



# **The Port Coquitlam Heritage and Cultural Society**

**Strategic Plan 2018-2020**

# Strategic Plan

## Vision

A community enriched by its culture and connected to its past.

## Mission

To celebrate and preserve Port Coquitlam's diverse heritage and culture through community engagement.

## Our Values

We *preserve* Port Coquitlam's history and heritage for future generations

We deliver *community focused* exhibits and programming

We celebrate the *diversity* within our community

We apply *professional* standards to what we do

## Strategic Priorities

1. Clarify Society and Museum Structure, Organization, and Roles
2. Increase and diversify participation and attendance in the museum
3. Demonstrate our value to the City and our community
4. Build a long term sustainable base of funding

## **Priorities 1: Clarify Society and Museum Organization**

- a. Clarify our organizational structure and transition to a governance Board
- b. Clarify our roles and responsibilities
- c. Confirm active Committees and Task Forces
- d. Clarify our name and identity, and create a consistent media and communication strategy

## **Priorities 2: Increase and diversify participation and attendance in the museum**

- a. Increase attendance in the museum by developing diverse, engaging, community oriented exhibits and displays, and communicate with target audiences
- b. Create a Volunteer Program that provides experiences that are meaningful, challenging, and impart a sense of value to everyone who contributes to the Society and the Museum and Archives

## **Priorities 3: Demonstrate our value to the City and our community**

- a. Connect to our community by increasing and diversifying our programming and outreach
- b. Create a sustainable marketing and communication strategy
- c. Collaborate and strengthen relationships with our surrounding communities; the City, local businesses, community groups, and other heritage organizations

## **Priorities 4: Build a long term sustainable base of funding**

- a. Maintain and deepen the partnership between the Society and the City of Port Coquitlam that is mutually beneficial
- b. Develop a coordinated and proactive strategy to obtain grants and external funding
- c. Expand revenues through unique fundraising events and activities