
Growing into the Future

Gore Place 2026 Strategic Plan



Letter from the Strategic Planning Team

A photograph of several sheep in a barn. In the foreground, a sheep with thick, curly wool is eating hay. Other sheep are visible in the background, some standing and some partially obscured. The barn has wooden walls and metal railings.

Dear Gore Place Stakeholder,

Starting in January 2025, we began the process of introspection, looking at what Gore Place Society represents, its strengths, challenges, and the direction in which the Society should move over the next 5 - 10 years. This resulted in a strengthening of our mission and vision statements and development of a set of four important values to guide our thinking: beauty, stewardship, scholarship, and access. These ideals helped determine a set of priorities and goals for the Society going forward. Our process included tours of our own and other cultural sites and meetings with community partners, staff, and stakeholders - all of which provided input in determining the following aspirations:

1. Engage a larger audience
2. Build financial and ecological resilience
3. Create beauty, art, and community
4. Steward our land, buildings, and collections
5. Grow public awareness

We are excited by our mission and embrace the opportunities inherent in these priorities and goals. We believe that with support from our membership, the community at large, our Board, staff and friends new to Gore Place, we can achieve all of this and more. We look forward to strengthening, enhancing, reinterpreting, and sharing the unique resource that is Gore Place with a growing audience. Join us as we grow into the future!

Most sincerely,

Strategic Planning Committee 2025/2026

Drew Chin, Debbie Dobbins, Kita Reece. Clarence Richardson, and Gavin Kleespies

Vision

Gore Place will be a vibrant center of history and culture that brings people together in creative ways while adhering to the highest standards of stewardship of the property.

Mission

We will continue Christopher and Rebecca Gore's spirit of innovation and appreciation of natural beauty and culture through public programming and events at the Gore's 1806 country estate that encompasses a museum, green space, and working farm.





Values

Beauty – We will preserve, restore, and adapt the beauty of our site as well as create new ways for people to access it through history, art, music, and cultural exploration.

Stewardship – We are caretakers of the landscape, buildings, and collections entrusted to us. We maintain the property as a working farm which preserves traditional livestock breeds.

Scholarship – We produce stimulating programs that build on historical scholarship and local knowledge as well as serving as a resource for the study of decorative arts and architecture.

Access – We are open to all and serve as a resource for the surrounding community.



Priorities and goals

Engage our audience through programs, partnerships, and improved access to our grounds, collections, Mansion, and educational resources.

Build Resilience in our facilities in anticipation of a more volatile environment and in our organization through new income streams and an increasing endowment.

Create beauty, art, and community through fostering engagement with our landscape and buildings.

Steward the land, buildings, and collections while providing a safe and healthy space for staff, members, and visitors.

Grow public awareness and use of our resources.

Engage

Gore place will rigorously interpret history and provide programs, educational offerings, and events to engage members while also offering improved access to our grounds, collections, and Mansion.



Engage

Create Original Programs – A robust and evolving schedule of programs will enhance the relevance of Gore Place. We will keep constituents connected through events such as lectures, living history experience, author talks, farm programs, family events, musical performances, exhibitions, and tours.

Expand Our Research – While the interpretation will remain as the Federalist estate of Christopher and Rebecca Gore, we will research all phases of the property's history including later owners and the stories of the people who have worked on the property.

Celebrate - We will highlight our remarkable collection of antiques. We will use our furnishings and architecture to connect with historians, collectors, and aficionados, and we will partner with organizations that study decorative arts and architecture to share stories of 19th century America.

Improve Access - We will explore ways to make our property more accessible through improved wayfinding systems, signage, and digital resources.

Educate - We will expand our relationships with schools and educators across the region to provide access to New England history.



Build Resilience

Gore Place will adapt our physical site to accommodate a more volatile climate and will build institutional strength through new income streams and by increasing our endowment.

Build Resilience

Manage Environmental Impact - We will study how our facilities handle water, sun, and heat; and how we can prepare for more severe weather and storms.

Explore Energy Alternatives - We will explore options to reduce operational costs, and minimize utility cost fluctuations, and as a part of a sustainability initiative across the property.

Diversify Income - We will use new sources of income to reduce our draw on our endowment and set a goal of using less than 5% per year within five years.

Grow Endowment - We will seek additional endowment gifts to reduce our dependence on earned income and annual gifts. These could include efforts to endow certain staff positions.

Create

We will honor the spirit of the Gores and the remarkable design of Gore Place by creating beauty through art, music, events, exhibitions, and partnerships with creators and innovators.



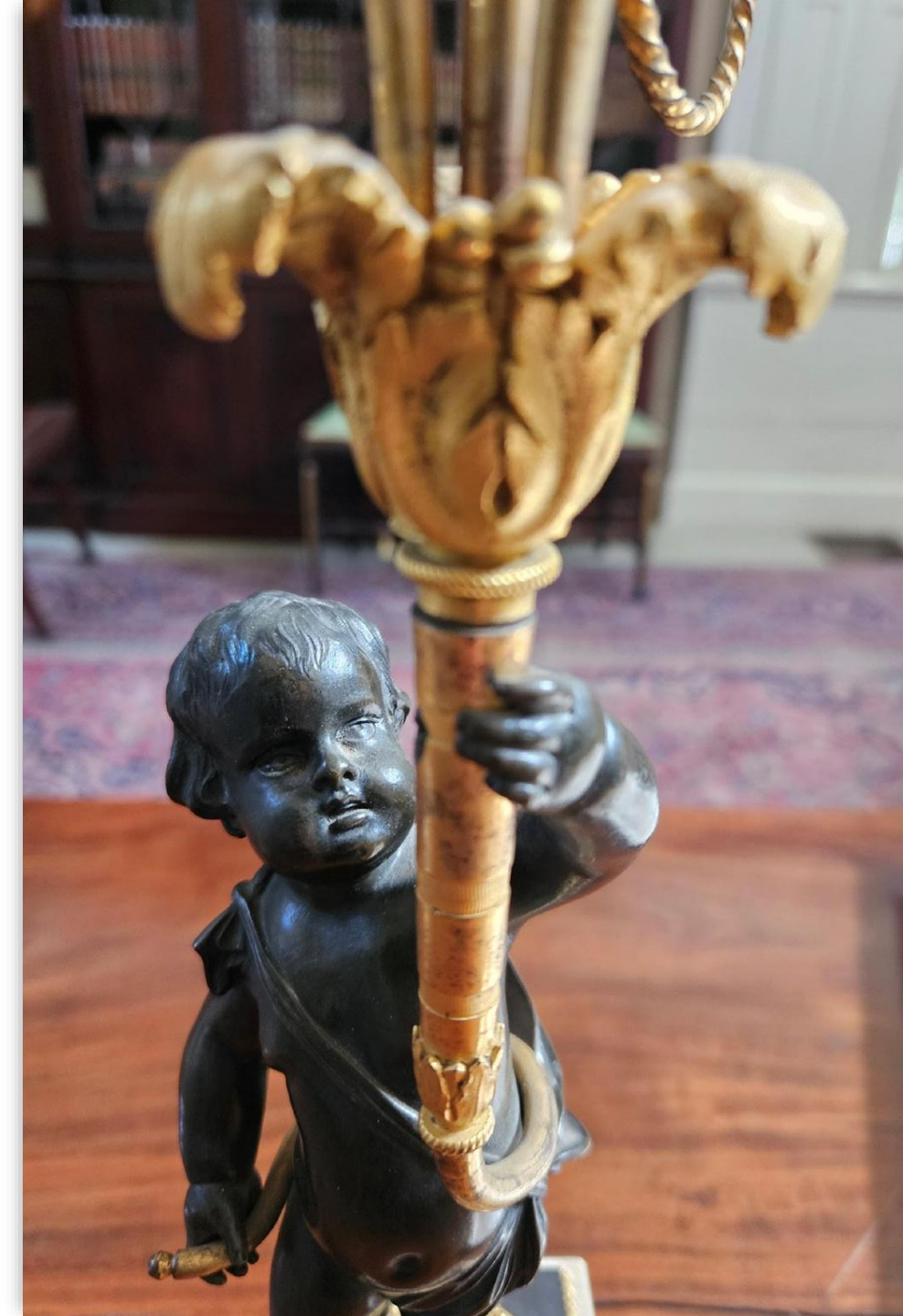
Create

Beauty – Embrace the spirit of Christopher and Rebecca Gore by hosting music performances and art shows throughout the estate.

Innovation – Explore the Gore’s interest in architectural, cultural, and technical innovation by considering new uses of the site such as illuminating architectural elements or temporary installations that transform a space.

Exhibit – Use the facilities, including the grounds and Farm, to host exhibitions or installations.

Collaborate - Work with artists, musicians, and innovators to develop creative uses of our facilities and make our resources accessible in different ways to different people.



Steward

Gore Place will use state-of-the-art technology to ensure future viability of our historic landscape, traditional farm, and collections, as well as the people who care for them.

Steward

Provide Comfortable Conditions – We will provide comfortable conditions for our staff and visitors and will improve our facilities while maintaining the historical nature of the estate.

Ensure Viability - We will provide our livestock with adequate pasture, space, water, and shade.

Protect – We will evaluate the storage of our collections and begin the process of placing delicate items in secure, dry, climate-controlled spaces.

Increase Utilization - A task force will explore and make recommendations for the use of the easternmost 10 acres of land. These recommendations will fulfill a selection of the following goals:

- Expanding the interpretation of the site
- Increasing revenue from a new income stream
- Supplementing the operations of the farm
- Engaging with neighboring communities

Grow

Gore Place will expand its membership to reflect neighboring communities; use the unique site to strengthen our regional presence; and increase our public profile through media and partnerships with businesses, cultural organizations, and government agencies.



Grow

Analyze - We will compile audience statistics for programs, tours, and events to improve understanding of our members and guests.

Target - We will focus on developing audiences and members in Waltham, Watertown, Belmont, Newton, Weston, and other neighboring communities.

Market – We will review our marketing strategy and focus on expanding our recognition in Greater Boston and Metrowest.

Expand - We will attract a broader audience from across the region by hosting events and programs that capitalize on the elegance of the Mansion, the beauty of the grounds, and the charm of the Farm to offer audiences unique experiences.

Partner - We will seek partnerships with cultural organizations including regional preservation institutions, local historical organizations, cultural districts, libraries, colleges, public and private schools, art associations, and museums to help us reach different audiences.

Engage - We will partner with businesses to offer different experiences, attract new audiences, and explore sponsorships.

Our Role in the Community

Our grounds are open to the public for free from dawn to dusk 364 days a year. Countless people walk our property in the spring, picnic in the summer, enjoy the foliage in the fall, and sled in the winter. 10,000 people attend our programs every year, including:

- 6,000 at Sheepshearing
- 1,400 at public programs
- 1,200 take tours of our Mansion
- 700 buy plants at our Plant Sale or books at our Book Sale
- 450 school children visit on field trips
- 300 attend our fundraising events

We host weddings, b'nai mitzvahs, memorials, corporate events, and even a circus while remaining open for the passive enjoyment of the beauty of our grounds by multitudes of guests.

