



HERMANN-GRIMA + GALLIER  
HISTORIC HOUSES

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# Strategic Plan

## 2021-2025

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# Mission Statement

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Hermann-Grima + Gallier Historic Houses, managed by The Woman's Exchange, preserves two 19th-century French Quarter homes and, through their architecture, collections, and history, inspires discourse about our collective past and its relevance to our present and future. Visitors, students, and researchers explore such diverse topics as the lives of the houses' owners and enslaved people, free people of color, open-hearth cooking, mourning rituals, and the entrepreneurial pursuits of women.

# Values

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**Respect** Cultivating meaningful and authentic discussions about history.

**Stewardship** Pursuing the highest standards in the care of our historic homes, collection, staff, and finances.

**Scholarship** Advancing research to deepen understanding of our collection, broaden educational programming, and contribute to the study of the history of New Orleans.

**Inclusivity** Confronting bias, engaging diverse communities, and furthering the inclusion of historically overlooked stories, stakeholders, and audiences.

# Vision Statement

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Through the intimate lens of domestic architecture, we provide a trusted voice in honest and critical engagement with history and its legacies.

## Tagline

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Nothing tells a story like a home.

# Goals & Objectives

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## **Goal 1: Achieve AAM re-accreditation.**

Obj. A. Develop a Master Plan for space usage, and increased access. (by 2022)

*1.A.1. Engage external party to create a master space plan for Hermann-Grima House.*

*1.A.2. Engage external party to perform access audit and seek funding to implement initiatives that will better accommodate visitors and staff.*

Obj. B. Implement a comprehensive maintenance plan, addressing immediate structural issues. (by 2021)

Obj. C. Define Master Collection Plan (scope & management). (by 2023)

*1.C.1. Continue to deaccession objects in a deliberate and mission-driven way.*

*1.C.2. Complete a comprehensive inventory of the permanent and study collections, including updates to the collection database.*

*1.C.3. Improve collection storage spaces and housing materials.*

*1.C.4. Improve exhibition and collection storage environments.*

## **Goal 2: Diversify programs and people.**

Obj. A. Develop a master plan for the reinterpretation of Gallier House around its architectural significance, including permanent alternatives for ticketing, exhibition, and restroom space. (by 2025)  
*2.A.1. Build out the on-site shop at Gallier, reflective of any interpretation changes.*

Obj. B. Develop and implement an Educational Master Plan. (by 2025)  
*2.B.1. Rebuild and strengthen the open-hearth kitchen cooking program.*  
*2.B.2. Create innovative new programming and increase audience engagement.*  
*2.B.3. Expand content around the people of African descent who lived on the properties and/or helped build them.*  
*2.B.4. Create programming for underserved populations.*  
*2.B.5. Identify items for acquisition to expand representation of historically overlooked people.*

Obj. C. Recruit, develop, and retain a diverse and inclusive staff that more accurately reflects the population of New Orleans. (by 2025)  
*2.C.1. Diversity, equity, accessibility, and inclusion (DEAI) training to be built into staff and Board development budgets and schedules.*  
*2.C.2. Develop paid internship program.*

Obj. D. Diversify the artists and vendors that are stocked within the shop. (by 2025)

### **Goal 3: Secure long-term financial sustainability.**

Obj. A. Increase philanthropic support. (by 2023)

*3.A.1. Grow revenue from two annual fundraising events.*

*3.A.2. Cultivate corporate sponsors and individual donors for exhibition sponsorship, unrestricted giving, planned giving program, etc.*

*3.A.3. Engage Board members to help identify, cultivate and solicit prospective donors and event sponsors.*

Obj. B. Increase membership numbers by 10% year after year. (by 2025)

Obj. C. Develop shop revenue. (by 2025)

*3.C.1. Increase Shop revenue by 15% year after year.*

*3.C.2. Streamline back-office operations for the shop (fulfillment, vendor management, stock management, etc.).*

Obj. D. Develop revenue generating programs. (by 2024)

## **Goal 4: Expand our audience.**

Obj. A. Increase public awareness and perception to re-position ourselves within the market. (by 2025)

*4.A.1. Expand community outreach and collaboration.*

*4.A.2. Grow digital reach and audience.*

*4.A.3. Work with external marketing company to place HGGHH as a “top of mind” location in New Orleans.*

*4.A.4. Increase awareness around inclusive storytelling initiatives.*

Obj. B. Expand K-12 programming. (by 2024)

Obj. C. Create and implement a system for tracking and analyzing audience (visitation, program attendance, and virtual outreach). (by 2024)

Approved

This Strategic Plan was approved by The Woman's Exchange Board of Managers on March 10th, 2021 and appears in the meeting minutes.