

Saratoga Springs Preservation Foundation 2024 Strategic Plan

The strategic plan is to help guide the Foundation’s vision for the future. It is to be reviewed and updated in the first quarter of each calendar year.

Mission

Founded in 1977, the Saratoga Springs Preservation Foundation is a private, not-for-profit organization that promotes preservation and enhancement of the architectural, cultural, and landscaped heritage of Saratoga Springs. The mission is achieved through educational programs, preservation projects, technical assistance, and advocacy.

Values

Identified Values

- Principled application of best standards and practices
 - Community partnership and collaboration
 - Respect and integrity

Vision

Through education, engagement, advocacy, investment, and bricks-and-mortar projects, the Saratoga Springs Preservation Foundation will provide exemplary leadership in the community’s ongoing efforts to embrace the economic, community, and cultural benefits of historic preservation.



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Action Planning

Strategy	Actions	Responsibility	Timeline	
1. Improve Board engagement.	<ul style="list-style-type: none"> Board Retreat 	Board President & Vice President Executive Committee	January	ANNUALLY
	<ul style="list-style-type: none"> Provide opportunities that encourage social interaction and informal strategizing among board members 	President Nominating & Board Development (NBD) Committee	Ongoing	ANNUALLY
	<ul style="list-style-type: none"> Each Board Member will make a meaningful contribution to the advancement of the organization (e.g. volunteer, special events, solicit memberships, corporate sponsorships) 	Board of Directors	Ongoing	ANNUALLY
	<ul style="list-style-type: none"> Assign all board members to at least one committee annually 	Board President & Vice President	October	ANNUALLY
	<ul style="list-style-type: none"> Committees will be actively engaged with achieving the goals identified in the strategic plan. 	Executive Committee & Board of Directors	Ongoing	ANNUALLY
2. Ensure that the Board of Directors is comprised of people with the knowledge, commitment, and team spirit to help the organization accomplish its goals.	<ul style="list-style-type: none"> Build board diversity and expand to 16-20 working members 	Nominating & Board Development Committee	Annual Meeting September	ANNUALLY
	<ul style="list-style-type: none"> Continue to address board succession planning 	Nominating & Board Development Committee & Executive Director	Annual Meeting September	ANNUALLY
	<ul style="list-style-type: none"> Update the orientation materials and conduct an annual orientation for new and standing board members 	Nominating & Board Development Committee	September	ANNUALLY
	<ul style="list-style-type: none"> Provide routine education and training to Board regarding preservation and Board and Fund Development 	Nominating & Board Development Committee	Quarterly	ANNUALLY



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1. Continue to work with the Design Review Commission (DRC) to ensure best practices are adhered to.	<ul style="list-style-type: none"> Meet with Design Review Board to identify goals and improve the review process 	Staff & Advocacy Committee	2024	ANNUALLY
	<ul style="list-style-type: none"> Inform residents about the major important decisions made by the Design Review Board and how they support or hinder preservation efforts 	Staff & Advocacy Committee	Ongoing	MONTHLY
	<ul style="list-style-type: none"> Bi-annually mail Wait Before You Renovate Brochure in partnership with the City of Saratoga Springs 	Staff	2024	BI-ANNUALLY
	<ul style="list-style-type: none"> Assist with identifying/providing educational opportunities to the Design Review Board 	Staff & Advocacy Committee	2024	ANNUALLY
	<ul style="list-style-type: none"> Work with DRC to adopt in-kind material design guideline 	Staff & Advocacy Committee	2024	
	<ul style="list-style-type: none"> Continue to advocate for appointments to the Design Review Board 	Executive Committee	Ongoing	ANNUALLY
2. Educate and build a strong base of support and engagement with the public.	<ul style="list-style-type: none"> Develop educational programs to engage the public with preservation (e.g. discussions, workshops, speakers, tours) and foster community pride 	Staff	Ongoing	ANNUALLY
	<ul style="list-style-type: none"> Conduct regular surveys about events and programs to determine if they are successful, areas of improvement, and potential ideas for future events and programs. 	Staff	Ongoing	ONGOING
	<ul style="list-style-type: none"> Targeted outreach and education for various stakeholders and business sectors (e.g. realtors, contractors) 	Fund Development Committee & Staff	2024	ANNUALLY
	<ul style="list-style-type: none"> Partner with other organizations and stakeholders to offer semi-annual keynote speakers on topics relevant to the community 	Staff, Advocacy & Fund Development Committees	2024	ANNUALLY
	<ul style="list-style-type: none"> Mobilize members and community as needed for preservation issues 	Staff, Advocacy Committee & Fund Development Committee	2024	AS NEEDED
	<ul style="list-style-type: none"> Continue programming for children and families 	Staff	2024	ANNUALLY



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	<ul style="list-style-type: none"> Explore street / educational signage to identify historic districts and to raise public awareness. 			
3. Address endangered buildings.	<ul style="list-style-type: none"> Periodically evaluate and update the endangered buildings list and potentially release “Most Wanted” list to the community and create engagement campaign 	Advocacy Committee	2025	BI-ANNUALLY
	<ul style="list-style-type: none"> Work with code enforcement and zoning to push for vigorous code enforcement to pro-actively address demolition by neglect 	Advocacy Committee	2024	ANNUALLY
	<ul style="list-style-type: none"> Seek a confidential way for the public to report code violations 	Advocacy Committee		
4. Strengthen working relationships with developers and the business community in preservation efforts.	<ul style="list-style-type: none"> Partner with businesses and property owners to share the history of their building’s preservation (e.g. spotlight businesses, plaques) 	Staff & Fund Development Committee	Ongoing	BI-MONTHLY
5. Serve as an information resource for homeowners, businesses, and developers.	<ul style="list-style-type: none"> Develop policies and an approach to disseminating preservation contractor/specialists resource lists 	Staff & Executive Committee	2025	
	<ul style="list-style-type: none"> Better utilize technical assistance cases as broader educational opportunities 	Advocacy Committee (Marketing)	2024	ANNUALLY
	<ul style="list-style-type: none"> Promote the NYS Homeowner Tax Credit Program 	Staff	Ongoing	
	<ul style="list-style-type: none"> Actively support and promote the development of the preservation trades to serve the community. 	Advocacy Committee	2025	
6. Improve the Foundation’s overall visibility	<ul style="list-style-type: none"> Strategically utilize social media, conventional media, communications, etc. 	Staff & Fund Development Committee	Ongoing	WEEKLY / BI-WEEKLY



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	<ul style="list-style-type: none"> Develop a comprehensive and integrated marketing plan and branding strategy, explore swag opportunities. 	Marketing Committee & Consultant	2025	
	<ul style="list-style-type: none"> Utilize house histories/photos to document and promote preservation/renovation efforts 	Fund Development Committee & Staff (Marketing)	2025	MONTHLY
	<ul style="list-style-type: none"> Assemble multi-media educational content and post on website 	Fund Development Committee & Staff (Marketing)	Ongoing	ANNUALLY
	<ul style="list-style-type: none"> Address the House History & Plaque Program Backlog 	Volunteers & Staff	Ongoing	

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	<ul style="list-style-type: none"> Continue to monitor and assist with the maintenance of the Spirit of Life and Spencer Trask Memorial. Landscape / Sculpture 	Staff	Ongoing	
1. Engage in one major preservation project and/or establish a grant program to support preservation efforts for homeowners.	<ul style="list-style-type: none"> Complete Phase 1 of the First Baptist Church Stained Glass Restoration 	Staff		
	<ul style="list-style-type: none"> Complete the restoration of 65 Phila Street 	Staff & 65 Phila Street Committee	2024	
	<ul style="list-style-type: none"> Develop Educational Program 	Staff	2024	
	<ul style="list-style-type: none"> Celebration of Completion of 65 Phila Street 	Fund Development Committee	2024	
	<ul style="list-style-type: none"> Sell 65 Phila Street 	Staff & 65 Phila Street Committee, Fund Development Committee	2024	
2. Identify future project	<ul style="list-style-type: none"> Identify a future project to undertake following the completion of 65 Phila Street 	Board of Directors, Staff, & Advocacy Committee	2024	



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1. Develop a comprehensive and strategic approach to fund development efforts.	<ul style="list-style-type: none"> Identify and solicit major contributions/corporate sponsorship. 	Board of Directors, Fund Development Committee, & Staff	Ongoing	ANNUALLY
	<ul style="list-style-type: none"> Maintain a fund development plan that identifies goals, implement cultivation and solicitation strategies, timelines, roles, and evaluate events, programs, and strategies annually 	Fund Development Committee, of Directors, & Staff	2024	
	<ul style="list-style-type: none"> Explore travel tour opportunities for additional income. 	Fund Development & Staff	2025	
	<ul style="list-style-type: none"> Identify strategic community events for staff participation for networking purposes (need to allocate resources for this) 	Fund Development Committee	Ongoing	ANNUALLY
	<ul style="list-style-type: none"> Assess membership levels and benefits to see if change and/or increase is needed 	Fund Development Committee & Staff	2024	
	<ul style="list-style-type: none"> Implement a Planned Giving Program 	Fund Development & Staff	2024	
2. Develop a more pro-active approach to member and volunteer engagement.	<ul style="list-style-type: none"> Re-engage former board members 	Fund Development Committee	2024	
	<ul style="list-style-type: none"> Hold an annual volunteer thank you reception (at a Board Member's house) 	Fund Development Committee (Event)	2024	ANNUALLY
	<ul style="list-style-type: none"> Develop a volunteer management plan and develop job descriptions for volunteer needs 	NBD Committee	2020	2017
	<ul style="list-style-type: none"> Create an Advisory Board 	Executive Committee & Board Nominating & Development		
3. Maintain high quality staff and services to achieve the goals of the strategic plan.	<ul style="list-style-type: none"> Seek interns 	Board of Directors & Staff	2024	ANNUALLY
	<ul style="list-style-type: none"> Identify funding sources for paid interns 	Fund Development Committee & Staff	2024	ANNUALLY
	<ul style="list-style-type: none"> Increase staff 	Executive Director		



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Strategic Issue: Recognition						
Goal: SSPF will celebrate its 50 th Anniversary in 2027						
Strategy	Actions	Responsibility	Timeline		Rating	
1. Develop a comprehensive and strategic approach to celebrate SSPF's 50th Anniversary.	<ul style="list-style-type: none"> Identify and solicit major contributions/corporate sponsorship. 					
	<ul style="list-style-type: none"> Identify goals, implement cultivation and solicitation strategies, timelines, roles, and evaluate events, programs, and strategies annually 					
	<ul style="list-style-type: none"> Explore publishing a book. 					
	<ul style="list-style-type: none"> 					
2. Rebrand	<ul style="list-style-type: none"> Explore rebranding the organization (i.e. Preserve Saratoga) as part of 50th Anniversary. 					