



MUSEUM + PUBLIC ART
WORK SESSION PRESENTATION
NOV 12, 2024



STRATEGIC CHALLENGES WE ARE ADDRESSING

*QUICK OVERVIEW OF CHALLENGES,
THEN UPDATES ABOUT PROGRESS WE'RE MAKING
AND ALIGNMENT WITH ARTS MASTER PLAN*

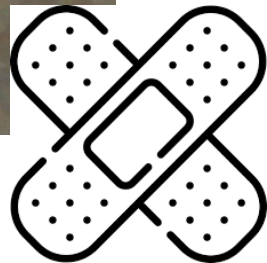


CHALLENGE #1 - FACILITIES



OFFICE SPACE,
STORAGE, AND
LEAKS.

OH MY!





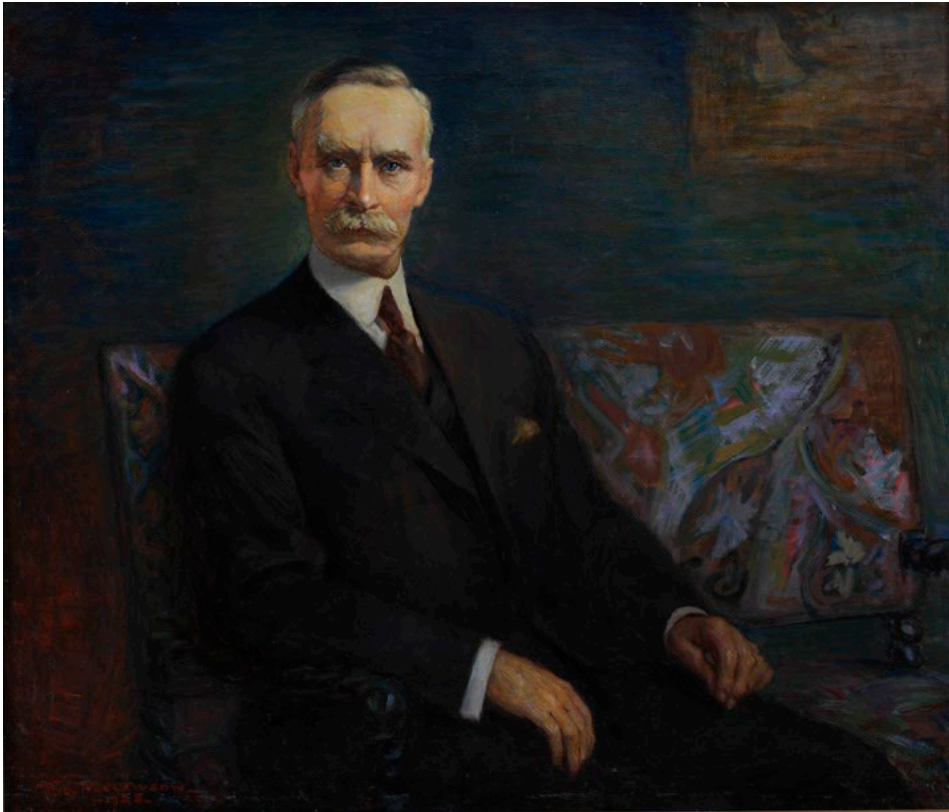
CHALLENGE #2 – MARKETING & COMMUNICATION



E.J. Bird, *The Gossips* (1940) oil on canvas, Springville Museum of Art



CHALLENGE #3 – MAINTAIN AND GROW REVENUE



John Willard Clawson, *Portrait of Matthew Henry Walker* (1923) oil on canvas, Springville Museum of Art



Robert Marshall, *Money Plant* (1982), oil on canvas, Springville Museum of Art



CHALLENGE #4 –

PROVIDE ENGAGING, RELEVANT ARTS EXPERIENCES FOR OUR KEY AUDIENCES



Aleksei Vasilevich
Trotsenko, *Curious
Onlookers* (1962), oil on
canvas





CHALLENGE #5 –

MAKE SPRINGVILLE TRULY “ART CITY”
DEVELOP A MEANINGFUL PUBLIC ART
PROGRAM THAT DOVETAILS WITH MUSEUM





NEXT STEPS + PROGRESS

- Adopted Arts Master Plan with strategies for each of these areas
- Directive of Arts Master Plan → Museum Strategic Plan





FACILITIES

- RFP drafted and money budgeted for feasibility/design plan → Summer/Fall 2025 (directive of Arts Master Plan)
- Design plan → fundraising/capital campaign
- Facilities → Long-term preservation plan





MARKETING & COMMS

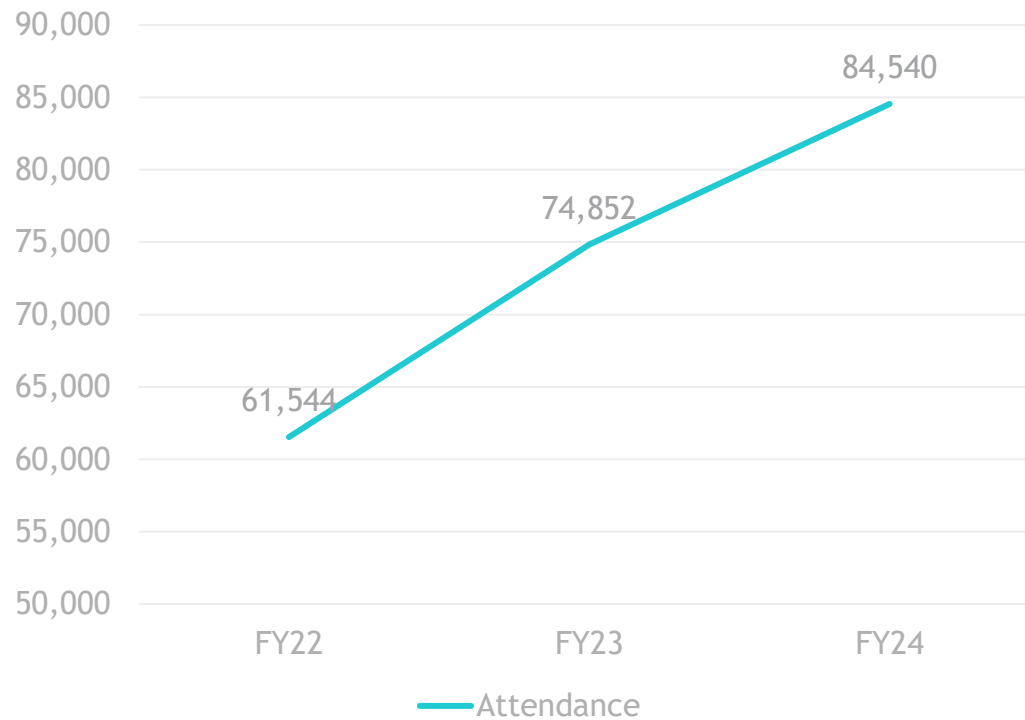
- Increased budget for marketing, seeing ROI on increased ads and outreach
- Hired BYU AdLab to do Market Research (finished last Winter)
- Working on larger marketing/communications strategic plan (AMP directive)
- Arts Master Plan → Art City Directory/Website → Held kickoff mtg





ATTENDANCE

+13% VS FY23
+37% VS FY22





REVENUE

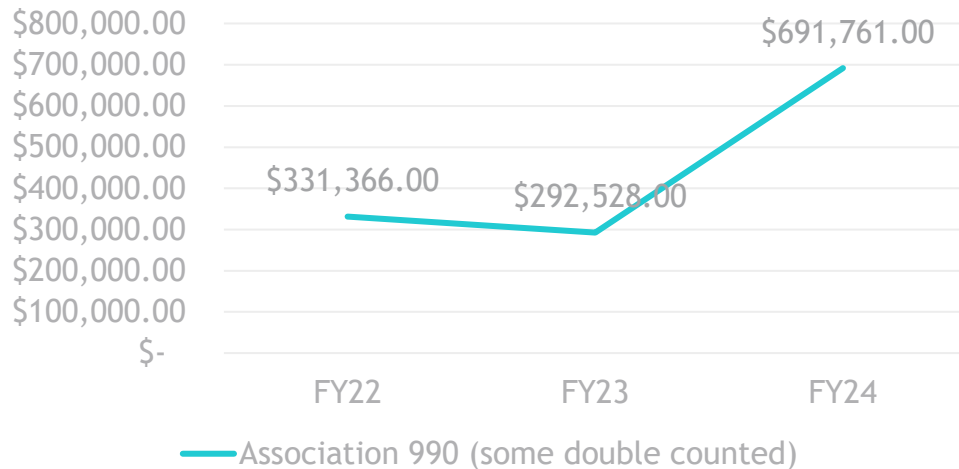
- Looking at increasing all revenue streams (earned, grants, donations)
- Getting more training and expertise in fundraising + donor comms
 - Individual donors, corporations, foundations
- Next steps → capital campaign, sustainability, legacy giving (endowments)



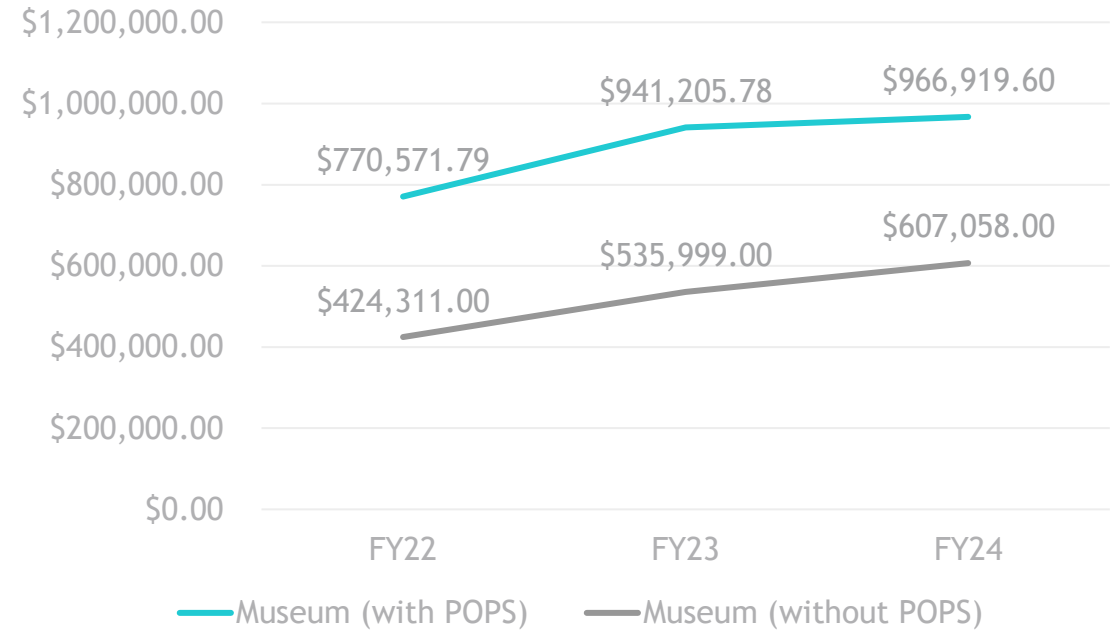


REVENUE

Association 990 (some double counted)



CITY SIDE



**CURRENTLY ~\$120,000 IN
ASSOCIATION FOR FUTURE
PROGRAMS AND CIP PROJECTS**



PROGRAMS + PUBLIC ART

- Mission alignment - Museum, Association, Public Art, POPS
- How can we be more efficient and stop doing the things that don't matter?
- How can we overlap efficiencies in POPS, Public Art, Museum, etc. to get most value out of our resources and accomplish our goals most efficiently?
 - WIP - simplified exhibition schedule, collaborations in process, call for entries for juried shows → public art projects





LOOKING AHEAD

- Arts Master Plan Alignment
- These are challenges we are focusing on and where we will be allocating our resources as we develop our FY26 budget, in alignment with direction in the Arts Master Plan
- Do you see any areas we've missed or you'd like us to address in our forthcoming budget?