



2011 – 2016 Strategic Plan Goals and Accomplishments

Strategic Plans Goals

GOAL 1: Enhanced public image, awareness, and relevance

GOAL 2: Improved structure for serving as a statewide organization

GOAL 3: Viable preservation easement structure and program

GOAL 4: Diversified and enhanced revenue streams

GOAL 5: Prioritized programs and services

List of Accomplishments

GOAL 1: Enhanced public image, awareness, and relevance

- “More Than Mies” lectures sell-out (2012)
- Skyline Council formed (2012)
- Bonnie McDonald hired as President (2012)
- “Save Prentice” campaign reaches 29 million (2013)
- Rebranding and Communications Strategy adopted (2014)
- Chicago Old Cook County Hospital charrette (2014)
- Newsletter redesigned as *The Arch* (2014)
- Web page refresh (2015)
- Chicago Architecture Biennial Partner (2015)
- Social media expansion (2015)
- Complete webpage redesign (2016)
- Cultivating a strong, targeted Board of Directors.

GOAL 2: Improved structure for serving as a statewide organization

- School funding bill signed into law adding preservation to language (2012)
- Leading Suburban Preservation Alliance (2012)
- Frank Butterfield hired as Springfield Office Director - opens first regional office (2013)
- Statewide Preservation Conference (Evanston – 2013) (Carbondale – 2015)
- State Historic Tax Credit (SHTC) advocacy (2013/2014/2015/2016)
- SHTC economic impact study (2014)
- Eight regional SHTC workshops (2014)
- State Historic Preservation Caucus reactivated (2014)
- SHTC economic impact study in Rockford (2015)
- Advocacy to save IL State Historic Preservation Office (2015)
- Average of 93 ongoing projects at a time and advocacy in 62 communities on the ground per year

GOAL 3: Viable preservation easement structure and program

- Created Statement of Understanding (2013)
- Redesigned Fair Share Contribution (2015)
- Easement owner event (Chicago -2013, Highland Park-2014, Oak Park-2015)
- Significant easement review process for Chicago's Harriet Rees House, Palmolive Building, and Plano's Farnsworth House (2014-2015)
- Accepted first easements since 2011 (2015)

GOAL 4: Diversified and enhanced revenue streams

- Reemergence of Real Estate and Building Industries Council (RBIC) (2013)
- Move Chicago office to 30 N. Michigan (2014)
- Tiffanie Williams hired as Events Manager (2014)
- Plan for Development Capacity (2014-2015)
- Legendary Landmarks Celebration (LLC) grows from \$336,750 in 2012 to \$750,000 in 2016.
- Annual Meeting sponsorship program (2015)
- Amy Ege hired as Director of Development and Engagement (2015)
- Balanced budget delivered annually since 2012.
- Overall revenue increase of 53% from \$1.12 million in 2012 to \$1.72 million in 2015.

GOAL 5: Prioritized programs and services

- Creation of the Joe Antunovich Preservation Award for Leadership (2012)
- Cornerstones for Community grant (2012 - 2016)
- Barbara C. and Thomas E. Donnelley II Fund for Illinois created (2013) – \$5,000 awarded to three projects
- Chicago Historic Religious Properties survey (2013)
- Nationwide amicus brief for *Hanna v. City of Chicago* (2013)
- Realtor Training Program launched (2014)
- Chicago Preservation Planning Framework to select Chicago projects (2014)
- 10 Most Endangered to Most Endangered and bilingual "20 Years, 20 Stories" project (2015)
- Richard H. Driehaus County Courthouse Initiative completed, economic impact study and video (2015)
- Completion of Chicago Public Schools School Kitchens Study (2015)
- Richard H. Driehaus Foundation Preservation Awards program expanded (2015)
- Preservation Heritage Fund Grants - \$38,800 awarded to 25 projects