

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.