



SAVING HISTORIC PLACES

2020 STRATEGIC PLAN

OBJECTIVES				
Champion the Value of Preservation in Oregon	Remove Barriers to Restoration & Reuse	Lead by Example	Support Success of the Preservation Industry	Run an Effective Business
Promote preservation as a solution to real-world problems	Advocate for financial incentives to make restoration & reuse economically viable	Advance diversity and equity in people served and places saved	Spotlight & celebrate success stories, and lessons learned	Cultivate & grow relationships w/ diverse supporters
Foster identification & appreciation of local historic resources	Advocate for policies that protect historic places & encourage preservation	Direct intervention/ ownership of endangered properties	Expand a network of preservation professionals	Raise sufficient funds to succeed & grow
Introduce HP to under-served communities seeking to save cultural heritage	Provide inspiration, tools & resources for people saving places	Offer, hold & manage historic conservation easements	Connect people with preservation professionals	Provide a healthy work environment
Help more people experience historic places				Develop & train a diverse BOD & volunteers
Cultivate a shared preservation ethic				Use technology to elevate efficiency
STRATEGIES				
Mentor an annual list of Oregon's Most Endangered Places; offer seed grants	Establish consistent presence in Salem & build relationships w/ legislators	Complete/transition Jantzen Beach Carousel	Host the DeMuro Awards & Restoration Celebration	Implement new CRM platform; track & cultivate relationships
Develop tours of historic places to educate and inspire, such as MCM	Champion a state historic tax credit	Promote historic conservation easements & manage our easement portfolio	Connect people with preservation resources via Resource Directory; profiles; and case studies	Balance workload & capacity – plan for emergency response
Publish educational and inspirational stories via newsletters; website; social media	Improve/protect Goal 5 policies for the designation & protection of historic properties	Plan & launch a Historic Investment Fund (HIF)	Create an Outreach position / initiative to underserved communities	Align benefits w/ regional n-p average

	Develop a Historic/ Cultural Resources Inventory Toolkit			Create & promote annual sponsorship packages
	Promote & update the Preservation Toolkit			Establish and report on key measurements
				Seek donation of income-producing property
				Create a volunteer roster & "migration path" to BOD