget allocation from the City of Rochester Hills:</b>
2017	\$ 661,449
2018	\$ 809,377
2019	\$ 899,419

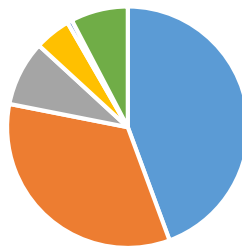
<b>User Based Revenue Sources</b>	<b>2017</b>		<b>2018</b>		<b>2019</b>	
Wedding Ceremonies and Receptions	37%	\$50,875	39%	\$55,175	32%	\$41,850
Museum Programs and Events	36%	\$49,000	36%	\$50,124	42%	\$55,074
Private Rentals	10%	\$13,800	11%	\$14,476	8%	\$10,850
Photography fees	7%	\$ 9,090	6%	\$ 8,238	7%	\$ 9,525
Museum admission	5%	\$ 7,608	5%	\$ 6,387	5%	\$ 6,010
Museum store	3%	\$ 5,020	2%	\$ 3,274	1%	\$ 809
Concessions Sales (Pumpkin Festival)	2%	\$ 317	1%	\$ 2,023	2%	\$ 3,185
Cranks Catering Payment	0		0		3%	\$ 3,542
<b>Total</b>		<b>135,710</b>		<b>139,697</b>		<b>130,845</b>



Funding sources for the Rochester Hills Museum operations come from the following sources:

Source	Future Potential
Rochester Hills Tax Support	This will remain the largest source of income for the Museum operation and remains stable as long as the local economy and political climate remains stable. One option to improve financial stability is to seek a voter approved operating millage to more clearly define a long term funding source and provide long term funding stability.
Community Collaborations	Collaborate with neighboring communities to provide similar services.
Grants	Nearly all grants received by the Museum have been for capital improvements/artifact acquisition. Grants are rare that will cover general Museum operations.
Donations	Private donations are accepted in numerous ways and collaborations with the Community Foundation and establishment of the Museum Foundation have created the appropriate structure for accepting donations. The challenge remains engaging donors in a significant way to support the general operation of the Museum and increasing the number of donors and the amount donated.
User Based Revenue Sources	This will be a significant opportunity to increase Museum revenue to offset operating costs. Fees have to be carefully set to help generate revenue while also making the Museum available and accessible to all members of our community. Target is to provide 20% of Museum operation.

## 2019 Rochester Hills Museum Earned Revenue Sources



- Museum Programs and events
- Private rentals
- Museum store

- Wedding events
- Museum admissions
- Photography fees

# Rochester Hills Museum

## Private Donation Funds Management

### *Community Foundation of Greater Rochester*

The Rochester Hills Museum has maintained charitable funds at the Community Foundation of Greater Rochester since 1991. Community foundations are one of the fastest growing sectors of philanthropy in the United States. They build and strengthen communities by enabling many donors to create permanent endowment funds to meet charitable needs now and long into the future. For a very small percentage of our donated funds, the Community Foundation of Greater Rochester provides acknowledgment letters to donors and they provide an investment strategy. On behalf of the Museum, the Community Foundation can accept gifts of various sizes and types from private citizens, local corporations, other foundations and government agencies, as well as gifts of real estate, publicly traded and closely held stock, artwork, and insurance.

More than a million charitable dollars, supporting numerous charitable projects, have been donated to the Museum through the Community Foundation to support our operation and to lessen our dependence on public funds. The Rochester Hills Museum maintains the following funds:

- **Endowment Fund** was established in 1991 and allows only the interest on our investments to be used by the Museum. Since this fund was established, all earned interest has been rolled back into the principal in our attempt to create a more substantial financial return. It is our intention that the interest from this fund will provide financial support for the Museum operation in the future. Donors to this fund receive a federal tax credit and a Michigan tax credit.
- **Non Endowed Income Fund** was established in 1991. This fund allows donors to support projects where the Museum can use the full amount of the donated funds. Donors to this fund receive a federal tax credit but do not qualify for the Michigan tax credit because this is not an endowed fund. The amount in this fund varies from year to year as the Museum identifies projects, accumulates savings and dividends to support it, and then expenses the funds.

*Example of use include the adaptive reuse of the Calf Barn where \$808,000 was donated to this fund for twenty years by 80 donors and then expensed to complete the project over three years.*

- **Membership Fund** was established in 2005. All membership funds are invested in an income fund allowing the full amount of the funds to be used to support museum projects, events, and operations. *Example of use include donations from sponsors to support Museum programs such as Wet and Wild Wednesdays, Stone Wall Pumpkin Festival, and to print special issues of the Museum newsletter. These funds are also used to supplement building preservation projects.*
- **Collections Fund** was established in 2006 and collects funds specifically to support the Museum archives and collections.

*Example of use include grants received to replace wallpaper, clean and repair artwork and sensitive textiles, and add window shades.*

*We will continue to look at merging and streamlining accounts to provide the best return on our investments.*

<b><i>Fund Name</i></b>	<b><i>2017</i></b>				
	<i>Balance</i>	<i>Number of Donors</i>	<i>Amount Donated</i>	<i>Expenses</i>	
<i>Endowment Fund</i>	\$471,718	135	\$ 26,447	\$ 13,132	<i>Signage, Calf Barn, Programs</i>
<i>Non Endowed Fund</i>	\$108,481	220	\$ 38,844	\$ 4,167	<i>Programs</i>
<i>Collections Fund</i>	\$ 3,381	6	\$ 1,120		<i>NA</i>

<b><i>Fund Name</i></b>	<b><i>2018</i></b>				
	<i>Balance</i>	<i>Number of Donors</i>	<i>Amount Donated</i>	<i>Expenses</i>	
<i>Endowment Fund</i>	\$454,672	20	\$ 5,550	0	
<i>Non Endowed Fund</i>	\$140,353	275	\$ 66,115	\$ 32,498	<i>Exhibits, Programs, Publications</i>
<i>Collections Fund</i>	\$ 9,057	31	\$ 5,743	0	

<b><i>Fund Name</i></b>	<b><i>2019</i></b>				
	<i>Balance</i>	<i>Number of Donors</i>	<i>Amount Donated</i>	<i>Expenses</i>	
<i>Endowment Fund</i>	\$460,853	19	\$ 3,248	\$ 60,000	<i>Exhibits</i>
<i>Non Endowed Fund</i>	\$149,669	400	\$116,634	\$104,961	<i>Exhibits, Programs</i>
<i>Collections Fund</i>	\$ 3,931	20	\$ 2,645	\$ 7,805	<i>Window shades</i>

## ***The Rochester Hills Museum Foundation***

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In addition to the Community Foundation of Greater Rochester, the Museum has established the Rochester Hills Museum Foundation. This Foundation was established in 2012 to allow the Museum to be eligible for various grants from private charitable sources that require the Museum to be affiliated with a charitable foundation outside of the Community Foundation of Greater Rochester. The Museum Foundation Board was established as a nine member Board to operate and oversee this foundation:

- 3 members appointed by their position – Mayor, City Council Representative, City Chief Financial Officer
- 3 members appointed by City Council
- 3 Members appointed by the Mayor

### ***Mission***

The mission of the Rochester Hills Museum Foundation is to further the educational programs and purposes set forth by the Rochester Hills Museum at Van Hoosen Farm.

### ***Purpose***

The Foundation shall raise funds to promote and assist in the development of the Museum's educational activities and programs and include the development of broad public, private and volunteer support, identify and make grant applications, and shall aid in the securing of gifts supportive of the Museum's educational programs, exhibits, events, and collections.

The Foundation shall also seek to make the Museum's resources more accessible to the public and to promote historic preservation in Rochester Hills and the surrounding area that benefit from the Museum's educational operation.

# Museum Division Recommendations

## Building and Facilities Plan

The Rochester Hills Museum at Van Hoosen Farm building complex will strive to recreate the accurate depiction of the Van Hoosen Farm at its peak production utilizing a photograph when it was featured on the cover of *Briggs Assembler* Magazine in November 1942. The long-range objective is that each of the buildings in this image will be built on the original location and with the same architectural features in order to provide visitors with a contextual relationship of each building on this world-class farm. This is consistent with all previous long-range master plans for this historic site.

This Division Plan will serve as a guide towards the development of the Museum complex by creating facilities that are:

- Historically accurate
- Functionally sound and operationally flexible in supporting the Museum operation
- Contribute to the broad goals of providing educational, cultural, and recreational programs to our community

Preserve Stoney Creek Village Historic District – listed on the National Register of Historic Places, listed on the Michigan Register of Historic Sites, and locally designated through the Rochester Hills Historic Districts Commission

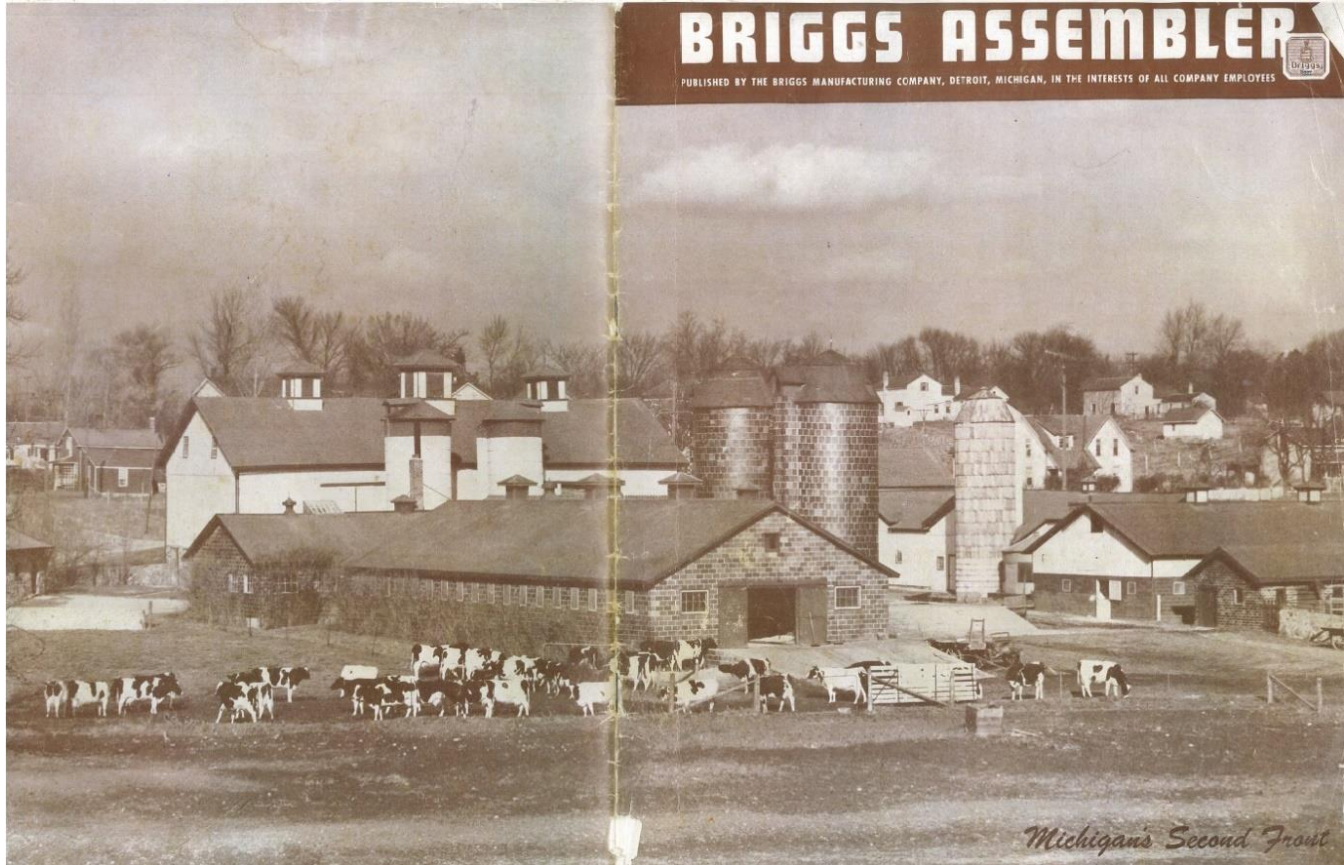
### **How do these original buildings fit together collectively?**

The original buildings at the Van Hoosen Farm site were constructed and placed with specific forethought between 1870-1930. The buildings were planned and located by the Taylor-Van Hoosen families and that planning is part of their historic significance. They create a specific contextual relationship and influence a visitor's experience of the Farm and its operation during the 1920s-1950s. The introduction of non-original buildings should be strongly discouraged, and the accurate reconstruction of the original buildings in their original locations with similar building materials is strongly encouraged. This practice is consistent with the Secretary of the Interior's Standards for Rehabilitation

(<https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>). Conformance with these standards is critical in attracting and/or using federal and state funds and attracting private donations and support.



## How important is the re-creation of the Van Hoosen Farm?



The Van Hoosen Farm is a unique facility that has a unique and significant history in our community, in the State of Michigan, the Midwest, and in the United States. Listed on the National Register of Historic Places since 1972 as part of the Stoney Creek Village Historic District, it is a story of five generations that combines two families, with nationally significant accomplishments by two women scientists. The existing buildings have been adaptively reused, embraced by the community, and are located in one of the most picturesque settings in southeast Michigan. In a community that has lost nearly all of its ties to its strong agrarian past, the Van Hoosen Farm represents a perfect opportunity to tell many stories, through many different uses of primary sources, original buildings, technology, and media to inspire guests, and to contribute to the uniqueness of the Rochester Hills community.

This proposed Division Plan is an attempt to accurately recreate the Van Hoosen Farm buildings and setting while addressing and anticipating community needs for educational, cultural, and recreational programming, archives and collections management, and community events and private rentals.

This need is in keeping with the needs identified in the 2015-2020 City of Rochester Hills Parks and Recreation Master Plan that focuses on several critical areas:

- *Seek a balanced approach toward developing active and passive, indoor and outdoor recreational options within the community (pg. 73)*
- *Link parks, historic sites (Rochester Hills Museum at Van Hoosen Farm), and schools within the system of pathways (pg. 73)*

- *Adhere to Historic Preservation Policies as stated in the Master Land Use Plan for the optimum use of historic properties operated for public use by the City of Rochester Hills (pg. 74)*

## **Proposed Objectives**

<b>Current Use</b>	<b>Proposed Use 2021-2026</b>
<b>The 1840 Van Hoosen Farmhouse</b> Retains many of the original furnishings and stands as a lasting memorial to the contributions and achievements of the Taylor-Van Hoosen families.	Create textile storage and exhibit area in garage space after staff move offices out in March 2021 and move back into Dairy Barn after roof project is complete. This space is already secure and climate controlled. The remainder of the Van Hoosen Farmhouse is not climate controlled.
<b>The 1850 Red House</b> Furnished as an 1850 tenant farmhouse. By 1923, this building was owned by Dr. Sarah Van Hoosen Jones and rented to one of her employees. It represent both Stoney Creek Village and the Van Hoosen Farm.	Outfit the Red House as an interactive space that allows guests to have first-hand experiences with history. Whereas the Farmhouse acts as a repository for family heirlooms, the Red House will rely on a teaching collection of artifacts, understanding that artifacts will be worn out, broken, and replaced over time.
<b>The adaptively reused 1927 Van Hoosen Dairy Barn</b> Hosts permanent exhibits on the history of the Greater Rochester Hills Community, temporary exhibit space, the silo gallery, conference room, Museum store, archival storage and the Museum's business office.	This building will change in operation when the Big Barn is rebuilt. Current Museum office and archive space would become workrooms. Traffic flow for vehicles and guests would change based on proposed new uses and parking.
<b>The 1911 Milk House</b> Restored and is open to the public during Museum open hours and special events (starting in 2020).	Add interpretive panels.
<b>The 1927 Bull Barn</b> Restored and is open to the public during Museum open hours and special events (starting in 2020).	Add interpretive panels.
<b>The Corn Crib</b> Serves as an outdoor classroom supporting the Children's Garden.	No change. When the Tool Shed is rebuilt, its use will have to be reevaluated.

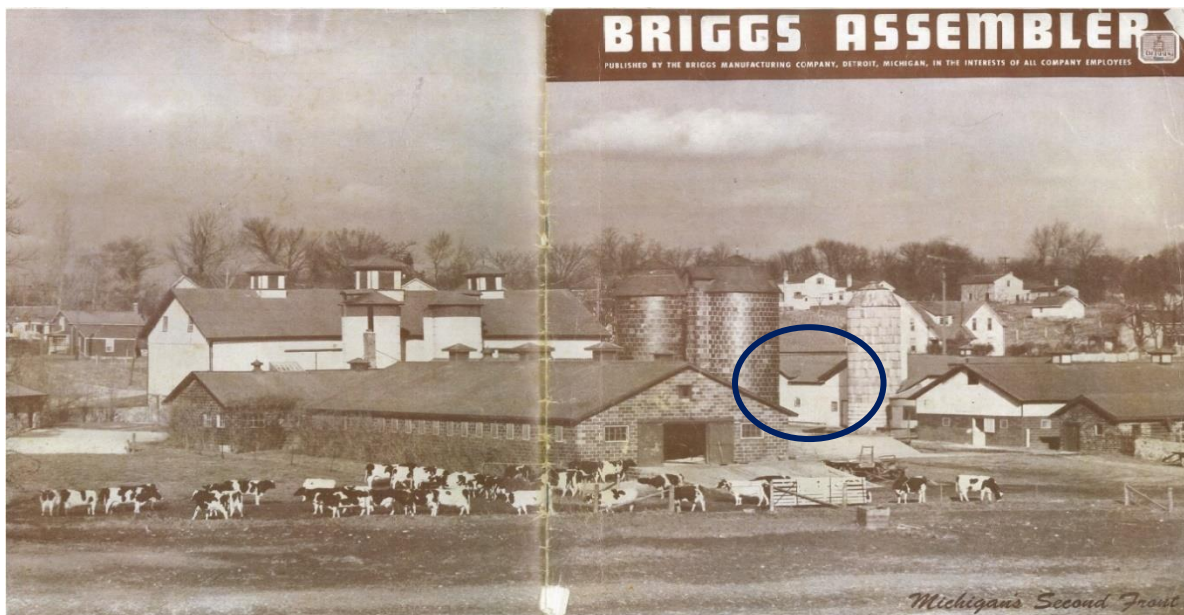
<p><b>The 1927 Calf Barn</b></p> <p>Adaptively reused to host a wide variety of cultural, educational, and recreational programs, various community events, and private rentals.</p>	<p>Calf Barn operation can become more flexible when the Big Barn is built, taking on the role of providing multipurpose space. The Calf Barn would become a space for temporary exhibits, permanent exhibits, and multipurpose space.</p>
<p><b>The Equipment Barn</b></p> <p>Rebuilt in 2020. The lower level will contain local history items and farm equipment that interprets science, engineering, technology and math (STEM). The upper level will contain a workshop and storage area for Museum programs and operations.</p>	<p>No change.</p>
<p><b>The 1848 Stoney Creek Schoolhouse</b></p> <p>Retains the original architecture and furnishings from 1848 when this building was built. The building also has a 1952 addition. This schoolhouse hosts 1,000 students per school year.</p>	<p>The Museum will reach out to neighboring school districts other than the Rochester Community Schools to schedule educational programs. The goal is to use this space as a One Room Schoolhouse, teaching local history and meeting state curriculum objectives.</p>
<p><b>16 acres of property</b></p> <p>Includes gardens, gazebo, pasture, open space, and building foundations bordered by Stoney Creek. The Museum is a park within the Rochester Hills Parks and Natural Resources Department and the grounds are open year round at no charge.</p>	<p>See proposed site plan for additional paved parking and traffic flow.</p>
<p><b>Big Barn (Proposed in 2028)</b></p>	<p>The Big Barn will become the center of the Museum operation with staff offices on the lower level, a large, multi-use area on the first level with full kitchen, and the top floor housing Museum archives. This will allow spaces in the Dairy Barn to be used for other Museum functions and allow the Calf Barn to become a more flexible programming space.</p>
<p><b>Purchase lot in Stoney Creek Village (proposed in 2022)</b></p>	<p>Prevent further infill construction that hampers the preservation of the Stoney Creek Village Historic District listed on the National Register of Historic Places.</p>

# Proposed New Facility Upgrades, Construction, and Land Acquisition Opportunities

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## Short Term Priorities – 2021 – 2026

- ***Provide climate control in the Van Hoosen Farmhouse for the entire building***  
Replace numerous window air conditioning units with a monitored heating, ventilating, and air conditioning system. Currently, only the small garage wing of the building has climate control.
- ***Create textile exhibit/storage space*** in Van Hoosen Farmhouse garage area. This is a climate-controlled area and would creatively store and display the Museum's textile collection and allow the area to interact with Museum guests (see appendix).
- ***Replace asphalt at existing paved parking lots/driveways*** throughout Museum site (see Parking Lot Condition Assessments City Owned parking lots April, 2019 – page16-1).
- ***Remove asphalt from entrance driveway to Van Hoosen Farmhouse*** to retain original appearance of house and historic landscape. Rework entrance/exit to Van Hoosen Farmhouse through existing exit driveway. (See appendix)  
This is intended to improve and more accurately represent the appearance of the Van Hoosen Farmhouse from the road.
- ***Rebuild the tool crib as an outdoor picnic shelter/educational center nestled against the Children's Garden.*** Maintain architectural features sensitive to the original structure.







## **Long Term Priorities – 2026 - 2036**

- ***Create Additional paved parking lot at Dairy Barn (see appendix)***  
Provide an additional paved parking lot to the east of the existing Dairy Barn parking lot to avoid parking in grass areas that are not lighted, are poorly drained, not engineered for parking cars, and not suited for winter use. Parking capacity will be determined based on occupancy of the Big Barn.
- ***Eliminate paved parking area on north side of the Van Hoosen Farmhouse and create a meadow with native plants/agricultural plants to enhance educational program offerings.*** Maintain bike path through this meadow as needed.
- ***Reconstruct the 1872 Big Barn constructed by Joshua Van Hoosen.*** This building will become the main feature and Welcome Center for the Museum complex. It will house the Museum administrative offices on the lowest level, multipurpose community/exhibit space on the second level, and archival space on the third level. It will connect to the Dairy Barn and create a new entrance/lobby for the Museum site, new location for the Museum store, restrooms, and a welcome theater.
- ***Reconstruct the Stoney Creek Baptist Church Building (See images in Appendix)***  
Originally located on the vacant lot next to the Schoolhouse. There are no existing images of this building. The congregation moved to downtown Rochester in 1857 and constructed a church at 401 Walnut Street. Today, the congregation is located at 6377 Orion Road as the First Baptist Church of Rochester. Original size and location would have to be determined through archeological excavation and further historic research.
- ***Purchase the empty lot in Stoney Creek Village to prevent construction***  
The lot at 15-01-352-022 (verify) is an empty lot in Stoney Creek Village that should remain an empty



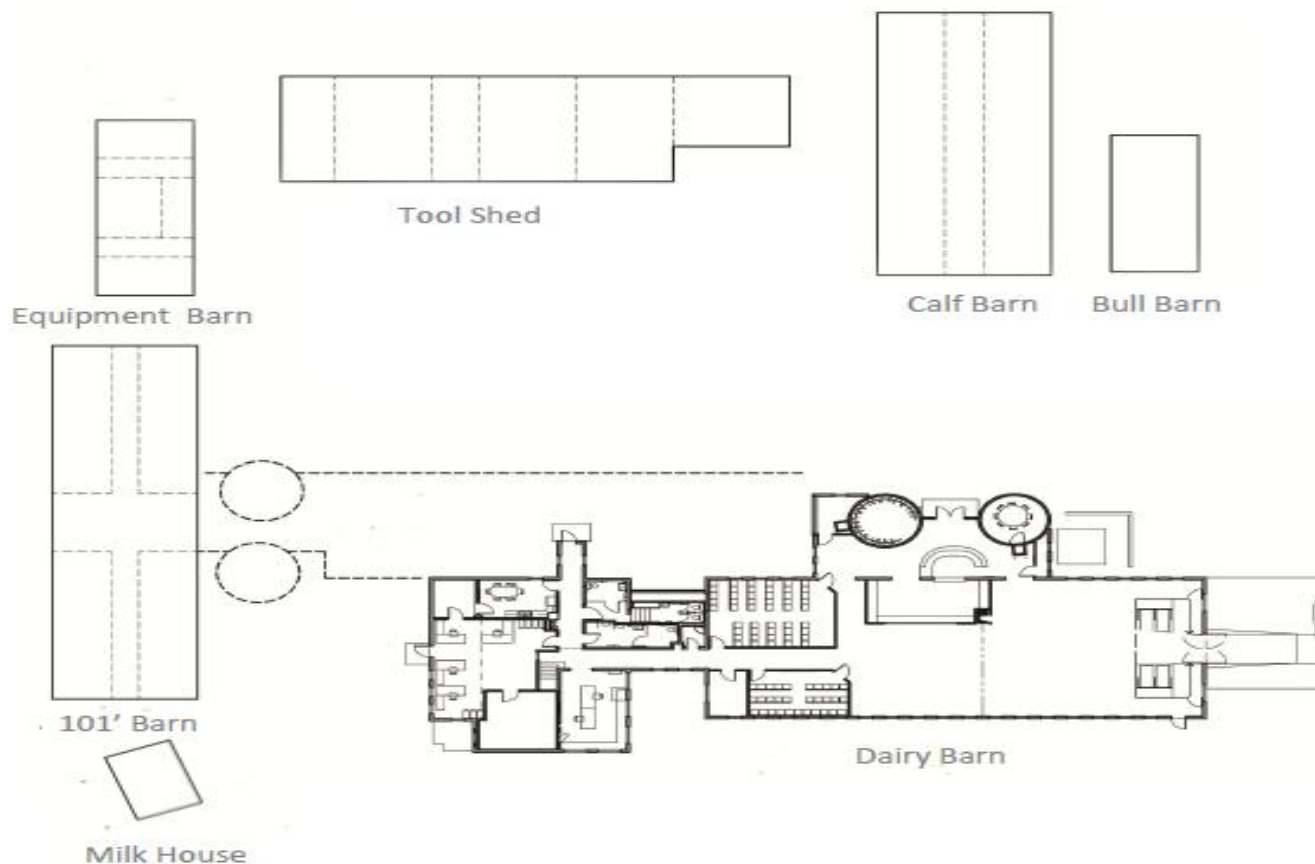
lot to preserve this historic district and prevent a modern residence being built here. Verify whether the City Green Space millage funds can be used for this purchase.

- ***Rebuild summer tea house in the front yard of Farmhouse to replicate the one shown in archival images*** – see appendix

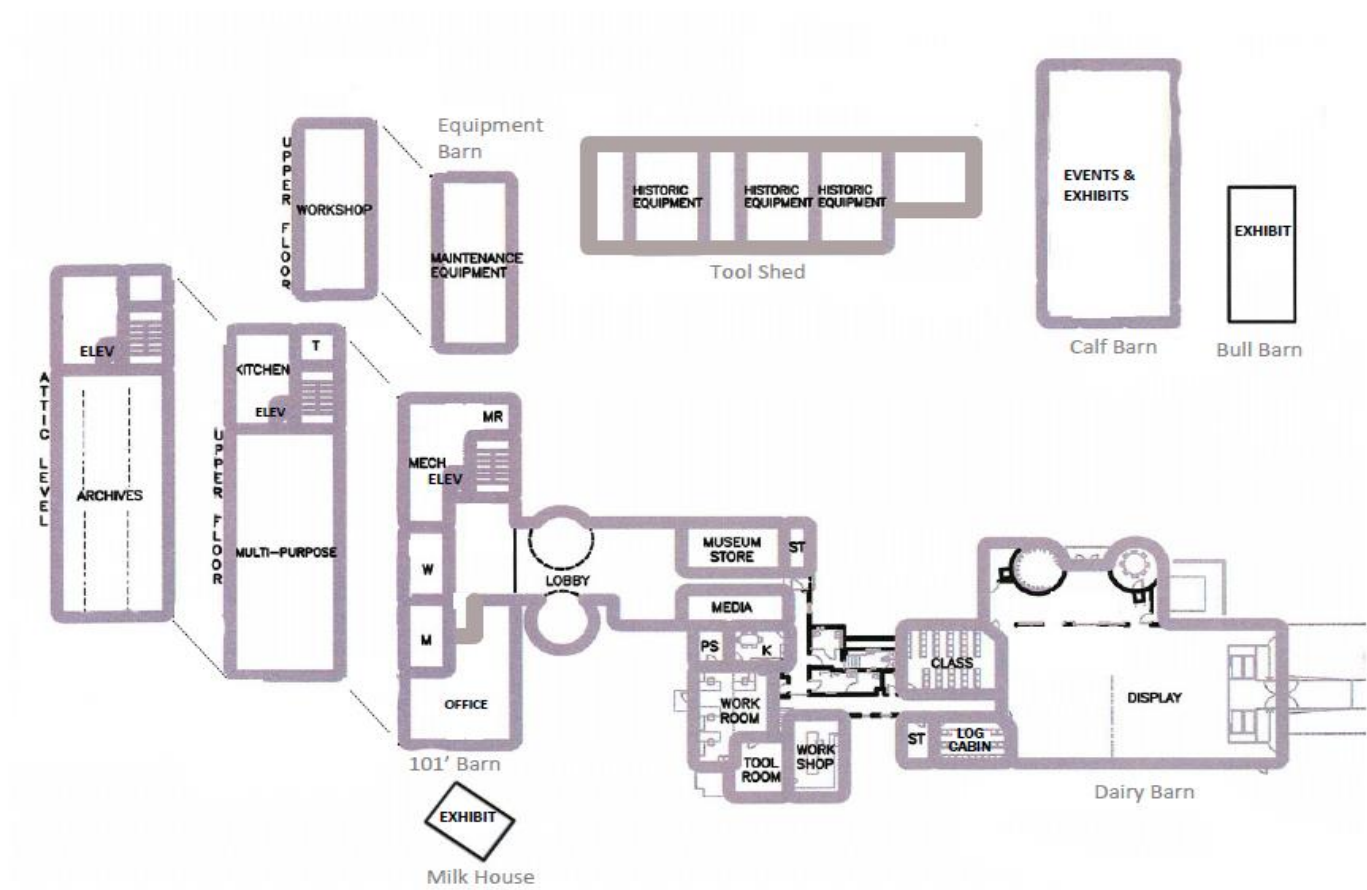


## **Original layout of Van Hoosen Farm Buildings – c. 1916**

Dr. Sarah Van Hoosen Jones' 1916 Master's thesis helps to serve as a guide for the accurate re-construction of the farm and the arrangement of the buildings shown here.



## Proposed Layout and Uses of Van Hoosen Farm Buildings



# Long Range Conceptual Use Plan

For adaptive reuse of existing and reconstructed farm buildings



# Exhibit Plan

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As a 16 acre complex, the Rochester Hills Museum aims to offer the public both permanent and temporary exhibits that cohesively weave together the story of the Greater Rochester region. These exhibits will engage different learning styles, follow the Americans with Disabilities Act (ADA) guidelines, and integrate with the evolving digital environment.

## Permanent Interior Exhibits

Permanent exhibits at the Rochester Hills Museum at Van Hoosen Farm focus on changes over time in the community. As a community that shifted from an agricultural economy to a suburban community, there are many important themes of development. The permanent exhibits aim to embrace these patterns over time by engaging topics such as agriculture, water powered mills, industry, architecture, schools and education, and local families.

**Dairy Barn** – In 2020, Museum staff finalized the main exhibit in the Dairy Barn. Entitled *Pioneer Family - On Van Hoosen Farm*, this exhibit aims to tell the story of the family that settled Stoney Creek Village and lived on this site. It aims to highlight the strong women leaders of the family, as well as community connections. The family was not only a pioneer in the geographical sense, they were also pioneers in the world of medicine, science, and agriculture. A powerful story - the museum aims to add more artifacts and interactives to make this exhibit appealing for all ages, genders, and interests.

The Museum aims to add a new permanent exhibit that addresses the history of the Rochester region. This exhibit theme of commerce and industry will remain consistent, with the ability to swap out artifacts. This in essence, makes it a temporary exhibit as well, allowing Museum staff to highlight various artifacts that align with monthly themes, current events, and fundraising initiatives.

**Milk House-** With the completion of the Equipment Barn, this space will be open for public viewing. The Milk House will serve as another venue to teach agricultural history. Family stories and artifacts, such as dairy products, will be used to tell the history of the evolution of the dairy industry. The detail of this exhibit is limited by the fact that it is unsupervised, lacks security monitoring, and is an open space with no temperature or humidity control.

**Bull Barn-** With the completion of the Equipment Barn, this space will be open for public viewing. The Bull Barn will serve as a venue to teach agricultural history. Through interpretive panels, visitors can learn about animal genetics and different breeds of animals and the Van Hoosen Farm's role in international breeding operations. The detail of this exhibit is limited by the fact that it is unsupervised, lacks security monitoring, and is an open space with no temperature or humidity control.

**Equipment Barn-** The lower level will contain local history items and farm equipment with accompanying interpretive panels that explore science, technology, engineering, and math (STEM).

**Stoney Creek Schoolhouse-** The schoolhouse currently has an exhibit of artifacts housed in a glass case, illustrating the history of one-room schoolhouses and the local school district. The Museum aims to add to the interpretive value of these primary resources by adding interpretive panels that will provide the audience with a foundation for exploring the artifacts.

**Red House-** This building is already used as an immersive exhibit space, allowing school students to interact with the past by performing chores and playing games. The Museum aims to continue to refurbish the house,

creating the option of opening to the public as a self-guided experience. This means creating minimalist style panels that invite the visitors to interact and guiding them with basic historical knowledge, without detracting from the immersive experience of being in a historic building. Ex: Allowing visitors to lay on a rope bed, fluff or stuff the mattress, or complete household chores – 1850's style.

## **Temporary Interior Exhibits**

Whereas permanent exhibits aim to embrace larger historical narratives, temporary exhibits allow for a more in-depth, narrow look at different local topics. Temporary exhibit space also allows us to connect to and support local organizations by housing their travelling exhibits.

- **Location: Red House** - In the summer when school programs are not running, the Red House can house temporary exhibits in the living room or upper bedroom. The living room is ideal, as this area would be more handicapped accessible than the second floor.
- **Location: Big Barn** - This gallery space can be used for rotating temporary exhibits with balanced private event rentals in the Calf Barn.
- **Location: Farmhouse** - The Farmhouse serves as a space to highlight family artifacts and tell unique stories, giving visitors something new to explore each time they visit the museum.

## **Permanent Exterior Interpretive Exhibits/Signs**

The Museum acknowledges that not all visitors are on site to learn history, but rather, they visit us to enjoy other amenities of our site. We aim to engage these visitors, whether they are photographers, runners, dog walkers, neighbors, or students walking home from school. Permanent exterior signs will be consistent with other interpretive signs in the Rochester Hills Parks and Natural Resources Division and should include QR codes to easily allow us to update the signs with online, current information.

- **Wayfinding/Welcome Sign/Entrance:** As a 16-acre museum complex in the middle of a neighborhood, many guests are confused upon arrival. Some who have not been to the site only associate the schoolhouse with the Museum, as it is the only building you can see from the main road. Other guests are confused by the privately owned building “At the Sign of the Black and White Cow” that is visible on Tienken Road that is not affiliated with the Museum site. There are several main entrances to the Museum grounds. Pedestrians can enter via a sidewalk off a busy road, next to the lower parking lot, or from a modern subdivision where an abandoned road serves as a sidewalk, or along a gravel road, that has no sidewalk. There are two vehicular access points. The Museum proposes to add interpretive panels and/or welcome signs that indicates you are now entering a Nationally Registered Historic site. Drivers are naturally directed towards the Dairy Barn with the driveway layout. Temporary A-Frame signs provide reassurance to visitors they are going to the right building. The Museum aims to find a way to display the Van Hoosen Farm name that blends with the historical accuracy of the site, reserving A-Frames for special events.
- **Then vs Now Panels:** As a way to engage the more passive visitor, the Museum proposes a series of panels of historic scenes of the farm, its buildings, and the people that worked them. These simplistic



panels would help to show changes/lack of changes over time and highlight our historic preservation efforts.

- **Chicken Coops Interpretive Sign:** Dr. Sarah Van Hoosen Jones started her agricultural operation at the Van Hoosen Farm by raising 1,000 single comb, white leghorn chickens. One of her research papers was *The Silkinness of Fowl*. The chicken coops were located along Runyon Road and parts of the concrete foundation are still intact. The chicken raising portion of the Van Hoosen Farm was a significant part of the operation and the foundation ruins need to be preserved and interpreted. The interpretation can discuss how this farm business evolved and changed with changes to the market, profit margins, and long-term profitability.

# Membership Plan

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The funds from the Museum Membership program serve as a revenue stream to support Museum Operations.

The Museum Membership Plan started in 2005 and tax-deductible membership fees are deposited at the Community Foundation of Greater Rochester. Museum Members receive:

- Free daily admission
- Complimentary copies of the annual *Found in Collection* newsletter from our archives and collection
- Complimentary copy of five issues per year and any of our special issues of *The Museum Visitor* newsletter
- Early enrollment for special events
- Monthly email updates regarding Museum events
- Museum store discount

## Membership Levels Include:

Individual: Unlimited general admission for one adult.

Companion: Unlimited general admission for one adult and one guest.

Family: Unlimited general admission for two adults and all children under the age of 18 living at home.

Grandparent: Unlimited general admission for two adults and grandchildren under the age of 18.

Traveler: All the benefits of Family and Grandparent membership, plus reciprocal benefits to 985 other arts, cultural and historical institutions through affiliation with NARM.

Business Partner: Advertisement in *Museum Visitor*, scarecrow at Pumpkin Festival and 10 passes.

Activity in this program has been as follows:

<u>Year</u>	<u>Number of members</u>	<u>Revenue Generated to support the Museum</u>
2017	302	\$ 11,261
2018	329	\$ 12,100
2019	346	\$ 13,280

This Division Plan identifies the potential for annual, sustainable growth in our membership program up to 10% annually for each of the next five years with a goal by 2025 of 500 members. Our programs and events have built a loyal following. Our price breaks for members and nonmembers will make an annual membership appealing for those who want to attend our programs and financially support the Museum. In addition, the Museum is an excellent source of information to community residents who want to learn more about our community's fascinating past and we make this information easily accessible to our members.

This annual increase in membership will allow the Museum to connect to more residents and supporters, in turn creating a source of private funds to support the Museum operation. We will expand membership perks through public programming and we will create an Ambassador/Legacy type membership for large donors. Our Museum members are also key contributors to our Annual Appeal and other special fund raising efforts.

Input from our Young Leaders Circle has suggested that there is interest in a recurring monthly donor level at a smaller amount that young professionals would be able to support – as minimal as \$1-4 per month – creating a long-term connection to our site with a new group of donors, and create a consistent, monthly giving program.

## **Educational, Cultural, and Recreational Program Plan**

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Programs at the Rochester Hills Museum aim to highlight and expand the topics presented by both permanent and temporary exhibits.

### **School Programs**

The Museum has an excellent working relationship with Rochester Community Schools that allows **every first, second, and third grade student to experience our community classroom collaborations.** As the Equipment Barn, Bull Barn, and Milk House open to the public on site, we will install exhibits in each building that correlate with Science, Technology, Engineering, and Math (STEM) curriculum.

Our current staffing level of paid and volunteer staff is at maximum capacity for providing these programs. We currently host 4,220 students each year.

*With additional paid and volunteer staff, we could reach out to neighboring school districts, as well as private and home school students to round out the school calendar and to fully utilize the Stoney Creek Schoolhouse. We could also reach out to middle school and high schools to allow the Museum to provide onsite programs in the schools with either in person or virtual programming.*

*While our site has the capacity to host these students, Museum staffing levels will have to increase in order to meet this opportunity.*

### **Public Program Offerings**

The Museum currently hosts a wide range of programs that allows us to attract a broad range of interests, provide information on a wide variety of topics, and provide programming that can address current events and relevance in our community. Our aim is to maintain a diverse offering, while adding events for young adults. A sampling of current programs and attendance is as follows:

February Film Festival (120)  
Cabin Fever Lecture Series (March) (120)  
Brown Bag monthly Lunches in  
collaboration with the Rochester –Avon  
Historical Society (50)  
Smart Town Lectures (30 each program)  
Rochester Grangers Vintage Base Ball  
Matches (500)

Gardening in collaboration with the  
Rochester Garden Club  
Summer Camps (100)  
Wet & Wild Wednesdays in July (5,000)  
Children's Garden Programs (100)  
Stone Wall Pumpkin Festival (3,000)  
A Visit with Santa (250)  
An Old Fashioned Christmas (150)  
Bike tours of Rochester (100)

*We will be able to maintain this programming level but will not be able to expand program offerings unless we add paid and volunteer staff to help coordinate and safely staff programs and events.*

## **Outreach Program Development**

The Museum provides a wide range of local history topics that are available for off-site learning experiences for community service groups and classrooms. Topic offerings will continue to be expanded and updated allowing us to connect to a wide audience in our regional community.

*With additional staff, outreach can also expand to create connections at local fundraisers, fairs, celebrations, festivals, and other community events. Extra staffing helps expand the Museum support base, and allows us to connect to a broader audience.*

## **Scouts Program Development**

The Museum already supports Eagle Scout projects each year on site. In addition, the Museum will work with local Girl Scout and Boy Scout leaders to develop programs and volunteer opportunities. This will create a connection to a new generation of visitors, while promoting the important role of being an active citizen.

*Our current staffing level only allows us to complete 2 Eagle Scout projects per year.*

## **Expand Open Hours**

In an effort to be as accessible as possible, the Museum is currently open only on Fridays and Saturdays for 12 - 3 pm.

*With additional staff, we can expand our open hours for drop in tours.*

## **Volunteer Program**

The Museum aims to build the pool of volunteers that support our operation and provide assistance with all aspects of public programming and Museum operation. This includes developing educational opportunities and programs for educating and entertaining volunteers. We want to offer unique learning experiences year round through staff led tours and presentations. We will continue to seek educators from the retired teachers in the Rochester Community Schools and market our needs and opportunities throughout the community.

Over the past three years, we average over 6,800 volunteer hours each year.

*A vibrant volunteer program is crucial in allowing us to meet the opportunities we have proposed. Our volunteer base will be a crucial link in supporting our staff and determining the extent of the ideas proposed in this plan that can be implemented.*

# Archives and Collections Plan

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The Museum aims to improve and expand archival operations to better collect, preserve, and share the history of the Taylor/Van Hoosen family and the greater Rochester Hills community.

## **With our existing part time staff and volunteers we can complete the following:**

- Create textile storage and exhibit area in the garage space that is already secure and climate controlled
- Redesign archival work space in the Dairy Barn to accommodate more volunteers and researchers
- Continue to process the backlog of unprocessed items. We currently have approximately 50 boxes of unprocessed items
- Complete preservation projects in the Van Hoosen Farmhouse prioritizing the following:
  - Hospitality plaque conservation
  - Sarah's bedroom wallpaper reproduction
- Continue digitizing Museum's collections prioritizing the following collections:
  - Local Newspaper Collection
  - Archival Photos Collection
  - Address Collection
- Continue making digitized collections available online using the Oakland County Historical Resources as our online archive website and allowing us to collaborate with other museums, historical societies, and libraries in Oakland County
- Update the *Archives and Collections* section of the Museum's website to create a research hub containing:
  - Collection finding aids
  - Links to online resources
  - Research instructions
- Share collections and local history with the annual archives newsletter, *Found in Collection* and articles on the Museum's website

## **With a full-time Archivist, we would be able to do the following:**

- Leverage additional work hours through the coordination of various volunteers, seasonal and intern staff
- Catch up on a 10-year backlog on accessioning items
- Develop a preservation/risk management program to identify potential risks to collection items and storage areas. This will include activities such as the following:
  - Conduct a preservation assessment and develop a preservation strategy
  - Weekly monitoring of collection storage areas



Complete a full collections inventory every two years (this has never been done in the past 42 years)

Refold textiles every year

- Actively collect and document City of Rochester Hills history by working with City departments and staff to identify appropriate material to add to the Museum's collections
- Develop and promote community collecting initiatives to create a more diverse local history collection and connect with local residents
- Create an initiative to teach and assist local businesses and organizations how to preserve their own history
- Establish annual fundraising campaigns to obtain funds for preservation projects and grow the Collections Fund at the Community Foundation of Greater Rochester
- Offer open research hours, inviting local students and general public to conduct supervised research in the archives
- Create and conduct "Behind the Scenes" tours of archival storage areas, once we complete a re-organization.
- Pursue acceptance of the Congressman William S. Broomfield Collection
- Collaborate with the Rochester Hills City Clerk to provide archiving assistance for City records
- The ability of this position to leverage additional hours through various interns and volunteers is **significant**
- The deficiencies in our lack of archival staff, archival storage facilities, collections policies and procedures, professional development of all staff, and collections documentation were the main reason we were not successful in our accreditation application
- Lastly, this part time position has been successful applying for and administering grants to preserve our operations – installing wallpaper, acquiring artifacts, researching and writing new publications – and a full time position will be able to generate additional funding to protect our community assets

# Operations Plan

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## Proposed Operational Initiatives

### **Open on Sundays for public drop in tours March – December**

**Target Date April, 2022**

Open the Museum for drop in tours Fridays – Sundays, from March – December to accommodate drop in visit times and to address operational issues identified by the accreditation process.

- *Add part time paid position* to support this initiative and expand community programming during open hours including an artist in residence program.

### **Pursue self-assessments through the American Association for State and Local History (AASLH) and the American Alliance of Museums (see appendix)**

**Target Date – STEPS Assessment completed April 2022**

### **MAP Assessment**

**October 2022 Target Date – TBD based on the Assessment process**

- The Museum's accreditation application in 2014 was denied for various operational deficiencies listed in the appendix.
- Pursue self-study and on site evaluation of Museum operation through Museum Assessment Program (MAP).
- Pursue Standards and Excellence Program for History Organizations (StEPs) self-assessment program through the American Association for State and Local History (AASLH)

### **Initiate Endowment Fund Campaign**

**Target Date to start - May 2022**

- Raise adequate endowment funds over the next 15 years to support 25% of the Museum operation and to reduce dependency on public tax dollars. The initial estimated goal is \$1.75 million.
- This fundraising effort needs to be financially supported with professional fundraising assistance.

## **Increase Museum Membership**

**Target Date - Ongoing and meeting the 10% annual increase target every year 2021-2026**

- Increase Museum Membership by 10% every year for the duration of this plan. This includes retaining existing members and adding new members at all levels – individual, individual plus, family, business, Traveler and Legacy.

## **Increase Museum sponsorships, partnerships, and private support**

**Target Date – Ongoing with every event**

- Create partnerships and collaborations with our business community to financially support events and operation
- Create partnerships with neighboring communities to provide archival and programming services

## **Increase Fundraising**

**Target Date – Upon approval of this plan**

- Empower the Museum Foundation Board to be a strong, effective fundraising component that supports the Museum operation
- Develop Museum Foundation Board Fundraising Plan with objectives and accountability

## **Private Rental and Community Use of Museum Buildings and Grounds**

**Target Date – Ongoing**

- Market the Museum site as a premier location for family and community events.

# Conclusion

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The 2021-2026 Rochester Hills Museum at Van Hoosen Farm Division Plan provides short and long-range goals for the continued evolution and development of the Museum complex. There are parts of this plan that can be accomplished by in house staff – while other portions will take partners, coordination and planning that will be years in the making.

Forty years ago, the Museum existed as just the Van Hoosen Farmhouse and the surrounding 3.5 acres. Over 40 years later, with support from a broad section of our community, this Museum now welcomes over 50,000 guests per year and hosts a wide range of cultural, educational, and recreational programs.

Our goal is to have a positive and powerful Museum experience for every single resident and visitor to our site – from an exhibit that provides fascinating information, to a story that provides inspiration and hope.

The Van Hoosen story is about life, it's about death, it's about hope, it's about dreams, it's about taking risks, it's about having faith, it's about family, it's about community, and it's about supporting one another. It is a relevant story even today.

This Division Plan challenges us to meet the needs of our community for generations to come. It is a daunting task, but one that has not held us back in the past. Bold ideas attract bold people.

Let's get started.

# Appendix

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## Accreditation

<https://www.aam-us.org/programs/accreditation-excellence-programs/accreditation/>

As the museums field's mark of distinction since 1971, accreditation offers high profile, peer-based validation of your museum's operations and impact. Accreditation increases your museum's credibility and value to funders, policy makers, insurers, community, and peers. Accreditation is a powerful tool to leverage change and helps facilitate loans between institutions.

Accreditation is based on the Core Standards for Museums.

Two questions guide every accreditation review:

- How well does the museum achieve its stated mission and goals?
- How well does the museum's performance meet standards and best practices as they are generally understood in the museum field, as appropriate to its circumstances?

The accreditation process is centered on self-study and peer review and takes 8-16 months to complete and should be done every ten years.

## American Association for State and Local History (AASLH) – Standards and Excellence Program for History Organizations (StEPs)

StEPs is AASLH's self-study, self-paced assessment program designed specifically for small to mid-sized history organizations. Through a workbook, online resources, and an online community, the organizations enrolled in StEPs review their policies and practices and benchmark themselves against national museum standards.



## **Museum Assessment Program**

Since its inception in 1981, the Museum Assessment Program (MAP) has helped more than 5,000 small and mid-sized museums of all types strengthen operations, plan for the future, and meet standards.

Through a one-year process of self-assessment, institutional activities, and consultative peer review with a site visit and recommendations, your museum emerges with:

- Greater alignment of activities, mission, and resources
- Analysis of its strengths, weaknesses, and opportunities
- Prioritized road map for improving operations and meeting standards
- Practices benchmarked to standards
- Enhanced credibility with potential funders and donors
- Improved communication between staff, board, and other constituents
- Expert advice, recommendations, and resources
- Increased capacity for strategic planning
- Preparation for core document verification, accreditation, and reaccreditation.

MAP offers five different assessments to choose from:

- Organizational (Last completed by Rochester Hills Museum in 1989)
- Collections Stewardship (Last completed by Rochester Hills Museum in 1993)
- Community & Audience Engagement (Last completed by Rochester Hills Museum in 2001)
- Board Leadership
- Education and Interpretation

## **The Stoney Creek Baptist Church**

Spiritual life

“Religion long occupied the minds of the Taylors.” Sarah Van Hoosen Jones

Since patriarch Lemuel Taylor was a “Baptist exhorter,” it is not surprising that one of the community’s priorities was to establish a place of worship. The Baptist Church was formed in June 1824. Reverend Lemuel Taylor and his son-in-law Nathaniel Millerd served as deacons and Orestes Taylor, Lemuel’s son, was the church’s first minister. In 1829, Stoney Creek Baptist Church joined forces with other Oakland churches to form the Michigan Baptist Association.

Villagers met at each other's homes until a Baptist church was built in 1833 on the east end of the village on Washington Rd. The church had arched windows and boasted "more than ordinary work of the sash-maker." Unfortunately, by 1857, the building was falling apart and the congregation decided to move to Rochester, leaving behind an empty building that was vandalized. Today, this congregation has become the First Baptist Church of Rochester located on Orion Road in Rochester Hills.

Baptist was not the village's only religious denomination. In 1858, there were enough Methodist villagers to request a circuit minister and a permanent Rochester and Stoney Creek circuit formed in 1859. Meetings were held in the Baptist church, both denominations sharing time and space. In 1860, the faithful bought and repaired an old dwelling as a parsonage, however, in July 1866, the Methodist parsonage and all its contents burned. The congregation moved to Rochester in 1867.



### **Images of Van Hoosen Farmhouse Driveway – Proposal for Improvement**

The Van Hoosen Farmhouse driveway was historically a very narrow driveway consisting of a pea pebble material. Over the years, the driveway was asphalted and handicapped accessibility added in front of the house detracting from the appearance and historic nature of the site as you consider the narrow opening in the stone walls.

This Plan suggests removing the asphalt from the driveway in front of the house and returning it to its narrow appearance based on archival images. Also, remove the lower parking lot asphalt and the concrete sidewalk and bollard lighting leading to it. Create a meadow for pollinators where the parking lot used to be and maintain an asphalt pathway through the area for bike riders and pedestrians. Move handicapped parking to the north side of the driveway. Determine a location that does not conflict with the appearance of the house from the roadway.

Address handicapped accessibility issues for those walking to the house from the Van Hoosen Farm side of the

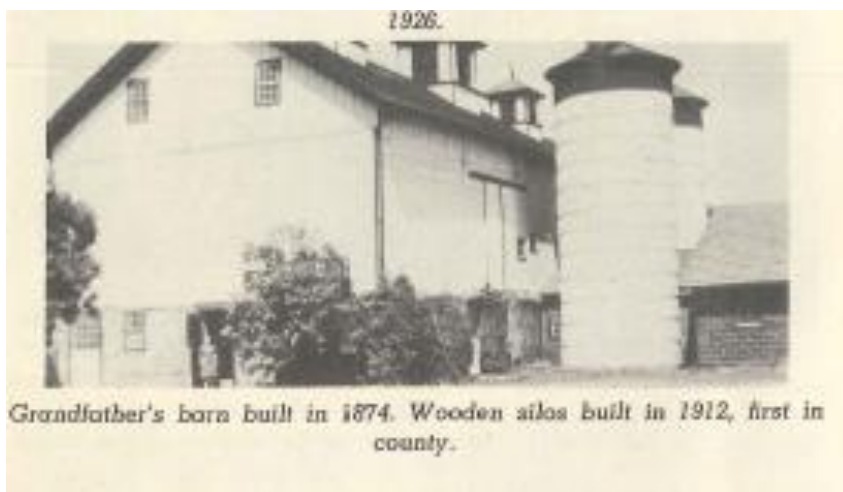
property. Prevent cars driving through the south entrance to the Farmhouse.







## Rebuilding the 1874 Big Barn that burned in 1967







## Rebuilding of the Summer Tea House

There is reference to this in various Van Hoosen Family writings. The goal is to rebuild the structure.

Following the ceremony, the Chapter was delightfully entertained at tea at the home of Mrs. Alice Van Hoosen Jones, and daughter Miss Sarah Jones, at the beautiful Van Hoosen farm. The original part of their home was built in the early part of the last century, and although it has since been remodelled, it still retains its lovely colonial style. A small summer house on the grounds marks the location of the original log house.

The history of this family is a very definite part of the history of Rochester and its surroundings, and so, it is very fitting that they are the sponsors of Avon Township centennial celebration.



Miss Alice Serrell, upper left, with a very young farm store patron. Summer-house, upper right, marks sight of first log cabin built in 1823 by Miss Jones' ancestors. Left center, Mrs. Lester Papke leaving store. Below, in barn doorway, Mary Lou Hoover, Kenneth Krohl, and Caroline and Edwin Rouse, whose fathers are employed there.



End of document.