

## Town Hall Process

The New Hampshire Preservation Alliance (NHPA) Historic Building Assessment (HBA) was very helpful in establishing some baseline parameters around the rehabilitation of the Town Hall structure: ten years and \$350,000 at today's prices for specific tasks and initiatives.

But the NHPA was very clear in underlining the need for a **use case** in moving these HBA parameters into the funding phase if grants were to be part of the mix – which they doubtless will need to be.

The October 16<sup>th</sup> Visioning event was helpful in setting out the community sentiment and thoughts that should inform the ultimate push to raise consensus - as well as funding - for the Town Hall.

Not present at the October 16<sup>th</sup> session were several key Town Hall stakeholders – the Town Clerk, the Town Moderator, the Parks & Recreation Director, and the Fire Department, as well as some technical folks who work with them. Conversations with these parties over the past two months has produced another set of concerns and costs (see attached note) which could, if addressed, bolster the use case and help define a top-line campaign number which would encompass both the HBA issues and use-based improvements that could result in a Town Hall that better serves the community and could also start to defray its operating costs through third-party rentals.

And be seen as worthy of third-party grants.

In order to get to that top-line figure, it is probably best to get estimates (or rough estimates) for the tasks that we think are necessary and sensible for achieving our goals. In using the term 'we', I include the Heritage Commission and the Board of Selectmen (BoS), to whom we report.

The first step, it would seem, is to agree the things we need to get estimates on and then to get the BoS to agree to that list. Once we have estimates (not bids) we will have a basis for a fundraising campaign which will get the word out and – we hope - get the money in.

A campaign strategy is also important. With a top-line figure and a plan for the building, we will have a basis for approaching those who can help us raise an amount privately (> 50%?) that will show the public - and grant bodies - that there is a plan and a commitment behind the ask.

1. Agree the improvements list at DHC.
2. Get BoS agreement to the improvements list.
3. Get rough estimates for the agreed improvements.
4. Get a top-line campaign figure.
5. Figure out how to get to 50% of that number.
6. Design a campaign long enough to raise the full amount.

These are some of the steps we need to take before starting a Town Hall Fundraising Campaign.