



PRESERVATION VIRGINIA

Strategic Plan

2021-2025



“This strategic plan builds on past plans and our unparalleled history as one of America’s preservation leaders to guide our path forward for the next five years.”

Introduction

Preservation Virginia believes that the resources of our past offer vital lessons about all facets of the complex and complicated history of Virginia and this nation. We value the strength that rises from the work to research, understand and commemorate our history. We recognize that historic preservation and preservation policy play important roles in the equitable development of local economies, creating jobs and preserving the unique character of our communities.

We know that out of collaborations with individuals, partners and allies, we can build a stronger movement and be more effective in recognizing the vibrancy in diverse communities where lives are lived and memories are made. These places constantly teach us new lessons, informing our lives today so we may pass them and lessons learned on to future generations.

This strategic plan builds on past plans and our unparalleled history as one of America’s preservation leaders to guide our path forward for the next five years. The plan recognizes that the sum is greater than the parts, both within the organization and out in today’s world. Our work in the coming years is designed to strengthen the community of historic places by developing and disseminating model programs and best practices to increase the influence, recognition and success of Virginia and its communities as leaders in preservation.

With this blueprint for the future, we aspire to achieve a vision built on understanding, connections and preservation.

Elizabeth S. Kostelny
Chief Executive Officer

Genevieve P. Keller
Chair, Board of Trustees

Preservation Virginia
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OUR MISSION

To inspire and engage the public in fostering, supporting, and sustaining Virginia’s historic places through leadership in advocacy, education, revitalization and stewardship.

OUR VISION

We envision a future in which people seek a more complete understanding of the past, value the connections between people and place, and support the protection of places where history happened.

WHO WE ARE | WHAT WE VALUE





“Preservation Virginia should keep striving for the ‘yes/and’ approach to educate both long-time and new supporters about the importance of new work and new approaches to preservation. Education can be transformative.”

— stakeholder survey response



Objective

What does success look like in 5 years?

Increased influence, recognition and success as Virginia's leader in preservation and saving historic places...

- through ethical and strategic decision-making,
- through ensuring financial sustainability,
- through an expanding knowledge base and
- through direct action and collaboration with a diverse range of partners and allies.

Strategies

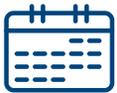
How do we achieve the objective?

Develop and promote model programs, policies and practices for Virginia's historic places through the following actions and plans:



NETWORKS

Expand our collaborative network of diverse supporters, advocates, donors, allies and partners.



COORDINATION

Expand internal knowledge and cooperation across the entire organization by using Preservation Virginia's full resources more effectively and efficiently.



CAPACITY

Align programs and funding sources to strengthen the internal resources in staffing, capacity and branding.



SITES

Model best practices at our sites in community engagement, curation, interpretation, maintenance, rehabilitation, research, restoration and use.



STATEWIDE PROGRAMS

Focus our professional preservation practice in advocacy, community engagement, education, guidance and technical assistance.

Plans To Achieve These Goals

Analyze, develop, evaluate and promote model programs / best practices for Virginia's historic places through the following actions and plans:



NETWORKS

Expand our collaborative network of diverse supporters, advocates, donors, allies and partners.

- Nurture and grow a diverse and inclusive network to strengthen preservation in Virginia.
- Develop programs and tools to share knowledge about stewardship and advocacy to encourage interactions and engagement.
- Convene and engage communities to foster dialogues to explore ideas and actions.
- Expand partnerships with a variety of groups and communities to enhance staff resources.



COORDINATION

Expand internal knowledge and cooperation across the entire organization by using Preservation Virginia's full resources more effectively and efficiently.

- Identify and expand opportunities for collaboration among our six historic sites, community programs, staff and trustees.
- Communicate and share progress on this collaboration to share approaches for the field of historic preservation.
- Organize and digitize Preservation Virginia's archives and resources to share experience and expertise to save and protect historic places.
- Create a culture of philanthropy and accountability across all levels of the organization toward common goals.



“More members of the community—political leaders, activists, stakeholders—need to know about the good things Preservation Virginia is fighting for and how they can help.”

– *Dr. Brian P. Brown,*
Virginia Commonwealth University



CAPACITY

Align programs and funding sources to strengthen the internal resources in staffing, capacity and branding.

- Work intentionally to attract a more diverse pool of candidates for staff positions, board of trustees, committees, advisory groups and participation with the organization.
- Ensure long-term financial sustainability by identifying new revenue streams and funding opportunities.
- Connect these funding opportunities to public programs by working across departments to plan and implement a robust events and programs calendar.
- Increase awareness and support by aligning communication needs with the goals of the organization.
- Grow the “fee-for-service” program through the restoration team and utilize restoration expertise to generate earned income.



SITES

Model best practices at our sites in community engagement, curation, interpretation, maintenance, rehabilitation, research, restoration and use.

- Center ethics and justice as core aspects of all site operations to promote inclusivity, diversity and equity.
- Model fiscal responsibility at our sites through master planning, capacity building, improved site use, programs and marketing efforts.
- Optimize visitor experience, guest services and attendance through audience analysis and evaluation.
- Share our knowledge internally, with external colleagues and with new audiences through effective resource management, processes and systems.
- Prioritize stewardship responsibilities for each historic site including buildings and structures, landscapes, collections and research resources.



STATEWIDE PROGRAMS

Focus our professional preservation practice in advocacy, community engagement, education, guidance and technical assistance.

- Collaborate internally and with existing external colleagues, new partners and new audiences to address threats to historic places and develop creative alternatives for preservation and reuse through effective programming and communication.
- Increase awareness of the general public, preservation professionals and governmental decision-makers of economic, social and development trends that affect Virginia's historic places.
- Develop new programming and improve existing programming to promote diversity, inclusivity and justice, and ensure it is relevant and applicable to present-day issues.
- Expand outreach to the public, partner groups and decision-makers, and develop and advocate for effective preservation-related policies and legislation.
- Ensure the financial sustainability of the statewide programs department and the organization.



Support Preservation Virginia

You can make a difference to the historic places you love by supporting the mission and vision of Preservation Virginia. Volunteer, become a member or leave a lasting legacy through your estate plans. With your support, we can continue making our shared history more economically sustainable through preservation, education and advocacy.

A Voice for Virginia's Historic Places

Since our founding more than 100 years ago, Preservation Virginia has helped save more than 400 historic places across Virginia—by engaging communities and embracing the places of our past as vital to present and future generations.

PRESERVATION

Through our ongoing partnerships, we are able to extend our efforts to protect and preserve historic places and communities in all regions of Virginia. Our preservation initiatives include owning and maintaining six properties open to the public.

EDUCATION

Groups and individuals across the state depend on us as a resource for relevant and timely information and guidance. Through the generosity of our supporters, we teach, share and collaborate for the preservation and enhancement of Virginia's communities through our various educational programs.

ADVOCACY

Preserving history requires responsible solutions and an engaged public that recognizes the value of our historic resources. As an advocate for Virginia's historic resources, we work closely with decision-makers to communicate the economic and cultural benefits of preservation. We also encourage the continuation, strengthening and introduction of important preservation-related policies and programs.

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