

PRESERVATION

new jersey

Preservation New Jersey promotes the economic vitality, sustainability, and heritage of New Jersey's diverse communities through advocacy and education.

PNJ ANNUAL REPORT


Presented: Saturday, April 17th, 2021

BOARD MEMBERS & COMMITTEE MEMBERS & STAFF

- Jack Abgott
- Matt Pisarski
- Frank Banisch
- Maria Cerda-Moreno
- Bob Kull
- Paul Muir
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- Dave Reading
- Michael Hanrahan
- Rikki Massand
- Maria Boyes
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- Michele Raciopi
- Deborah Kelly
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- Michael Mills
- Susana Holguin-Veras
- Courtenay Mercer
- Katy Greenberg
- Melissa Ziobro
- Margaret Newman
- Emily Manz
- Dale Perry
- Doug Harbit

STRATEGIC PLAN 2019 - 2021

1



EDUCATE
people about
the value of
preservation &
preservation
techniques.

2



ENGAGE
municipal
volunteers, leaders
& elected officials
in discussions
about historic
preservation.

3



ADVOCATE
for policies
critical to historic
preservation
efforts.

4



DIVERSIFY
revenue streams
to better support
the efforts of the
organization.

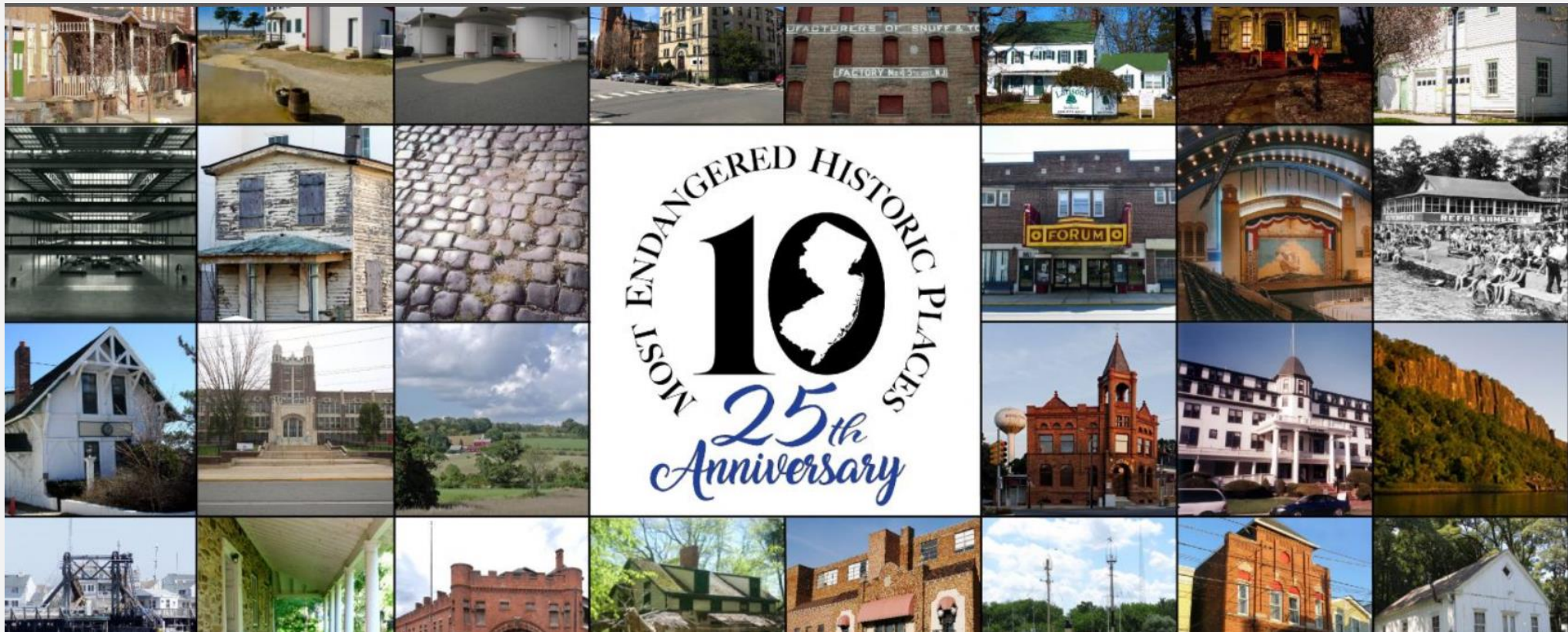
EDUCATE

PEOPLE ABOUT THE VALUE OF PRESERVATION & PRESERVATION TECHNIQUES.

- **Online Resources**
(Goal: Add video/webinar content)
- **Newsletters & Social Media**
(Goal: Quarterly Newsletter w/Original Content - starting this February 2020)
- **Workshops**
(Goal: 4/year)

EDUCATE

PEOPLE ABOUT THE VALUE OF PRESERVATION & PRESERVATION TECHNIQUES.



EDUCATE

PEOPLE ABOUT THE VALUE OF PRESERVATION & PRESERVATION TECHNIQUES.



The 2020 10 Most Endangered Historic Places

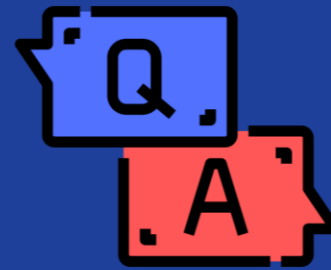


PRESERVATION
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EDUCATE

PEOPLE ABOUT THE VALUE OF PRESERVATION & PRESERVATION TECHNIQUES.

- 13 Virtual Educational Sessions
- 365+ Attendees
- 40 Average Registration Size



with PNJ



EDUCATE

PEOPLE ABOUT THE VALUE OF PRESERVATION & PRESERVATION TECHNIQUES.

Historic Preservation when the Structure is Gone with Noelle Lorraine Williams

Land Records as a Historical Resource with Joe Grabas

Reading historic alternations in frame dwellings with Kristen Hohn

Historic Sites Engaging Online & Planning for the Future with Paul Muir

Developing Walking Tours with Kathy Kelly

Preserving Historic Cemeteries with Dr. Richard Veit

Using Social Media to Promote Historic Properties with Tara Maharjan

EDUCATE

PEOPLE ABOUT THE VALUE OF PRESERVATION & PRESERVATION TECHNIQUES.

Racism and its Impact on the American City with John Hatch

Introduction to Oral History with Melissa Ziobro

The New Jersey Historic Trust Grant Program with Janet Foster

Accessibility and Historic Preservation with Nicole Belolan

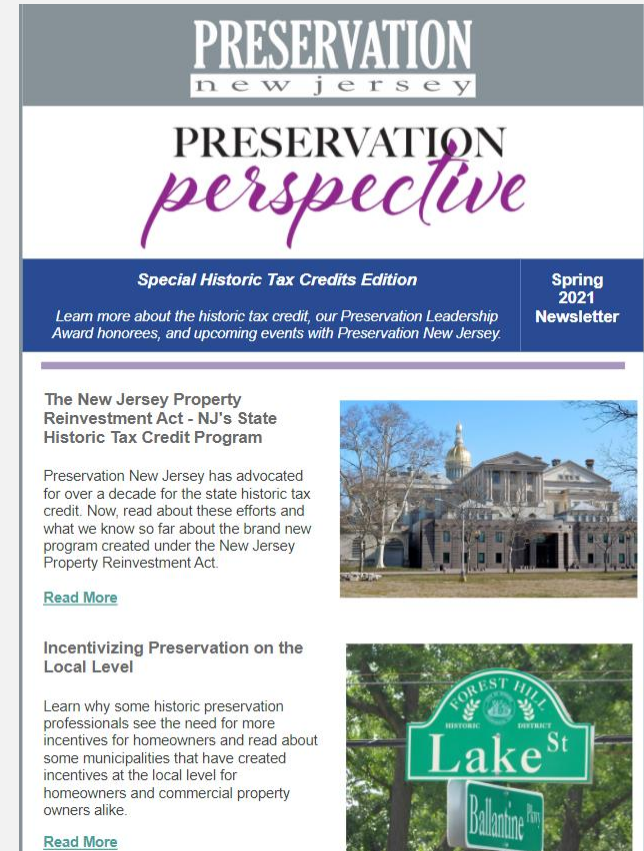
County Level Supports for Historic Preservation

Historic Preservation Regulations in New Jersey: Using
Appropriate Building Materials

ENGAGE

MUNICIPAL VOLUNTEERS, LEADERS & ELECTED OFFICIALS IN DISCUSSIONS ABOUT HISTORIC PRESERVATION.

- 4 Newsletters – Online w/limited print copy avail.
- 20 New Articles
- 3 Historic Preservation Commission Spotlights
- 5 Building Industry Network Member Spotlights
- 500+ Minimum of Readers



ENGAGE

MUNICIPAL VOLUNTEERS, LEADERS & ELECTED OFFICIALS IN DISCUSSIONS ABOUT
HISTORIC PRESERVATION.

- 1867 Sanctuary



ADVOCATE

FOR POLICIES CRITICAL TO HISTORIC PRESERVATION EFFORTS.

- State Historic Tax Credit
- Great American Outdoors Act
- Threatened Properties



**The Historic Property
Reinvestment Act
A Conversation with the
NJEDA**

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DIVERSIFY

REVENUE STREAMS TO BETTER SUPPORT THE EFFORTS OF THE ORGANIZATION.

FY2020 to FY2021:

- Annual Appeal
 - 94% Increase in Number of Participants
 - 36% Increase in Funds Raised
- HPC Membership
 - 43% Increase in Municipal Org Membership

DIVERSIFY

REVENUE STREAMS TO BETTER SUPPORT THE EFFORTS OF THE ORGANIZATION.

In line with Strategic Plan in FY2020 to FY2021 PNJ is:

- Increasing corporate sponsorship opportunities of PNJ programming
- Creating more value for BIN Members
- Applying for more grant funding

UPCOMING AT PRESERVATION NEW JERSEY



The 2021 10 Most Endangered Historic Places Announcement

Tuesday May 18th, 2021
11AM EST via Zoom

Our Sponsors for the 10 Most Program



peter primavera partners llc

historic preservation / cultural resources

HMRARCHITECTS



QUADRILLE

Harrison-Hamnett

Kaese Architecture

Mills+Schnoering Architects

UPCOMING AT PRESERVATION NEW JERSEY

10 Most Endangered Historic Places Programming

Q&A with PNJ – Special Summer of 10 Most Series | June 22nd at 7PM

Introduction to Public Relations with Maria Boyes

Q&A with PNJ – Special Summer of 10 Most Series | June 8th at 7PM

Communicating the Value of Historic Districts with Donovan Rypkema

UPCOMING AT PRESERVATION NEW JERSEY

June Newsletter

Heritage Tourism

& Preserving African American History in New Jersey

UPCOMING AT PRESERVATION NEW JERSEY

The 2021 Preservation Awards

*Recognizing outstanding projects, initiatives, leaders, and
more in preservation, heritage tourism, & policy*

October 13, 2021

1867 Sanctuary, Ewing, NJ