Five Year Strategy

MISSION + VISION

We exist to empower Austinites to shape a more inclusive, resilient, and meaningful community culture through preservation.

When Preservation Austin delivers on our strategy, we will create a future where historic places play a meaningful role in everyone’s life, inspiring all Austinites to become advocates for preservation.

FOCUS AREAS

Community Engagement

Amplify our role as a proactive voice for preservation

- Establish a diverse support base through proactive advocacy and awareness.
- Strong Brand Identity across all audiences: 5X Social Media Engagement, Voice of the Community (70+ NPS)

Partner for Momentum

Develop an ecosystem that optimizes collaboration

- Build bridges through key relationships across and throughout Austin.
- Partners dashboard: Attraction, Engagement, Retention, Reciprocity, Policy Impact

Tangible Impact

Broaden our impact and the visibility of our work

- Activate historic spaces and places in every part of Austin.
- Visible evidence of our effort and impact: Preservation Scorecard (e.g., projects launched, targets saved, etc.)

Experiential Preservation

Deliver “sticky” Austin experiences that educate and inspire

- Expand our community’s understanding of 21st century preservation
- People Engage: 2x engagement in experiences delivered with 90+ Satisfaction and x% of repeat engagement

Invest in Our Future

Build a foundation for accelerated growth and impact

- Secure the talent and treasure to fund and staff our “big bets.”
- Double our operating budget, 3X our membership, 2X Volunteer base, Diversity matches Austin demographics

OUR VALUES

We are accountable, inclusive, and locally focused.

We lead by collaborating enthusiastically, taking the long view, and thinking big.