

2025-2027 Strategic Plan



Thanks To

This strategic plan was produced in 2024-2025 by the Washington Trust for Historic Preservation and Karen Hirsch of Next Day Consulting.

We express our profound gratitude to the following individuals for their valuable feedback and assistance throughout the process:

- Lela Buck, Wanapum Heritage Center
- Holly Chamberlain, The Historic Trust
- Ellen Gamson, Mount Vernon Downtown Association
- Vanessa & Leonard Moore, African American Community Cultural Education Society
- Huy Pham, APIAHiP: Asian & Pacific Islander Americans in Historic Preservation
- Jackie Peterson | Exhibit Services
- Ray Rast, Gonzaga University
- Luke Strong-Cvetich, Jamestown S’Klallam Tribe
- Nick Vann
- Eugenia Woo, Historic Seattle



Our Mission

We partner with communities to preserve, share, and shape the future of historic places in Washington State.



Historic Preservation as a Movement



Historic preservation began in the 1800s as an effort to save sites associated with our nation's founders, such as George Washington's Mount Vernon and Thomas Jefferson's Monticello.

In 1966, President Lyndon B. Johnson signed the National Historic Preservation Act into law, establishing the National Register of Historic Places and giving birth to the modern historic preservation movement. The legislation ratified historic preservation standards and definitions—an important step forward for the movement—but the focus remained on the built environment, with “historic integrity” and high-style design serving as key components for eligibility.

This framework, established to honor and celebrate historic places, too often excluded critical resources important for telling the full American story. Acknowledging this gap, recent preservation efforts have focused on highlighting historic places that represent a more comprehensive accounting of our country's past. History is everywhere, and the places we work to preserve must represent all communities.

The History of the Washington Trust



The Washington Trust for Historic Preservation was established in 1976, the same year as many other statewide historic preservation organizations—riding a surge of patriotism and optimism prompted by the country's bicentennial. For its first 25 years, the organization had no long-term, full-time staff and was largely operated by its statewide board of directors. Still, the Washington Trust accomplished a great many things in these early years, including establishing the Washington State Main Street Program in 1984, successfully advocating for the passage of the state's Special Tax Valuation incentive in 1984, and creating the Washington Preserves Grant Program (now the Valerie Sivinski Fund) in 1998.

The year 2001 was a landmark year for the organization, when philanthropist Patsy Bullitt Collins donated the historic Stimson-Green Mansion in Seattle to the Washington Trust. The property and income derived from its use as an events space enabled the Washington Trust to hire its first long-term staff members. In subsequent years, the organization grew still further thanks to a strong partnership with the state Department of Archaeology & Historic Preservation (DAHP), with which the Washington Trust contracted to operate newly created state capital grant programs for historic barns and courthouses and to manage the Washington State Main Street Program. In 2019, an Act of Congress created the Maritime Washington

National Heritage Area (part of the National Park Services' National Heritage Areas Program), with the Washington Trust named as local coordinating entity.

As the organization grew in programs and staff, so too did the preservation movement in Washington State—expanding beyond bricks-and-mortar historic preservation of individual buildings to include heritage, cultural landscapes, economic development, and place stewardship. Through programs like Maritime Washington and Washington Main Street, events like the Goldfinch Gala and Stimson-Green Mansion tours, and resources like our quarterly magazine *This Place*, the Washington Trust seeks to create more access points into historic preservation for members of all communities.

We commit to continually asking ourselves how we can make the historic preservation movement more reflective of all aspects of our state's history and how we can better amplify the many voices of historic preservation and heritage in Washington. We envision a future in which the multiple threads of our state's history can be woven together to tell the full story of our communities, in which all perspectives and voices are welcomed in the celebration and shaping of our towns and cities, and in which local communities are empowered—with resources, funding, political power—to determine the significance of the places that are important to them.



Our Guiding Principles

Preserving history and heritage is for everyone.

We are committed to partnering with all Washingtonians to preserve the histories and historic places that matter to them. Through our programs, we strive to build relationships and trust with organizations and individuals, particularly those with limited or no involvement in preservation.

We preserve more than buildings.

History is held in structures and buildings, certainly, but history is also contained in stories, in the fabric of our neighborhoods, and in our community traditions. Through our programs, we seek opportunities to preserve communities' sense of place.

We bring resources to local change makers.

It is the people within local communities who know and care for the treasured history of their places. It is our job to equip them with information, tools, and resources about the historic preservation process. We actively connect people to funding, decisionmakers, and one another.

We are a learning organization.

The field of historic preservation is evolving in necessary ways to include the histories of all communities and places. As an organization, we are committed to perpetually learning and acting to best serve the people of Washington.

Our Strategic Priorities

1

Communicate the importance of historic preservation and heritage for all Washingtonians.

- Broadly share how historic preservation is beneficial, powerful, and a useful tool
- Use our platform to amplify the work of people and organizations working in heritage and historic preservation
- Champion more expansive and comprehensive historic preservation and heritage policies
- Refresh brand and communications materials to reflect our new mission statement and guiding principles

2

Expand the preservation movement to include a wider range of practitioners, partners, and access points.

- Deepen existing relationships with individuals and organizations through reciprocity and co-education
- Intentionally reach out to communities where we don't have relationships and listen for connections and opportunities to collaborate
- Provide financial support to individuals and organizations through grants, scholarships, and in other tangible ways
- Amplify organizations and voices from those working across heritage and historic preservation

3

Support change makers.

- Connect local people and organizations with national ideas, trends, resources, and programs
- Bring financial resources to historic preservation and heritage projects across the state
- Identify statewide needs and seek solutions and resources to address them
- Convene people and organizations

4

Prioritize learning as an organization.

- Provide board and staff with ongoing training and education
- Prioritize broad representation in board and staff outreach and recruitment

5

Invest in the sustainability of the organization .

- Ensure long-term stability of the organization by improving administrative systems and investing in additional admin/operations/fundraising staff
- Develop and implement strategies to increase unrestricted funding
- Develop and implement an organizational compensation philosophy

Our Team

Staff:

Chris Moore, Executive Director

Abby Armato, Public Programs Specialist

Josh Cleveland, Neighborhoods Liaison

Kristy Conrad, Development Director

Breanne Durham, Washington State Main
Street Program Director

Lydia Felty, Main Street Specialist

Alex Gradwohl, Maritime Washington

National Heritage Area Program Director

Meagan Harden, Maritime Washington

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Jonelle McCoy, Main Street Specialist

Carson Meacham, Maritime Washington

National Heritage Area Communications
Specialist

Farah Momin, Communications Specialist

Moira Nadal, Preservation Programs
Director

Corah Whipple, Grants Coordinator

Cathy Wickwire, Operations Manager

Board of Directors:

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