

Five-Year Strategic Plan



TROY SALE BARN
Operating Corporation
Troy, Pennsylvania

Mission

To preserve and promote Troy's historic agricultural and rural heritage by providing a vibrant gathering place for cultural, historical, educational, and recreational activities.

Strategy

To secure the Troy Sale Barn's future through revenue diversification and succession planning.

Goals

Strengthen role as local promoter of historical agricultural heritage

Increase community engagement and strategic partnerships

Ensure sustainability through succession planning measures

Tactics

Develop and implement educational programs and events in partnership with local agricultural and historical organizations.

Use advertising and outreach to grow awareness of Sale Barn as a versatile event space.

Cultivate collaborative partnerships with local organizations to maximize resources.

Hire a full-time executive director; re-organize board to accommodate operational stage of the barn (volunteer recruitment, creation of specialized committees).