

*Engaging
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Haas-Lilienthal House

A New Vision for Historic House Inspires Capital Campaign



In consultation with Engaging Places, San Francisco Heritage adopted a new vision for the Haas-Lilienthal House that has inspired an ambitious interpretive plan and capital campaign.

For more information, visit EngagingPlaces.net or contact Max.vanBalgooy@EngagingPlaces.net.

Faced with a decade of declining attendance and deferred maintenance at the 1880s Haas-Lilienthal House, San Francisco Heritage embarked on a series of studies to evaluate existing conditions and determine how the house could advance the mission of the citywide historic preservation organization. Engaging Places conducted an interpretive assessment and evaluated potential alternatives (including increased promotion, increased site rentals, and sale of the house) to achieve financial and programmatic sustainability.

Engaging Places facilitated a visioning retreat with board members, staff, experts, and stakeholders to review these recommendations, which resulted in a new vision for the house and its role within the organization and the community. The vision focuses on enhancing and improving existing programs and activities while guided by an ambitious interpretive plan and supported by a \$4.3 million capital campaign. Engaging Places is nearing completion of the interpretive plan, which incorporates the latest historical scholarship, visitor and community research using lifestyle segmentation, a preservation philosophy, strategy mapping, and methods to better engage with tourists, local residents, and third grade classes.