



## **Strategic Plan 2019-2021**

**The Strategic Plan was crafted during a Board of Trustees retreat on November 10, 2018, and adopted at the meeting of the Board on February 21, 2019.**

### **Mission**

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

### **Vision**

Preservation New Jersey envisions a New Jersey in which our historic treasures are safeguarded and preservation is a valued priority and active force in strengthening the economic vitality and sustainability of our communities. The distinctive character of our communities and their historic sites contribute to robust economies and make them attractive places to live and work.

### **Strategic Priorities**

Four Strategic Priorities will guide Preservation New Jersey's actions over the next three years. The four Strategic Priorities are:

- Educate people about the value of preservation & preservation techniques.
- Engage municipal volunteers, leaders & elected officials in discussions about historic preservation.
- Advocate for policies critical to historic preservation efforts.
- Diversify revenue streams to better support the efforts of the organization.













