

## Waterford Foundation 2016 Stakeholder Survey Results

**Response Rate:** Survey sent via email on May 17, 2016 to 1,475 contacts including WF board, staff, “general interest”, local residents (within 60 miles, Loudoun, 20197 zip code, village), members (current and not renewed), and newsletter subscribers. Of those contacts, 253 responded to the survey, 32 opted out of the survey, and 4 bounced. Additionally, a web link was posted on our main web page and notices of the survey and link were posted in the village at Waterford Market, the Post Office bulletin board, the Corner Store and the Old School. Seven responses were received through the web link. A few paper surveys were given to Linda at Waterford Market for those who do not use computers. One paper submission was received. The deadline for submissions via the paper copies was extended to Friday, June 3<sup>rd</sup> because the copies were not made available until May 27, the last day of the online survey.

**Total responses from all sources: 261.**

***The mission of the Waterford Foundation is to preserve the historic buildings and the open spaces of the National Historic Landmark of Waterford, Virginia, and through education to increase the public’s knowledge of life and work in an early American rural community.***

1. Please indicate your connection to the Waterford Foundation, Inc. (Choose all that apply.)

Waterford Foundation member	<b>47.9%</b>	<b>125</b>
Waterford Foundation volunteer	24.9%	65
Waterford Foundation staff member (current or former)	5.4%	14
Waterford Foundation board member (current or former)	16.9%	44
Waterford Foundation donor	<b>44.4%</b>	<b>116</b>
Waterford resident	<b>34.5%</b>	<b>90</b>
event attendee	9.20%	24
vendor/demonstrator/consignor	5.75%	15
area resident	1.53%	4
descendent	1.53%	4
community partner	1.53%	4
visitor	1.15%	3
former member	0.77%	2
former resident	0.77%	2
former volunteer	0.77%	2
admirer, friend	0.77%	2
business partner	0.38%	1
no connection	0.38%	1
committee members	0.38%	1
interested party	0.38%	1

To protect and preserve the Waterford National Historic Landmark, the Waterford Foundation has acquired more than two dozen properties. The Foundation added protective easements to more than half of the acquired properties and sold them. The Foundation still owns 13 properties. Please answer the following questions about what the Foundation should do with its existing properties and new ones it might secure.

2-5. *To further its preservation mission and manage its fiduciary responsibilities, the Waterford Foundation should try to:*

	Buy more and sell	Buy more and keep	Keep existing	Sell some existing
Strongly disagree	6.1%	6.1%	1.4%	13.7%
Disagree	17.5%	14.6%	8.5%	25.1%
Neither	24.1%	24.1%	23.6%	<b>31.8%</b>
Agree	<b>36.3%</b>	<b>38.2%</b>	<b>39.6%</b>	24.6%
Strongly agree	16.0%	17.0%	26.9%	4.7%

It's likely that the Waterford Foundation will continue to own properties in and around the National Historic Landmark. Raising sufficient funds to function as an effective steward of its properties has always been a challenge for the Foundation.

6. *To best maintain and enhance its properties, the Waterford Foundation should find acceptable ways to **make its properties income-producing**.*

strongly disagree	1.9%
disagree	5.2%
neither agree nor disagree	16.0%
<b>agree</b>	<b>56.1%</b>
strongly agree	20.8%

For 70+ years, the Waterford Homes Tour and Craft Exhibit (Waterford Fair) has been a significant fundraising and educational event hosted by the Waterford Foundation.

7. *Which of the following makes you most likely to attend the Waterford Fair? (check all that apply)*

<b>Homes Tours</b>	<b>58.8%</b>
<b>Juried Craft Demonstrators</b>	<b>77.3%</b>
Consignment Crafts	40.8%
<b>Musical acts and other entertainment</b>	<b>53.1%</b>
Reenactments	37.4%
Food vendors	42.2%
Local food and wine vendors	47.4%
<b>History exhibits</b>	<b>57.3%</b>
Art and Photography exhibits	49.8%
I do not attend the Fair because (please specify)	10.0%

8. *In the future, the Waterford Fair should be (choose one)*

smaller	8.4%
<b>the same size</b>	<b>75.9%</b>
larger	15.8%

9. *In the future, the Waterford Fair should have (choose one)*

a wider variety of content	38.9%
<b>the same content</b>	<b>53.7%</b>
fewer offerings	7.4%

The Second Street School living history program has welcomed area fourth graders for more than 30 years to recreate a typical school day in an African-American schoolhouse in 1880.

10. *The Waterford Foundation should create and operate **new living history programs** to be housed in other Foundation-owned properties, such as a science and technology program at the Old Mill or an African-American Heritage Center at the John Wesley Community Church.*

strongly disagree	1.4%
disagree	7.6%
neither agree nor disagree	23.3%
<b>agree</b>	<b>45.7%</b>
strongly agree	21.9%

In addition to saving the historic buildings in the village, a primary goal of the founders of the Foundation was to preserve heritage crafts. The Foundation continues to support heritage crafts during the Waterford Homes Tour and Craft Exhibit (Waterford Fair).

11. *In the future, the Foundation should bolster its support of heritage crafts by **hosting classes in heritage crafts**, such as quilting, weaving, woodworking, blacksmithing, etc.*

strongly disagree	0.5%
disagree	4.9%
neither agree nor disagree	21.4%
<b>agree</b>	<b>49.0%</b>
strongly agree	24.3%

The Foundation currently maintains an Archives and Local History Collection that includes documents, books, maps, images, furniture, household and other items specific to the Waterford area and its history.

12. *It should be a priority of the Waterford Foundation to **share the stories of Waterford** and the artifacts from the archives in rotating and permanent exhibits.*

strongly disagree	0.5%
disagree	1.0%
neither agree nor disagree	12.8%
<b>agree</b>	<b>54.7%</b>
strongly agree	31.0%

13. *The Waterford Foundation has some exciting new program ideas to pursue. Please indicate which programs you would be interested in supporting financially. (check all that apply)*

Adopt-a-building Program	32.1%
The Second Street School Living History Program	35.2%
<b>Heritage Craft Classes</b>	<b>57.0%</b>
Museum quality exhibits	38.8%
STEM education program at the Mill	24.2%
African-American Heritage Center at the John Wesley Church	27.3%
<b>Lecture series on topics such as local history, historic preservation, or heritage crafts</b>	<b>51.5%</b>
Waterford and Loudoun County History Speakers' bureau	27.9%

14. *The Waterford Foundation communicates its mission to preserve, protect, and educate in an effective manner.*

strongly disagree	3.0%
disagree	22.6%
neither agree nor disagree	30.2%
<b>agree</b>	<b>37.2%</b>
strongly agree	7.0%

15. *The Waterford Foundation clearly communicates its priorities and plans to its members.*

strongly disagree	9.1%
disagree	23.7%
<b>neither agree nor disagree</b>	<b>34.8%</b>
agree	28.3%
strongly agree	4.0%

16. *The Waterford Foundation communicates upcoming events in an effective manner.*

strongly disagree	3.0%
disagree	13.5%
neither agree nor disagree	17.0%
<b>agree</b>	<b>57.5%</b>
strongly agree	9.0%

17. *I prefer to learn about the work of the Waterford Foundation from the following sources (check all that apply):*

<b>Website</b>	<b>67.2%</b>
<b>Email</b>	<b>67.2%</b>
<b>Email newsletter</b>	<b>75.8%</b>
Paper mail	13.6%
Print media	18.7%
Facebook	19.7%
Instagram	6.1%
Twitter	4.5%
Posted notices in the village	14.1%
Other (please specify)	3.0%

Other: Greenway signage, newspapers, TV news, RSS feed, local newspapers, board meetings