

**THE TEXAS HISTORICAL COMMISSION'S CONTRIBUTIONS TOWARD ACHIEVING THE GOALS OF THE STATEWIDE HISTORIC PRESERVATION PLAN**

The purpose of this document is to identify ways that the Texas Historical Commission will contribute toward achieving the Goals established through the statewide historic preservation planning process. Outcomes and Strategies are included in this plan. Although specific Actions have been developed to address each area, as they are likely to be carried out and/or supplemented or replaced from time to time by other actions, they are not included in this document.

**Statewide Plan Goal 1: Survey and Online Inventory – Texans undertake a comprehensive survey of the state's diverse historic and cultural resources resulting in a publicly accessible online inventory.**

**THC Outcome 1:** THC's databases are connected, updated and managed.

**Strategy 1:** Existing reliable survey data is identified and entered into the database.

**Strategy 2:** Expand the THC database to include other related digitized materials such as National Register nominations, photographs, marker files, easements, etc.

**Strategy 3:** Expand archeological and architectural survey efforts statewide.

**Strategy 4:** The database is kept current at all times.

**THC Outcome 2:** The database is accessible by all potential users and provides user-friendly information on historic and cultural resources.

**Strategy 1:** Continue the existing THC Atlas as the primary portal for organizations undertaking projects under state and federal regulatory processes.

**Strategy 2:** Create additional portals that appeal to each user-type, e.g. heritage tourists, cultural resource consultants, educators, students, etc.

**Statewide Plan Goal 2: Emphasize Cultural Landscapes – Communities are active in the identification, protection and interpretation of cultural landscapes.**

**THC Outcome 1:** The THC's historic cemetery program educates and trains local groups in the importance and preservation of these resources.

**Strategy 1:** Develop supplementary information and programmatic resources for cemetery preservation.

**Strategy 2:** Provide guidance and assistance to organizations taking responsibility for cemetery care and maintenance.

**THC Outcome 2:** The THC’s Historic Highways program brings attention to cultural landscapes.

**Strategy 1:** Expand the Historic Highways program statewide.

**Strategy 2:** Ensure that THC is recognized as a partner in the preservation of historic roads by existing national and state-based historic highway organizations.

**THC Outcome 3:** Cultural resource surveys identify significant cultural landscapes.

**Strategy 1:** Provide training to enable cultural resource practitioners, CLGs, CHCs, and archeological stewards to conduct surveys of cultural landscapes.

**Strategy 2:** Provide funding to support survey and designation of cultural landscapes.

**THC Outcome 4:** THC heritage tourism efforts emphasize the importance of cultural landscapes.

**Strategy 1:** Promote cultural landscapes in THC literature.

**THC Outcome 5:** THC’s State Historic Sites communicate the values of cultural landscape preservation to visitors.

**Strategy 1:** Ensure that visitors to THC’s State Historic Sites recognize their significance as cultural landscapes.

**Strategy 2:** Ensure that projects affecting THC’s State Historic Sites respect their surroundings and contribute toward preservation of the cultural landscape.

**THC Outcome 6:** THC is recognized as a partner in the preservation of cultural landscapes by natural resource organizations/agencies with similar missions.

**Strategy 1:** Strengthen existing and develop new alliances with natural resource organizations/agencies with similar missions.

**Statewide Plan Goal 3: Implement Policies and Incentives – Cities, counties, the state, federal agencies and tribes implement preservation policies and incentives to effectively protect historic and cultural assets.**

**THC Outcome 1:** THC financial incentives are used to support and expand local preservation projects.

**Strategy 1:** Reinstate the Texas Preservation Trust Fund and support priority preservation projects statewide.

**Strategy 2:** Use the new state tax credit and the existing federal investment tax credit to increase the number and quality of rehabilitation projects across Texas.

**Strategy 3:** Expand and inform the public about the benefits of the Texas Historic Courthouse Preservation Program at a local, statewide and national level.

**THC Outcome 2:** Local governments are trained to use preservation policies effectively.

**Strategy 1:** Use existing programs to support training for local preservation policy makers.

**Strategy 2:** Develop new approaches for training local preservation policy makers.

**THC Outcome 3:** Existing state preservation laws and tools are strengthened and clarified.

**Strategy 1:** Strengthen and clarify provisions of the State Antiquities Code.

**Strategy 2:** Enforce easements and covenants held by the THC.

**Statewide Plan Goal 4: Leverage Economic Development Tools for Preservation – Communities leverage preservation-based and traditional economic development tools to revitalize historic areas.**

**THC Outcome 1:** The THC assists communities in using economic development tools to accomplish historic preservation goals.

**Strategy 1:** The THC promotes the knowledge and use of economic development strategies for historic preservation.

**THC Outcome 2:** THC promotes historic preservation as an economic engine.

**Strategy 1:** Use quantifiable and reliable data to build the case for historic preservation as an economic engine.

**Strategy 2:** Leverage existing THC programs to increase their economic impacts.

**Statewide Plan Goal 5: Learn and Experience History Through Place – Texas residents and guests of all ages learn and experience the state’s diverse history through formal education, recreation and everyday interactions with historic places.**

**THC Outcome 1:** Underrepresented groups are increasingly involved in historic preservation.

**Strategy 1:** Celebrate the contributions of all ethnic groups in Texas.

**Strategy 2:** Reach out to underrepresented groups to inspire their involvement in historic preservation events and activities.

**THC Outcome 2:** Texans are educated and excited about their state’s history, historic places and the value of preservation.

**Strategy 1:** Use THC programs, publications and websites to promote visitation to and appreciation of historic places.

**Strategy 2:** Identify new opportunities to promote historic places

**Strategy 3:** Use historic places to excite young Texans about the history of their state and their own diverse communities.

**THC Outcome 3:** Texans and their visitors increasingly travel to and gain a greater understanding of historic places, and through such places, Texas history.

**Strategy 1:** Invest in historic sites, programs and products to encourage heritage travel.

**Strategy 2:** Increase visitation to, and appreciation of, the THC's state historic sites and connect them with other THC programs.

**Strategy 3:** Expand the THC's inventory of state historic sites consistent with established policy.

**Strategy 4:** Begin preparations for a series of bicentennial observances starting with the establishment of Austin's colony in 2020 and ending with the 200<sup>th</sup> anniversary of Texas Independence in 2036.

**Statewide Plan Goal 6: Connect Preservation to Related Fields – We connect and integrate preservation into related fields and activities, building a broader, stronger and more diverse community.**

**THC Outcome 1:** Historic preservation is recognized as a core strategy in sustainability and green building practices.

**Strategy 1:** Maintain LEED-qualified staff in appropriate programs.

**Strategy 2:** Include sustainability in all publications and presentations supporting agency programs.

**THC Outcome 2:** Preservation is a featured topic at conferences, trainings, and events sponsored by organizations with related missions.

**Strategy 1:** Identify, prioritize, and develop partnerships with organizations in related fields.

**Strategy 2:** Incentivize the use of historic preservation training by partner organizations.

**Statewide Plan Goal 7: Cultivate Political Commitment – We cultivate political commitment at the state and local level.**

**THC Outcome 1:** Local and statewide elected officials are well-informed about THC programs and their economic and cultural benefits.

**Strategy 1:** Provide THC program information to elected officials.

**Strategy 2:** Assist local preservation organizations and other partners in keeping their local elected officials informed about THC programs.

**Strategy 3:** Invite local and statewide elected officials to participate in THC programs and events.

**THC Outcome 2:** Local and statewide elected officials advocate for THC programs.

**Strategy 1:** Inform elected officials about the economic benefits of historic preservation in their districts.

**Strategy 2:** Provide opportunities for elected officials to express their support for THC programs.

**Statewide Plan Goal 8: Build Capacity of the Preservation Community – The existing preservation community develops its organizational capacity to strengthen and expand preservation skills.**

**THC Outcome 1:** Statewide, regional and local preservation organizations become more effective.

**Strategy 1:** Provide case studies and best practices for organizational effectiveness.

**Strategy 2:** Coordinate virtual and in-person preservation training.

**Strategy 3:** Enhance communication with partners.

**Strategy 4:** Collaborate with related organizations to explore efficiencies in addressing preservation/historical issues.

**THC Outcome 2:** THC's capacity expands, enabling the agency to maintain its leadership role as the state agency for historic preservation.

**Strategy 1:** Maintain a relationship with The Friends of the THC and assist them in raising funds for agency program support.

**Strategy 2:** Provide THC staff with the resources necessary to continue providing outstanding service to the people of Texas.

**Strategy 3:** Continue to improve the effectiveness of internal agency processes including the Section 106 and SAL processes.