

NEW JERSEY HISTORIC TRUST STRATEGIC PLAN 2017-2020

Our Mission: to advance historic preservation in New Jersey for the benefit of future generations through education, stewardship and financial investment programs that save our heritage and strengthen our communities.

Our Vision: The Vision of the Trust is for all New Jerseyans to value our state's heritage and the historic sites that tell its story.

Strategic Initiatives

Increase funds available for historic preservation grants to at least \$10 million annually.	Promote historic preservation as an effective tool for enhancing private redevelopment projects.	Advance heritage tourism as an essential component of the state's tourism industry.
<ul style="list-style-type: none"> • Diversify the Trust's funding sources so that it can be more responsive to the state's preservation needs and more stable in the long-term. • Double annual revenue generated by Discover Jersey History license plates. • Steward additional historic preservation grantmaking programs for private foundations or donors. 	<ul style="list-style-type: none"> • Create a broad collaborative network of state agencies willing to integrate historic preservation into private real estate, economic development, and tourism projects. • Advocate for a state historic preservation tax credit. • Collaborate with County and municipal governments to plan for redevelopment of historic properties. 	<ul style="list-style-type: none"> • Increase the number of visitor-ready historic sites by 20% annually. • Collaborate with the NJ Division of Travel and Tourism and other agencies to build the infrastructure to regularly market heritage tourism and realize its value to the tourism economy. • Continue to develop the <i>Journey Through Jersey</i> site.
Increase the Trust's role in advocating for and providing professional development to a wide range of people.	Strengthen the NJHT's management and governance capacity, so that it will continue to thrive even when it faces external pressure.	
<ul style="list-style-type: none"> • Ensure that all local Historic Preservation Commission members are required to receive training in historic preservation. • Collaborate with Rutgers/M.A.R.C.H. on a professional development certificate program. • Offer professional development on a regular basis to at least three new communities (i.e., real estate agents, appraisers) that would benefit from knowing more about the field. • Continue to provide professional development to nonprofit history sites and historic preservation professionals. 	<ul style="list-style-type: none"> • Strengthen the board's leadership role in promoting historic preservation priorities at the state and local level, as evidenced by increased historic preservation funding and projects statewide. • Retain high quality staff, and ensure that they receive professional development opportunities that continue to expand their skills. • Build new partnerships and collaborate with established statewide organizations that share our goals for promoting the quality of life in New Jersey. 	