

Cheyenne Historic Preservation Board Strategic Plan 2019

| ~Strategic Goals~ | |
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| Goal | Objective |
| 1. Save Historic Places | Educate the public as to why historic preservation is important, advocate and save structures on behalf of the community, and create public awareness for the importance of these structures. |
| 2. Increase Community Engagement and Awareness | Educate the public in happenings, create transparency with our program, try engagement in the public via appearances (conferences, workshops, door-to-door, etc.), or media (Facebook, newsletter, updates, newspapers, etc.). |
| 3. Resource Development & Fundraising | Inventory, updates, and creation of historic districts and also how we want to secure funding from other sources, including the City, grantors that we haven't worked with previously, and possibly other fundraising activities. |

2018 ACCOMPLISHMENTS: Secure Budget from City, Update By-laws, Update Mission Statement, completed Warren Rest House phase 1, Obtained funding to complete phase 1 for the Airport Fountain

| Objective, Strategy | Action/Event | Plan of Action |
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| <p align="center">(Goal #1) Save & Preserve Public Structures</p> | Airport Fountain | Raise funds for Task #2 and Task #3; create public awareness and education (public meeting, create brochure, social media); Fountain FAQ flyer |
| | Warren Rest House | Paint and fix wood; wrap up construction work and grant; ribbon cutting May 1, 2019 |
| | Ames Pumphouse | Research HAAF grant or other options to fix up building |
| | Demolition By Neglect/Minimum Maintenance Ordinance | Research, write draft ordinance and submit to City Council |
| <p align="center">(Goal #2) Educate, Advocate and Market</p> | Historic Preservation Board Summit & Dinner | Create sub-committee to plan, coordinate, and execute first historic preservation summit. May 17 & 18 th , aim of educating our community through workshops and speakers; would need to contact speakers. |
| | Tour the Legend | Continue utilizing the home tour as a source of educating community and funding Historic Preservation Board projects and objectives |
| | Façade Improvement Program | We receive grant money to assist with Design Assistance; increase awareness and communication; maintain DDA liaison |

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| (Goal #3) Resource Development & Fundraising | West Edge Historic District | Phase 1-investigate; prepare local designation (only for Cheyenne) which allows for demo permit review, update survey [<i>Process: complete survey, hold public mtg, present to City Council</i>] |
| | Capitol North Boundaries/Expansion | Supported by SHPO; fulfil matching funds/volunteer hours; update list with newly eligible structures |
| | Fundraising Opportunities | Christmas ornaments; Central Café; Scrap Metal Drive; |

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| <i>~2020/2021 Watchlist~</i> | |
| Endangered and Threatened List | |
| FE Warren Section 106 Mitigations | Fall Hall (Old gym, now offices); Post discussion; advisory on historic preservation; request a tour |
| Survey for a mid-century modern historic district | Feasibility of a mid-century modern district?; would need to do research |
| Walking tour updates to materials | look into app opportunities for digital?; is this something we could work on with Visit Cheyenne? |
| Realtor relationship-building | Keep an eye on additional events that are held through the realtors organizations; develop relationships with those organizations; future opportunities for partnerships?; perhaps some dedicated partnerships with websites and cross-resource-promotions; Attend meetings; create brochure; reach out to historic home owners |
| Budget planning for 2020 | |