



Longview Museum of Fine Arts

2007 One-Page Strategic Plan

Mission...

To create interest in and promote knowledge of the visual arts by exhibiting, interpreting, and preserving works of art and by providing educational opportunities to a diverse audience.

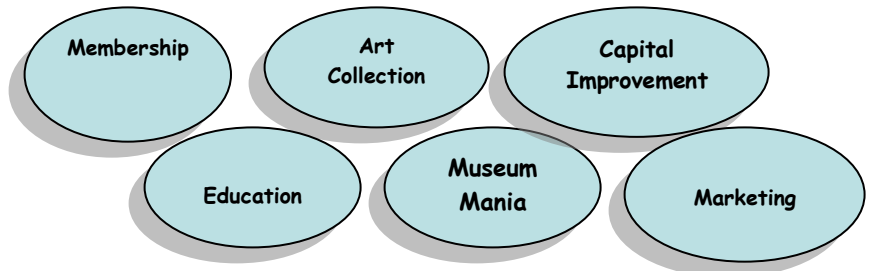
Vision Statement...

To Educate, Enlighten, Edify...and Enjoy!

Vision for the future:

- To continue having the East Texas area acknowledge LMFA as a value adding, strategic partner invested in enhancing tourism & economic development.
- To be a leader of the visual arts community.
- To attract a wider membership base throughout the East Texas area based on 2% of the general population.
- To have a freestanding building through donations and grants.
- To continue building an emergency reserve fund for museum operations.
- To add a marketing position to the museum staff.
- To have internationally known exhibits.

Key Initiatives for 2007-2008:



Membership

- Continue to increase Museum contributions and cultivate a wider membership base.
- Newly formed membership committee with emphasis on retention and new members.

Education

- Support the education director toward an increase in the number of docent training sessions, tours, and classes.
- To complete our informational plaques for our permanent collection.

Art Collection

- Market portions of the permanent collection into traveling exhibits.
- Sell pieces of the permanent collection and other art donations that are not consistent with the LMFA's art collection and use the proceeds to establish a designated fund for future art purchases.

2008 Museum Mania

- Continue plans for a 50-year anniversary exhibit in 2008 that appeal to a diverse audience.

Capital Improvement

- Prioritize and carry out capital improvements to our existing building and grounds.
- To continue paying for the ArtWorks building next door.
- Continue to add to and improve on the Judge J.T. Smith Sculpture Garden.
- To research the possibility of having federal funds to build a new museum.

Marketing

- To be more proactive in publicity, public relations, etc.
- To have downtown signage and regional billboards.