
THE

HAVILAND CLUB

A GATHERING PLACE

MESSAGE FROM THE STRATEGIC PLANNING STEERING COMMITTEE

Founded in 1997, The Haviland Club is an inclusive and welcoming social club that serves as a meaningful gathering place in the community. The historical integrity of the Farringford House is honored with the utmost importance by our membership and community users, and on-going efforts are underway to preserve the heritage of the building.

As the Haviland Club looks to the future, we felt it was important to engage our members, stakeholders and the community as we carve our path forward for the club.

In the fall of 2022, our strategic planning committee, in collaboration with outside consultants, led a thorough and engaging strategic planning process. Our aim was to bring as many voices as possible to the table to ensure we were collectively mapping the future of the club.

We look forward to working together to continue to open our doors as we aim to be one of PEI's leading gathering places.

THE ENGAGEMENT PROCESS

20 *WHITEBOARD PLANNING SESSION PARTICIPANTS*

7 *EXTERNAL STAKEHOLDER INTERVIEWS*

85 *SURVEY RESPONSES*

7 *MEMBERS OF STRATEGIC PLANNING STEERING COMMITTEE*

FUTURE PATH

VISION

To be PEI's premier gathering place.

MISSION

Protect and preserve historic Farringford House to foster an environment that is inviting for members and community users, in an inspired and sustainable manner.

FUTURE PATH

Our values are the foundation of all initiatives undertaken within the club. Our values will guide our efforts to preserve and grow the Haviland Club.



INCLUSIVE

We endeavour to be an inclusive space for members and community users. We are welcoming, respectful and inviting to all who enter our doors.



SUSTAINABLE

We are committed to maintaining and incorporating financial and environmental practices that foster a viable future for the club and the building.



SOCIAL

We are a unique and special place of gathering. We believe the spirit of the club is built on our members and the community users that access the space.



HISTORICAL INTEGRITY

We take pride in ensuring the historical integrity of the building and property here at the Farringford House.

OUR PRIORITIES

- 1. FINANCIAL VIABILITY*
- 2. INCLUSIVENESS*
- 3. AWARENESS*
- 4. HISTORICAL INTEGRITY*

1. FINANCIAL VIABILITY

WE ARE COMMITTED TO THE FUTURE OF THE CLUB.

To ensure a prosperous future for the club, we aim to maximize targeted revenue streams to foster long-term financial viability. We will do so by identifying opportunities within the club membership and through the community user groups to monetize our space.

THE HAVILAND CLUB WILL:

- Conduct an annual review of the membership base to identify areas for growth.
- Carry out an annual review of membership fee structures to maximize revenue from the membership base.
- Identify areas of improvement to reduce building maintenance and overhead, such as rebates, incentives and grants.
- Continually evaluate fees for building rentals to ensure they are competitive and advantageous to the club.
- Evaluate the structure of the Club to garner charity status to increase targeted corporate donations.
- Continually evaluate pricing structure for all goods and services.
- Identify an annual initiative to increase revenue for the club, such as a capital campaign.
- Set an annual events calendar for the year to increase profitable events.

2. INCLUSIVENESS

WE ARE A GATHERING PLACE FOR ALL.

In an effort to continue to expand membership and increase venue users, we are committed to maintaining an inclusive, open and welcoming environment. This includes gender, racial and age diversity within the club and our activities.

THE HAVILAND CLUB WILL:

- Establish a mentoring program to ensure new members feel comfortable and welcomed when joining the club.
- Actively recruit new members.
- Identify underrepresented groups within the club on an ongoing basis to perform targeted outreach to such groups.
- Reinforce that everyone is welcome at the Haviland Club.
- Track the performance and necessity of membership sponsorship.
- Utilize promotional language that is inviting and inclusive.

3. AWARENESS

WE HAVE AN IMPORTANT STORY TO TELL.

We are committed to targeted outreach pertaining to the history of the club and opportunity for involvement. In order to tell our story, we will focus our awareness around the meaningful role our club plays in our community and the importance of coming together.

THE HAVILAND CLUB WILL:

- Launch an education and awareness campaign to inform targeted audiences of the role of the Haviland Club.
- Effectively communicate the importance of the heritage of the building.
- Review promotional language to ensure effective recruitment tactics.
- Conduct an annual review of brand and advertising activities.
- Create an annual communications plan.

4. HISTORICAL INTEGRITY

OUR HISTORY IS THE FOUNDATION OF OUR CLUB.

We will ensure that the historical integrity of the building and the club are at the heart of our decisions.

THE HAVILAND CLUB WILL:

- Ensure the building is maintained with respect and care.
- Ensure a sufficient budget is allocated for the necessary upgrades and maintenance.
- Celebrate the history of the building inside and outside.
- Continue to make the spaces flexible and versatile for community users and members.
- Identify annual restoration projects that will enhance opportunities for rentals and other uses of the building.

