

WISCONSIN PRESERVATION PLAN

EXECUTIVE SUMMARY
2016 – 2025

Wisconsin State Historic Preservation Office



WISCONSIN
HISTORICAL
SOCIETY

WISCONSIN'S HERITAGE PRESERVED

As we pass the milestone of the 50th anniversary of the watershed Historic Preservation Act of 1966, we look to the past and ahead to the future. We build on the strengths of those who have worked before us and we plan for those who will follow.

People preserve. At its core, historic preservation is about people. People take action to preserve archeological sites and protect human burials. People own, invest in, and steward their historic homes, businesses and institutions. People celebrate our history as a means to shape our future. The economic engine that historic preservationists stoke as they invest and reinvest in our heritage is vital to the success of our cities and rural areas. Each act builds our community and is a gift to the future.

In the past 10 years, Wisconsin had many successes. Large and important projects include the rescue of the Milwaukee Soldiers Home in Milwaukee, repurposed in the service of veterans and the preservation and reopening of 17 hand operated locks along the Lower Fox River to promote tourism, recreation, and commerce along one of Wisconsin's busiest riverways. Volunteer commissions in about 100 Wisconsin communities work daily to safeguard irreplaceable historic properties, providing protection to the buildings and sites that tell the stories of their communities.

The State Historic Preservation Office responded to the preservation community's need for educational and networking opportunities by joining with local historical groups to dramatically grow our annual conference and by providing more and better educational opportunities that reach beyond the preservation community, including training workshops, books and associated documentaries.

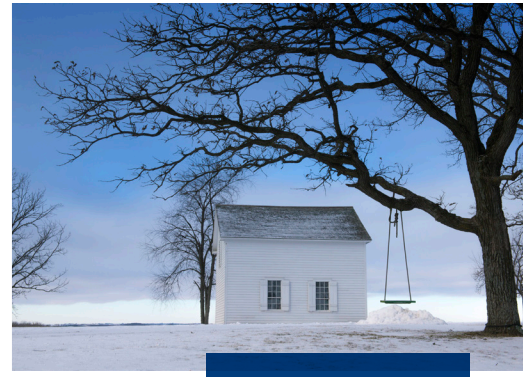
Historic preservation is economic revitalization. Without reinvestment in our heritage, we lose those buildings and sites that root us and give our communities their distinctive character. Our vibrant programs of historic preservation tax credits provide financing assistance for reinvestment in owner occupied houses and in vacant and underutilized commercial, industrial, and former public buildings throughout the state.

As we celebrate our successes of the past decade, we also face an uncertain and changing political landscape. A concern for property rights, tighter federal, state, and local budgets, tax reform and a reduced government role all affect preservation's future. We must reach out and educate our political leaders, become better advocates for historic preservation, and more widely celebrate our successes. We must develop more and better tools and fight to retain tools that have proven their effectiveness. People preserve. Join us in working to strengthen the protection and preservation of Wisconsin's heritage as we work to make our history part of our future.

Jim Draeger

State Historic Preservation Officer
Wisconsin Historical Society





2016 – 2025 HISTORIC PRESERVATION GOALS & OBJECTIVES

Many of the photos of historic places in this publication were submitted by Wisconsin residents as part of a contest celebrating the 50th anniversary of the National Historic Preservation Act in 2016.

PHOTOGRAPHERS INCLUDE

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I DEVELOP AND IMPLEMENT TARGETED EDUCATIONAL OPPORTUNITIES

- Promote historic preservation to outside groups through attendance and presentations at trade and other group conferences
- Prepare targeted educational materials on select topics and for specialty groups
- Partner with units of government and state and federal agencies to prepare educational content regarding compliance responsibilities

II INCREASE AWARENESS AND SUPPORT OF THE VALUE OF HISTORIC PRESERVATION

- Develop a statewide preservation marketing strategy with unified themes and consistent messaging
- Increase networking opportunities
- Establish mentor programs to provide peer-to-peer training
- Collect historic preservation success stories from communities across the state
- Create and distribute district summaries to state and federal legislators
- Create and distribute an annual summary on the impact of historic preservation

III INCREASE FUNDING SOURCES FOR HISTORIC PRESERVATION

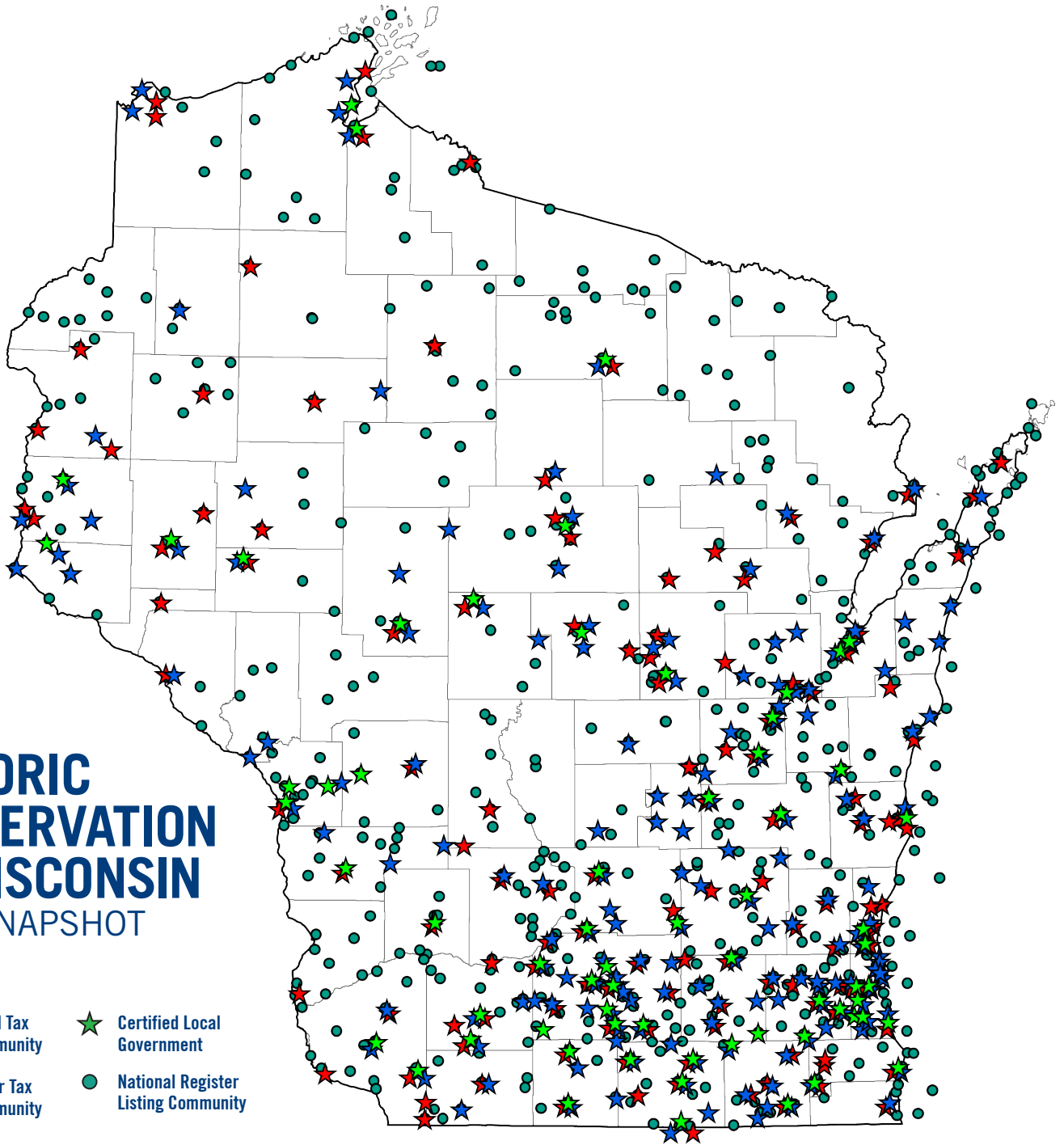
- Increase resources for SHPO through state and federal agency financial partnerships
- Promote existing historic preservation funding sources to new audiences

IV CULTIVATE PARTNERSHIPS TO ADVANCE HISTORIC PRESERVATION GOALS

- Partner with communities and underrepresented groups to identify, document, and designate properties
- Support and strengthen local and statewide preservation organizations
- Continue partnership with Wisconsin Public Television and Wisconsin Public Radio
- Continue partnership established with NOAA and Lake Michigan coastal communities fostered by the National Marine Sanctuary designation process

V SUPPORT AND EXPAND DIGITAL DATA AND ACCESS

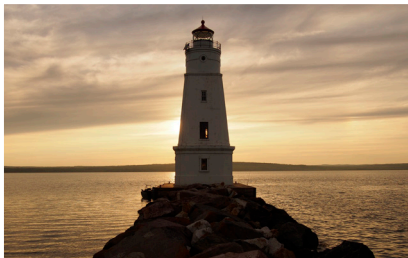
- Partner with constituencies to develop E-106
- Expand and promote the Wisconsin Historical Society's local history listserv to the preservation community
- Improve GIS services and partnerships
- Expand use of social media and provide training to partners in its use
- Create online content on statewide tax credit data



HISTORIC PRESERVATION IN WISCONSIN

2017 SNAPSHOT

- ★ Commercial Tax Credit Community
- ★ Home Owner Tax Credit Community
- ★ Certified Local Government
- National Register Listing Community



To learn more about the Wisconsin Preservation Plan and the Wisconsin State Historic Preservation Office, please visit our website at wisconsinhistory.org/preserve.

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This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability, or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to:

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