

LOUGHEED HOUSE CONSERVATION SOCIETY STRATEGIC PLAN, 2019-21

VISION

Historic **Possibilities**

MISSION

Lougheed House is a house of story. A place where we **engage** individuals and community in meaningful ways to **share** and **honour** our diverse experiences. We **innovate**, **interpret**, and **explore** the many dimensions of our past, while fostering dialogue about our future.

VALUES

- We are caring and inclusive in what we do and how we make things happen
- Collaborative in our programs and activities
- Innovative as a response to changing times and circumstances
- Open and transparent in all that we do
- Respectful of our complex past, of our stakeholders, the community and each other
- Responsible through good governance, prudent management and fiscal practices, we are accountable to our stakeholders and sustainable

OUR STRATEGIC PRIORITIES

Strategic Priority #1: Reinvigorate our Brand

Strategic Priority #2: Create Exciting and Unique Visitor Experiences

Strategic Priority #3: Build a Thriving and Sustainable House

