
WENATCHEE VALLEY MUSEUM
& CULTURAL CENTER

STRATEGIC PLAN



ENVISIONED FUTURE

Within the next 10 years, the WVMCC is a premiere destination that everyone visits and is a source of pride for the community, region, and state. It is anchored by technologically current, meaningful, engaging, interactive, and collaborative experiences in our museum and beyond. It has a vibrant, growing, diverse membership and sustainable economic model.

MISSION

The WVMCC gathers, engages, and educates people to celebrate and preserve the history, arts, sciences, and rich diversity of our region.

VISION

WVMCC is a place of excitement and relevance, that inspires and transforms the community.

VALUES

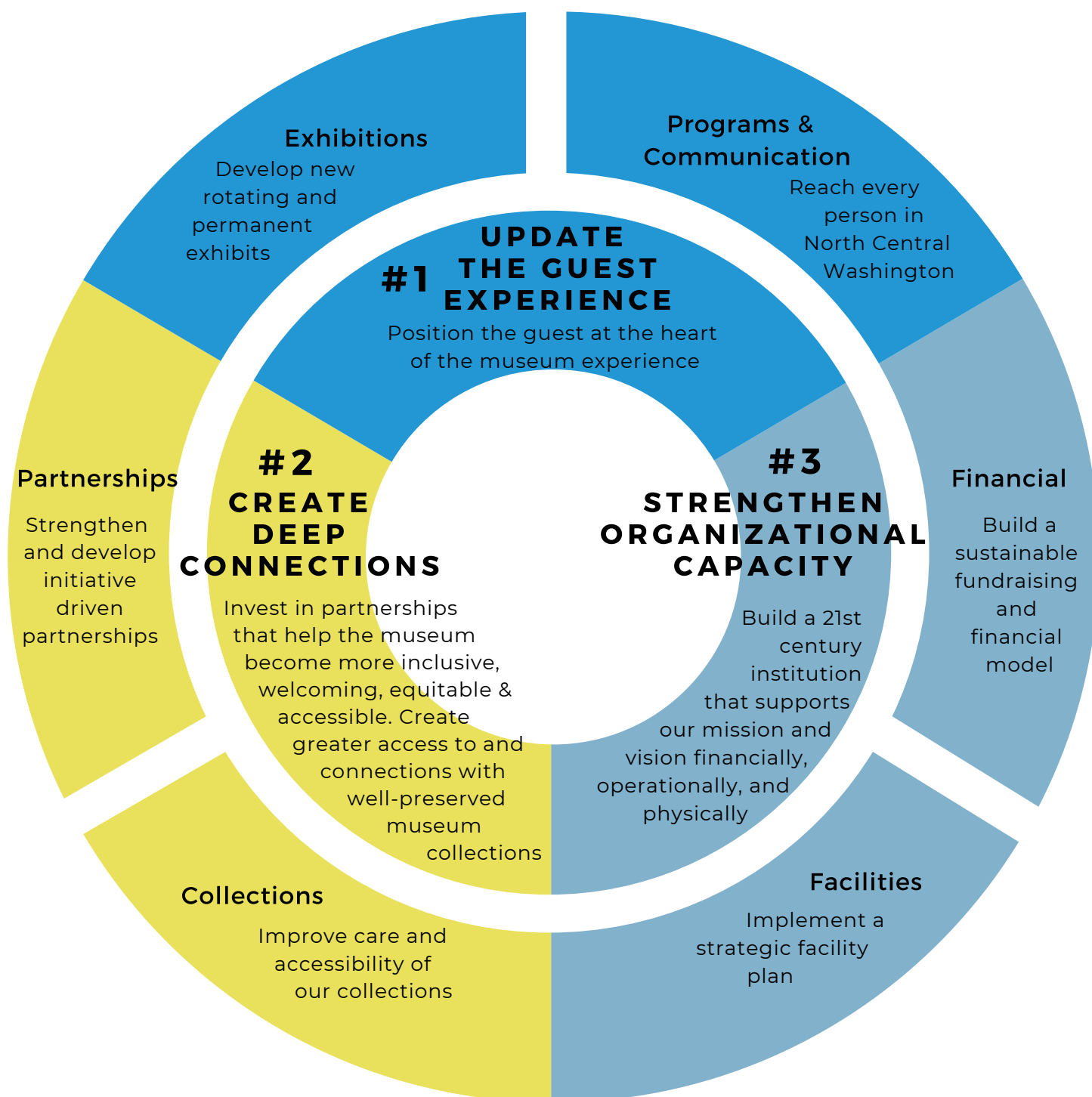
Stewardship: We responsibly manage the financial and physical resources entrusted to us.

Inspiration: We inspire creativity and bring fun to life-long learning.

Respect: We treat all people, experiences, and perspectives with respect and foster an environment where all can thrive.



STRATEGIC INITIATIVES



STRATEGIC INITIATIVE GOALS

#1: UPDATE THE GUEST EXPERIENCE

Position the guest at the heart of the museum experience.

Exhibitions

Connect people to history, art, science, and culture in ways that broaden perspectives and offer new experiences. Implement innovative interpretive strategies in presenting content; and reimagine our exhibits, spaces, and processes. Create exhibit experiences that provide connection, engagement, enjoyment, innovation, and transformation for all audiences.

1. Update and refresh current exhibits, including the addition of hands-on and interactive elements.
2. Develop a suite of ideas for new exhibits within a renovated & expanded facility.
3. Create and implement a 5-year changing exhibition plan.

Programs & Communication

Introduce audiences to the transformational power of our museum through education, programs, and communications. Broaden, deepen, and diversify our public offerings to create and reflect a broader sense of community and place. Prioritize programs around specific topics and partners. Be a place for community public forums; do not shy away from hard or controversial topics. Update brand and identity to reflect our mission, vision, and values. Create connections with traditional and new audiences.

1. Review school programs and align with state standards.
2. Develop a strong relationship with and strategy for museum volunteers.
3. Improve the Museum's accessibility for those with special needs and working families.
4. Work with the Latinx community to develop bilingual series of programs.
5. Review and refresh brand and style guides.
6. Develop a communication plan to reach wider regional audiences.



STRATEGIC INITIATIVE GOALS

#2: CREATE DEEP CONNECTIONS

Invest in partnerships that help the Museum become more inclusive, welcoming, equitable, and accessible so we better reflect and engage our community. Create greater community access to and connections with well-preserved museum collections.

Partnerships

Intentionally seek and build strategic partnerships that enhance our abilities to create and/or grow community connections and inclusion.

1. Review and develop a description of current partnerships; update annually.
2. Do analysis of the Affiliate program.
3. Invest time and experience in the Upper Columbia Museums Association.
4. Develop major partnerships with business/industry.
5. Create more robust partnerships with NCESD, NCRL, and Wenatchee Valley College.
6. Explore community partnerships to strengthen & expand community celebrations - currently Dia de los Muertos & Multicultural Fest.

Collections

Connect people to history, art, science, and culture in ways that change perceptions and offer new experiences through our collections. Align our collections with our mission, ensure sufficient resources, and implement and maintain professional approaches for the care, preservation, and access of the collections.

1. Implement a collection assessment of ALL collections and a plan for organizing collection storage spaces.
2. Make collections storage improvements based on the assessment & plan.
3. Pilot digital/online access to collections.



STRATEGIC INITIATIVE GOALS

#3: STRENGTHEN ORGANIZATIONAL CAPACITY

Build a 21st century institution that support our mission and vision financially, operationally, and physically

Financial

Build a sustainable financial model that supports transparency, efficiency, effectiveness, and agility. Conduct assessment of operations, components, and programming of departments to support the institution as a whole. Assess and strengthen existing revenue streams and assess and implement new revenue streams. Provide a platform for future growth.

1. Develop fundraising plan and train Board and staff in fundraising techniques.
2. Develop donor base to support membership, annual fund & future capital campaign.
3. Develop robust stewardship program to thank all members & donors.
4. Review fundraising programs/events.

Facility

Create and implement best practices for a 21st century cultural organization. Clarify, simply, and assess current facilities and operational processes and organizational structure. Provide the necessary infrastructure to support staff and Museum activities.

1. Assess all operations.
2. Create a Disaster and Emergency Preparedness Plan.
3. Refresh lobby/community space to create a more welcoming and compelling area.
4. With City of Wenatchee, complete a formal facility review of the WVMCC buildings.
5. With City of Wenatchee, refresh the exterior of the facility.
6. Develop a schematic plan for a fully renovated facility.
7. Develop plans and comprehensive strategy for the Wells House.
8. Assess current technologies and technological capacity.
9. Review integrated software systems for all WVMCC software.

