





**Strategic Plan
King William Association
2014-2016**

Community Need	Preservation of the structure of the neighborhood, the houses, and buildings and a respect for diversity of the neighborhood.				
Vision		Mission		Values	
King William is a restored and vibrant urban village.		To promote and support the preservation of historic structures in the King William neighborhood, to respect its history, and build community.		<ul style="list-style-type: none"> Inclusive Caring community Historic preservation Respectful of a diversity of opinions Integrity Transparency Professionalism Building consensus 	
Market Differentiators	Destination neighborhood	King William identity	King William Fair	First and only designated Cultural Arts District in San Antonio	First historic residential district in Texas

Cornerstone Areas

- Organizational Structure
- Historic Preservation
- Programs and Services
- Membership
- Fundraising
- Neighborhood Association
- Marketing and Communication
- Advocacy

Cornerstone Areas & Strategic Initiatives

Cornerstone Area	Strategic Initiatives					
Organizational Structure	Design of organizational chart and integrated job functions	Automation of systems: membership, donations, etc.	Board development resources: training and use of Board portal	Organization's facilities	Restructuring of Committees	Development of investment policy
Historic Preservation	Architectural Advisory Committee	Regular communications with City Offices, HDRC, Code Compliance, and Board of Adjustments	Bricks and mortars grant programs for property owners Demolition by neglect	Explore the purchase of a building with an exit strategy	Use of City programs such as STAR in Office of Historical Programs	Historic preservation workshops
Programs and Services	Educational workshops and events on history and culture	Continuum of programs for people, houses, businesses, and nonprofits	Stronger relationship with business owners	Evaluation of all programs and funding levels	Partnership and grant programs for schools and nonprofits	Manage tourism
Membership	Categories, value, and pricing of memberships	Publication of Annual Report	Ease of membership options and focus on membership retention	Communication, transparency, and information	Growth of residents, individuals, and business members	

Cornerstone Areas & Strategic Initiatives

Cornerstone Area	Strategic Initiatives					
Fundraising	Exploration of new special events	Growth of individual and corporate donations	Exploration of endowment and planned giving	Specialized fund campaigns for facility or scholarships	Operating and project grants	Increased distribution of program and grant funds on an annual basis
Neighborhood Association	Clear communications about notices from the City: zoning, crime, etc.	Communication of association's positions	Engagement in City Sector Plan	Advance notices about irregular street closures	Development of a policy on zoning changes	
Marketing and Communication	Development of Speaking to the Media Policy	Transition from perception as neighborhood of "no" Positions linked to charter and mission	Publication of Annual Report	Use of newsletter, e-blast, press releases, and Social Media such as Next Door	Use of Fair and website as marketing tools	Member Portal: Bylaws, Charter, Agendas, and Board Minutes
Advocacy	Advocacy: urban living, infrastructure, zoning, and related topics	Community Advocacy: HDRC, Mayor, City Council, SAISD, and adjacent development	Historic preservation	Value of King William to downtown economics and tourism	Quality of life issues: First Friday, parking, noise, traffic, and crime	Greater knowledge and use of census data

Cornerstone Areas & Metrics

Organizational Structure	Historic Preservation	Programs and Services	Membership
<p>Organizational chart with job descriptions posted on website.</p> <p>Implementation of an online software for donations and membership renewals .</p> <p>Board approves investment policy.</p> <p>Study on office space utilization presented to Board.</p> <p>Finance Committee addresses Audit recommendations.</p>	<p>Exploration of a Bricks & Mortar grant program.</p> <p>Decrease “low architectural integrity” houses by 5%.</p> <p>Decrease “medium architectural Integrity” houses by 5%.</p> <p>300 buildings documented for architectural integrity.</p> <p>10 neighbors attend wood window repair workshop.</p>	<p>All houses on home tour featured by local restaurant.</p> <p>2 meetings completed gathering information from neighbors and businesses regarding First Friday.</p> <p>4 workshops offered with a minimum attendance of 20 people.</p>	<p>Grow resident and individual memberships by 10% each year.</p> <p>Ask each board member to recruit 5–10 new members per year.</p> <p>Document demographics of geographic area.</p>

Cornerstone Areas & Metrics

Fundraising	Neighborhood Association	Marketing and Communication	Advocacy
<p>2–3 project , operating, or capital grants per year.</p> <p>Individual donations: \$5,000.</p> <p>Corporate donations increase by 5%.</p> <p>Increase distribution of funds by 5%.</p>	<p>“No noise” zoning classification submitted to COSA.</p> <p>Post 100% of Zoning, BOA & HDRC comments on website.</p>	<p>Economic impact study of businesses in geographic area.</p> <p>Article submitted to local newspapers once per quarter.</p>	<p>Education of each City Council regarding the importance of historic preservation to the economy.</p> <p>10 KWA members attend a workshop educating them on the COSA historic design guidelines.</p> <p>Have 10 Realtors attend a workshop regarding Historic Districts regulations.</p> <p>Completion of a traffic and parking study.</p>