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Cheyenne Historic Preservation Board Strategic Plan 2020

~Strategic Goals~	
Goal	Objective
1. Save Historic Places	Advocate and save structures, landscapes and places via inventory, update and creation of historic districts and local listings.
2. Increase Community Engagement and Awareness	Educate the public regarding the importance of historic preservation.
3. Resource Development & Fundraising	Secure funding from the city, grant opportunities and other fundraising activities.

2019 ACCOMPLISHMENTS: Secured Budget from City, completed Warren Rest House, obtained funding and started restoration of phase 1 for the Airport Fountain, held Preservation Gala and Summit, completed Capitol North Historic District Expansion, successful Christmas Ornament sales and Scrap Metal Drive, updated Mission Statement

Objective, Strategy	Action/Event	Plan of Action
(Goal #1) Save Historic Places	Historic Places Committee	Members include Max, Don, David and Jason. Milward for demo by neglect ordinance
	Airport Fountain	Continue fundraising to support terra cotta restoration
	National Register of Historic Places Nominations	Nominate the Warren Rest House and the Airport Fountain to the National Register of Historic Places
	Historic Districts / Local Listings	Research and survey opportunities for a potential mid-mod district and a West Edge local listing
	Demolition by Neglect ordinance	Research and draft ordinance, get approved by May 2020. Accessory Structures for review?
(Goal #2) Community Engagement & Awareness	Marketing Committee	Members include Cathie, Don, Max and Jaime
	Create Communications Plan	Create a roadmap for delivering the Mission to the appropriate audiences and to create/review marketing materials
	Marketing Materials	Create and review all marketing materials for the board and all board related events, including the Fountain
	Community Outreach Committee	Members include Cathie, CJ and Milward

(Goal #2) Community Engagement & Awareness	Walking Tour	Utilize available software to create a digitized walking tour
	Outreach & Education	-Review school district standards regarding local history and partner with schools to assist with Cheyenne history. -Partner with local service clubs and realtors to educate the community regarding activities and historic preservation
	Gala/Summit/Tour	Explore the possibility of doing a combined event in either May or September (depends on SHPO)
	Historic Preservation Month	Partner with SHPO / AHW regarding the planning of activities
(Goal #3) Resource Development & Fundraising	Fundraising Committee	Members include Jaime, John and Gary
	Fundraising Plan	Develop a document that organizes all of the fundraising activities for the year to include campaign dates, strategies, donor tracking, special event details and a targeted communication schedule
	Donation Tools	Research and develop alternative methods for payments (electronic payments) and various donation outlets
	501c3	Explore development of a non-profit arm for fundraising
	Fundraising Events	Continue with current fundraising activities such as the Christmas Ornaments but also explore a 5k race, bike tour, and brick program. Develop alternative fundraising events

<i>~2021/2022 Watchlist~</i>	
Endangered and Threatened List	List created by Jaime and saved on the cloud drive for Google. Incorporate with the demolition by neglect ordinance if possible.
FE Warren Section 106 Mitigations	Fall Hall (Old gym, now offices); Post discussion; advisory on historic preservation; request a tour
Walking tour updates to materials	Look into app opportunities for digital? Is this something we could work on with Visit Cheyenne?