

Goals, Objectives, and Strategies
A Future for Preservation

The goals, objectives, and strategies are a statewide guide for preservationists. They should be considered when developing grants, state and national register nominations, historic marker nominations, reviews, mitigations, surveys, reports, and community preservation projects. They are not a blueprint for the next five years, but more of a road map or guide.

The strategies are intended to be flexible enough to apply to different communities preserving their unique cultural heritage. Some strategies are mentioned more than once because they apply to more than one goal or objective.

Architectural styles vary from one community to the next as do cultural beliefs and practices. The type of archaeological sites recorded in central New Mexico sharply contrasts with those in the southeastern part of the state. New Mexicans are encouraged to adopt one or more of these goals, and tailor them to fit local preservation needs.

Goal 1. Broaden Preservation's Relevancy

Objective: Raise Awareness that preservation is integral to the economy and environment.

Strategies

- Provide more information about the link between sustainability and preservation by explaining the environmental and economic benefits of historic preservation.
- Address misconceptions and negative impressions about historic preservation hindering development.
- Develop State and National Register nominations to increase representation of geographically underserved and cultural underrepresented communities.
- Encourage communities to recognize the historic value of resources from the mid-twentieth century and later with State and National Register nominations.
- Build on collaborations with universities and colleges; New Mexico MainStreet; federal, state, and local governments; and preservation organizations that have produced State and National Register nominations.
- Promote successful state and federal preservation tax credit projects to illustrate that they are effective tools for underrepresented communities.
- Broaden the scope of training available to preservation professionals, developers, and local review boards to include more youth, elected officials, and citizens.
- Provide training to address disaster preparedness and the effects of climate change on cultural resources.

Objective: Diversify New Mexico's Preservation Community

Strategies

- Reach a broader demographic through increased use of social media to share information and exchange ideas.
- Encourage communities to recognize the historic value of mid-twentieth century resources with State and National Register nominations.
- Create videos suitable for social media and other venues to share information about historic preservation.
- Strengthen preservation's presence in underserved areas by expanding its constituency into less represented areas.

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- Create opportunities for seasoned preservationist to interact with younger people through youth summits, internships, and in classrooms.
- Provide web-based multi-lingual publications.
- Raise awareness that May is Heritage Preservation Month by providing grants for events that highlight local preservation.
- Provide clearer, more direct online access through hyperlinks to the state and national Registers, Historic Contexts, and thematic Multiple Property Documentations forms for greater public access.
- Promote the State of New Mexico's initiative to access roadside historic markers, National Historic Landmarks, museums, and historic sites through a cultural app and website by developing a public partnership campaign.

Objective: Strengthen the link between preservation and heritage tourism

Strategies

- Foster partnerships with staff at historic sites, museums, and preservationists to emphasize the vital role of preservation in interpreting history, and encourage heritage tourism in underserved communities.
- Identify and promote preservation achievement – tax credit projects, rehabs, awards, historic markers, and Register listings – with community events and in traditional and social media.
- Identify and share proven methods for restoring windows, adobe buildings, and mid-twentieth-century architecture.
- Identify the Cultural Atlas of New Mexico digital app and website as a trip-planner and history source.

Goal 2: Create New Financial Incentives and Enhance Current Ones

Objective: Fund the State Preservation Grant Program

Strategies

- Permanently fund annual state grants for research, planning, and bricks-and-mortar projects by enlisting the support of citizens, professionals, organizations, legislators.
- Inform lawmakers of specific grants that have benefited their districts.
- Identify supplementary grant sources.

Objective: Strengthen the State Preservation Tax Credit

Strategies

- Build on recent legislative success to amend the 1984 state property tax credit.
- Amend the 1984 state income tax credit law so the preservation credit is refundable and transferable.
- Expand awareness of the tax credits' benefits to build strong grassroots support for improving it.
- Increase the tax credit cap for all listed commercial properties and for buildings within MainStreet and Frontier communities.

Goal 3: Foster Stewardship of Cultural Sites

Objective: Protect Archaeological sites, historic buildings, and cultural landscapes

Strategies

- Support creative mitigation that streamlines preservation reviews and encourages government agencies and the private sector to collaborate in preserving archaeological and cultural sites, and historic buildings and structures.
- Improve methods for addressing unmarked graves at archaeological sites and other locations by updating current provisions to conform to the Native American Grave and Repatriation Act, and by establishing a sanctioned reburial ground.
- Increase the number of Certified Local Government communities and strengthen existing CLGs to re-emphasize the program's goal of integration preservation into community planning.
- Strengthen existing relationships among preservationist and municipal, state, and federal governments.
- Identify cultural landscapes threatened by encroachment.
- Provide training to address disaster preparedness and the effects of climate change on cultural resources.
- Expand the number of historic preservation disciplines for inclusion in the SHPO Directory of Cultural Resource Professionals.

Objective: Invest in preservation

Strategies

- Encourage volunteer site stewards in SiteWatch to involve their communities – particularly in public schools, universities, and colleges – in conserving archaeological sites and protecting them from looting, erosion, and vandalism.
- Support the statewide nonprofit, the New Mexico Heritage Preservation Alliance, so it has a stronger presence and becomes an effective preservation advocate, especially for smaller communities.
- Develop annual summits to encourage discussion among state, federal, tribal, and private sector preservationists.
- Encourage officials to subscribe to the New Mexico Cultural Resources Information System database and interactive maps as an integral component in planning, economic development, and disaster preparedness.
- Communicate the benefits of historic preservation to elected officials, decision makers, students and citizens.
- Provide training to address disaster preparedness and the effects of climate change on cultural resources.
- Expand the preservation curricula at New Mexico universities and colleges.
- Develop educational tools and programs for elementary and high schools, organizations, and historical societies.
- Cultivate a traditional trades workforce to ensure best practices for the care of cultural resources.
- Create opportunities for seasoned preservationists to interact with younger people at youth summits, in existing and new organizations, by hosting internships, and in classrooms.