

## Historic Detroit

### **Mission Statement**

The mission of Detroit Preservation is to promote educational and cultural welfare through the identification and preservation of historic sites and structures that reflect significant elements of historic, architectural, and cultural heritage.

### **Vision Statement**

The Vision of Detroit Preservation is to create a community that strives to educate and preserve their culture and history.

### **Goals**

1. To educate the community on their local history and culture relating to architecture and design
2. To partner with preservation firms to develop plans for preservation of local historic sites and buildings
3. To create communities that focus on the preservation of their community and culture

## **Detroit County Information**

Detroit is a community who is in the process of rebuilding a stronger economy and environment. Detroit has a population of 672,662 according to the Census estimates of 2019. 70% of the population is white, 22.8% of the population is African American, and 7.2% make up other races such as Native American, Asian, and two or more races. The main population groups, according to Claritus , are Aspiring A-Listers, Low Rise Living, Urban Elders, Connected Bohemians, and Money & Brains. 52.7% of the population are female and 34.4% of the population live in poverty according to the US Census. There are many other arts organizations and nonprofits appearing in the area. Most of these are focused on serving those in poverty and other commonly “underserved” populations. Some organizations are Inside Out Literary Arts, Mosaic Youth Theatre of Detroit, and The Detroit Artist Market. All of these organizations focus on serving the youth and adults in the Detroit area who would not otherwise receive an introduction to the arts. IOLA focuses on improving reading and writing skills of students in public schools. They have won awards for their programming and would be a beneficial organization to potentially partner with in some programming. The local government has shown interest in the arts and regularly promotes grants, funds city wide events that incorporate the arts, and fund individual artists to create works for the public: murals, films, etc. The City Planning Commission of the local government has been working closely with non-profits. They will be consulting and partnering with nonprofits in the future to rebuild many portions of Detroit that are falling. Jefferson East, a residential firm, represents several district neighborhoods: historic and modern. This company needs partnerships to grow their neighborhoods and continue to increase property value.

## **Office Space and Location**

The organization will exist in a shared office building located at 553 E Jefferson Ave, Detroit MI. The organization will be renting one floor of the building which is 1,359 square feet. The monthly cost will be \$2,604. The building has four private offices, one open work space, and shared open spaces for small meetings and workshops. Many of the programs will be located at local historic sites and buildings that will partner with Historic Detroit.

## **Job Descriptions**

### **Executive Director:**

Development of educational programs, research of cultural and architectural history, create online resources relating to the cultural and architectural significance of sites and buildings in Detroit

### **Director of Cultural Resources**

Development of educational programs, research of cultural and architectural history, create online resources relating to the cultural and architectural significance of sites and buildings in Detroit

### **Director of Development**

Develop plans and work with other preservation firms to design and promote plans for preservation

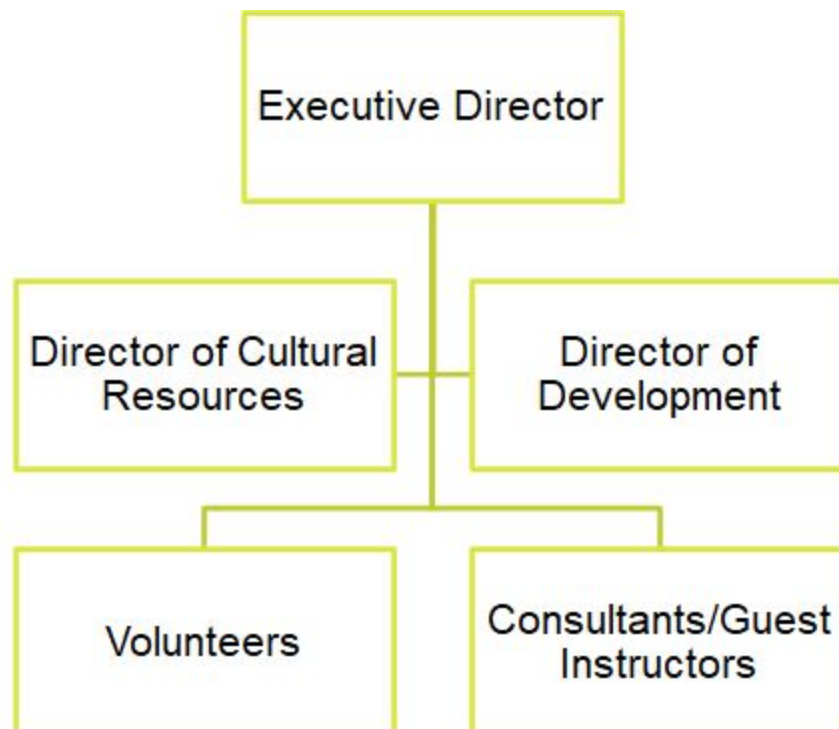
## **The Board**

The board will consist of six members, five voting members and the executive director. These members will serve for a term of three years and will meet quarterly. These individuals will vote on important decisions of the organization and how the organization will move forward. They will invest in the organization and maintain the budget.

## **Volunteers**

Volunteers will be accepted year-round. Positions will include interpretive guides, special event volunteers, research, collections assistance, and education program assistants. They will receive benefits from volunteering such as discounted admittance to events and programs, free admission to house museums, and invitations to special events.

## **Organizational Chart**





## **Season Calendar**

Seasons will be Jan-April, May-Aug, Sept-Dec. The theme for events and topics will change each season on a rotating basis. Some events we will have each season are:

Walk and Talks – Weekly (Thursdays) walking tours with varying speakers and topics. The tours will pass by historic buildings and districts in the area.

Photography Walkabout and Workshop- (Twice a month) This will be an opportunity for inexperienced photographers to spend time photographing historic sites, with a photography workshop that will focus on using digital cameras and editing software.

Rotating Educational Events- (Mondays) Once a week, there will be an educational event, based on the theme of the season. This could include public meetings on preservation efforts...etc.

Guest Speakers (Virtual)- (2-3 Times a Month) Varying speakers will discuss varying topics relating to preservation, history, and culture.

Historic Home Tours (In-person and Virtual) – Scheduled tours of historic homes partnering with Historic Detroit.

Historic Home Award- (Once a year) This is an opportunity to involve residents and owners of historic homes in the organization through nominations of homes and an award given at a fundraiser dinner for a particular home.

## **Advertising**

Most advertising will be centered around social media. We will utilize free social media platforms and make regular posts to increase awareness of our organization. We will cross post on several sites and encourage sharing and interaction with our posts. This will attract a younger, tech savvy, crowd. We will also partner with preservation firms in the community where we will appear and advertise at their events and we will do the same for those firms at our events. This will attract people who are already involved in preservation in the area. In addition to this, we will also work with the school system to introduce children to historic preservation. This will advertise to students, parents, and teachers.

## **Fundraising**

Historic Detroit will have several fundraising opportunities. Historic Home Award- This is an opportunity to involve residents and owners of historic homes in the organization through nominations of homes and an award given at a fundraiser dinner for a particular home. The cost of each ticket will be \$25. Membership Program- This will give members free access to historic homes in the area, member only tours, reduced fees for workshops and events, and access to insider information: 'behind the scenes' information. There will be a \$50 yearly fee to be a member. Historic Magazine Sales- This yearly magazine will be an update on preservation efforts of the organization and how the organization is working with other firms. This will include extra information on the preservation projects, pictures, general historic preservation articles, student work relating to preservation, and availability for ads. Each magazine will be \$10 and each ad will cost \$10. We will also apply for many grants and hopefully receive plenty of donations to support the organization.

## **Five Year Plan**

In the next five years, the goal will be to expand the educational outreach of our organization. We plan to hire more permanent employees who will be in charge of educational programs. This will allow the organization to reach more students and educate a wider audience on the history and culture that exists in Detroit. By expanding, we would need a larger space to accommodate more people, so we will need to earn the funds to afford a larger space for educational events. We also want to increase our partnerships and participation in preservation efforts in the community through the research performed by our Director of Cultural Resources. We hope to start an internship program for students in the area to study alongside the Director of Cultural Resources. We will learn from and listen to the community and will mold ourselves to help improve the community in areas they feel are most important relating to preservation efforts.



## **Historic Detroit**

Historic Detroit will have an impact on the education of the community on the importance of historic preservation. In order for communities to be healthy and thriving, they need to be accepting and encouraging of their culture and history that runs through the architecture in the area. Students will be able to attend tours, workshops, and speaker events for a free or reduced price, which will be accommodating for those who may not be able to afford the larger and more expensive events that other preservation firms hold. By partnering with firms in the community, we will advocate for the preservation of sites and buildings in the area which will increase the property value of other homes in these communities. By increasing their property value, the economy will be stimulated through the resale and improvements of these homes. The Historic Home award would increase pride in historic homes in the community and increase the desire to upkeep homes on the National Register. This would begin some friendly competition in the area which will increase the property values in the community. The tours would also increase pride in the community by allowing others outside of Detroit to witness the vibrant culture through the sites and buildings of the past. Detroit is a recovering community with a bad reputation that is simply not true. The increase in pride in the community would bring in more tourism which would stimulate the economy through increase in spending at local businesses. The photography workshops and our magazine would increase interest in the arts and would be an example of how arts can be influential in communities. New homeowners who are attracted to the preserved homes on the National Register would be attracted to the area which would have a domino effect through the community. Historic Detroit will essentially create a platform for a community to revive and preserve their history and culture.