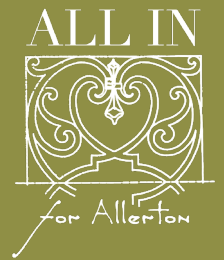


ALL IN FOR 2024

Allerton Park & Retreat Center Strategic Plan
Part 1: 2018-2021



Mission

Sustain and promote the legacy of Robert Allerton Park and engage and enrich the lives of the University of Illinois community and the citizens of Illinois in nature, arts, and landscape ecology.

Vision

Inspire the community to utilize and value nature, history, and the arts through accessible and sustainable programming, research, and facilities.

Guiding Principles

1. Diversify our revenue portfolio while maintaining enough revenue to hold a reserve.
2. Continue to make strategic investments in existing infrastructure and assets.
3. Empower the regional community to utilize and value Allerton's mission.
4. Be agile as we pursue the current set of priorities; be mindful of and responsive to the changing political, social, and environmental landscapes.
5. Embrace a culture of customer satisfaction and strategic assessment.
6. Celebrate our successes and achievements visibly and proudly.
7. Collaborate with the community (residents, volunteers, donors, staff, board, University students/faculty/staff, and other stakeholders) in our planning and implementation, while fostering connections to promote and inspire the appreciation, study, and use of Allerton.
8. Strive to create an inclusive environment, while enhancing and promoting diversity within our programming, staff, audience, and region.
9. Continue innovation in areas of research and outreach focused on art, nature, and community.
10. Inspire future philanthropic support by elevating the original gift and intentions of Robert Allerton.



The Next 150: University of Illinois Strategic Plan Goals 2018-2023

Goal 1: Foster Scholarship, Discovery, & Innovation

Goal 2: Provide Transformative Learning Experiences

Goal 3: Make a Significant & Visible Societal Impact

Goal 4: Steward Current Resources & Generate Additional Resources for Strategic Initiatives

Goal 1: Foster Scholarship, Discovery, & Innovation

Improve existing infrastructure and build relationships with community and university entities to support creative activities and promote Allerton as a resource to attract residents and visitors.

Facilities & Grounds

1. Establish the Ice House as an in-residence facility.
2. Plan and establish a new engaging Visitor Center.
3. Update Main Parking Lot parking and bathroom.
4. Make electrical improvements to Mansion.
5. Update Mansion rooms.

Public Engagement

1. Create and maintain business partnerships and sponsorships.
2. Increase outreach to the University of Illinois and other local higher education populations.

Operations

1. Coordinate fundraising efforts to reflect strategic initiatives.
2. Expand and advertise current catering and restaurant options.
3. Create a U of I Engagement Coordinator position to develop connections and relationships within the University system.

Goal 2: Provide Transformative Learning Experiences

Engage with the public to plan and gain support for facility and programming additions that are adaptable to educational and experiential learning opportunities in a communal environment.

Facilities & Grounds

1. Plan and develop Children and Family spaces.
2. Plan and develop studio space to support in-residence facilities.
3. Plan for future educational programming space/experiences.

Public Engagement

1. Increase visibility of the arts at Allerton through events, rotating art displays, and artist-in-residence program.
2. Refine planning and processes for new and recurring events.

Operations

1. Continue to review and improve revenue generation, fundraising, and staffing.

Goal 3: Make a Significant & Visible Societal Impact

Create an accessible and engaging facility that offers diverse opportunities to transform the way the public views and values the natural world and emerging environmental initiatives.

Facilities & Grounds

1. Develop and implement a facility-wide way finding plan to increase usability.
2. Utilize innovative methods to remove invasive species and increase native plantings.

Public Engagement

1. Maintain a strategy and protocol of implementing impactful events, with new collaborations focused on art and agriculture.
2. Increase visibility of sustainability initiatives.

Operations

1. Expand and promote our unique lodging accommodations by offering additional amenities and packages.

Goal 4: Steward Current Resources & Generate Additional Resources for Strategic Initiatives

Invest in additional revenue-producing endeavors, our entrepreneurial staff, and unique facilities to continue to improve buildings and grounds, programming, and communication efforts.

Facilities & Grounds

1. Relocate offices from the Regency to the Evergreen Lodge to allow for expanded Visitor Center.
2. Improve quality of Mansion lodging.
3. Improve the accessibility and beauty of the grounds.
4. Identify natural areas that can be enhanced for recreational opportunities.

Public Engagement

1. Expand marketing efforts in the surrounding region.
2. Create mutually beneficial partnerships within our regional community.
3. Increase visibility of advancement initiatives through a large scale donor appreciation event.
4. Identify donor-increasing strategic initiatives.
5. Refine our target market.
6. Enhance event and on-site marketing.

Operations

1. Continue reserve budgeting practices.
2. Identify positions on staff that may impact further revenue production and operational efficiencies.
3. Identify and improve current revenue production methods and initiatives.