FRANK LLOYD WRIGHT BUILDING CONSERVANCY

2023-2028 STRATEGIC PLAN

Approved 5/5/2023

Five Year Vision

In 2028, the Frank Lloyd Wright Building Conservancy will be widely recognized as the organization dedicated to the preservation and stewardship of all extant Wright buildings, a clearinghouse for related technical information, and an educational forum exploring the many facets of Wright’s ideas.

Objectives & Initiatives

TECHNICAL SERVICES: Develop a comprehensive and easily accessible online content hub to share best practices in preservation technology for Wright buildings.

• Catalog and index existing web content and publications.
• Create a strategy for ongoing content contributions.
• Invest in improvements for website navigation and searchability.
• Share technical content more widely.
• Develop programs to complement the content hub.

EDUCATION: Examine Wright’s architecture and design through fresh perspectives and increase engagement with diverse audiences.

• Initiate a 5-year road map of educational programs.
• Increase collaborations with other organizations
• Re-evaluate the annual conference through a contemporary lens.
• Promote the significance of The 20th-Century Architecture of Frank Lloyd Wright UNESCO World Heritage site.

ADVOCACY: Strengthen our ability to anticipate and respond to advocacy issues.

• Research the feasibility of the emergency acquisition of endangered buildings.
• Develop new programs for the preservation and protection of Wright buildings.

MARKETING & REVENUE GENERATION: Build support for the Conservancy’s future.

• Analyze and diversify earned revenue opportunities.
• Broaden contributed revenue streams.
• Develop a long-term communications strategy.
• Enhance outreach to building stewards and cultivate the next generation.
• Differentiate the FLWBC from other Wright organizations.
• Invite a diversity of perspectives and skills to the Board.