



MUSEUM MISSION, VISION, VALUES UPDATE
SEP 16, 2025



Governance and Structure

Springville Museum of Art
“The Museum”



MOU

WHY THE UPDATE?



Springville City

- Building
- Exhibitions
- Programs



Public Art Program

SMA Association

- Permanent Collection
 - 501c3
- Fundraising



MANY MISSIONS

- The Springville Museum of Art (SMA) fosters beauty and contemplation through life-affirming art and experience for Utah's Art City and its diverse communities.
- The Springville Museum of Art Association (SMAA) serves as steward of the premier collection of Utah fine art. We expand, preserve, and share our collection to connect people with the rich heritage and continuing evolution of Utah culture.
- Springville Public Art supports Springville's identity as Art City. It aims to make Springville truly "Art City" not just a City with an Art Museum.

Museum

Association

Public Art



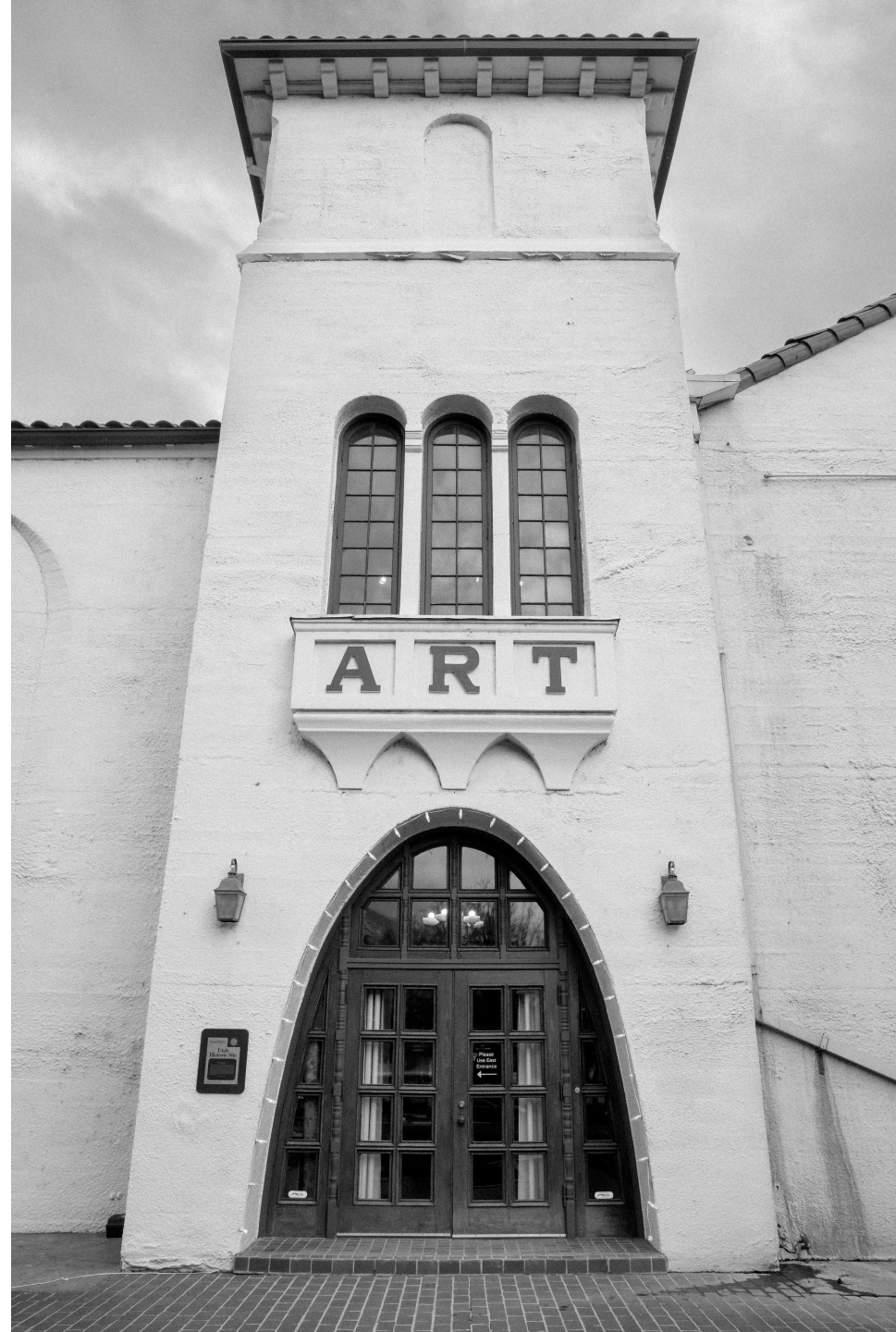
GOAL:

**SAME VISION AND
MISSION**

**DIFFERENT
METHODS &
RESPONSIBILITIES**



MAGIC OF MOMENTUM & INSPIRATION





BEST PRACTICE

- Current documents outdated in form/style
<https://www.smofa.org/mission-statement>
- Most non-profits and arts organizations use a mission, vision, values framework
- Align with Arts Master Plan updates.





UPDATED MISSION:

The Springville Museum of Art **strengthens communities** by offering life-affirming art and experiences that foster beauty, contemplation, and **connection.**



Our Vision

We envision the Springville Museum of Art as a widely recognized destination for art experiences that are welcoming, inspiring, and educational -- serving families, students, and artists through exceptional exhibitions, programs, facilities, and permanent collections.

We see the Museum as the heart and center of Utah's Art City, a place where art is deeply woven into everyday life and reaches every visitor and resident. Through meaningful encounters with art, those we engage are continually transformed -- deepening connections to self, others, and our shared humanity.



We Serve:



1. Springville and Utah County residents and families



2. Artists statewide and the larger Utah arts community



3. Utah K-12 students and teachers in every school district and LEA



4. Regional visitors, tourists, families, and arts lovers



Values

Optimism

We believe art has the power to connect, uplift, challenge, and inspire hope. We take seriously our role as a sanctuary where everyone feels safe to experience the transformative power of art.

Stewardship

We are stewards of a rich legacy, entrusted with sustaining the museum's mission for future generations. With integrity, we hold a deep responsibility to our history, our collections, and the communities we serve.

Artistic Excellence

We are committed to curating, preserving, and sharing original art of the highest quality, honoring the creative legacy of Utah's artists and our founders. We foster and support artistic excellence through expertise, best practices, and professionalism. We are a resource and support for Utah's living artists.

Supporting Youth

Students and young people have continually been a central component of all that we do. We strive to ensure that SMA remains an accessible, engaging, educational, and inspirational place for all young people.

Connection to Community

We believe in the power of art to connect—people to people, people to themselves, and communities to each other. We engage actively with our local and extended communities by supporting collaboration, education, and mutual care.



Do you feel supportive of this updated Mission, Vision, and Values as the framework guiding the Museum's future work?

