



FOR IMMEDIATE RELEASE
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The Museum of Vancouver looks to the future with increasing public access, diversity, sustainability, and decolonization as strategic priorities

MOV releases five-year strategic plan, which starts in 2022

VANCOUVER, BC – The **Museum of Vancouver (MOV)** is asking itself and the city an important question. 5 years from now, what will Vancouver look and feel like?

A lot can happen in 5 years. The city's skyline can transform and evolve, civic priorities can shift focus, technological advancements can fundamentally change how we live our lives.

Today (November 22, 2021), the Museum of Vancouver publicly released its 5-year strategic plan in an effort to answer this question and plan for the future.

"After months of engaged planning and consultation with the board, staff, and our partners, the board is excited to present MOV's 5-year strategic plan," says Eddy Adra, Board Chair, Museum of Vancouver, "we are looking forward to actualizing this ambitious plan over the next five years."

Led by a new mission statement - "To be a gathering space that fosters connection, learning, and new experiences of Vancouver's diverse communities and histories," the museum's future decisions, exhibitions, programs, engagement and priorities will reflect this guiding principle

The plan looks to the future and sets out five strategic priorities, which include:

- Increase Public Awareness of the Museum.
- Grow, diversify, and engage new audiences.
- Update and Renew the Museum's Historical Exhibition and Gallery Space.
- Increase and diversify earned and contributed revenue.
- Strengthen operational and financial capacity.

The Museum is committed to making the institution a welcoming place for all people and will continue to include decolonization practices as integral functions within all of its strategic priorities.

"The Museum of Vancouver's new strategic plan lays out the organization's key goals, objectives, and priorities for the next five years," says Mauro Vescera, CEO of the Museum of Vancouver, "although we recognize that the future is far from certain, especially coming through the last 2 years, this plan provides the institution with a roadmap that outlines the organization's intents and aspirations for its important work in the community."

The public can view the Museum of Vancouver's current strategic plan on the [MOV website](#).

About Museum of Vancouver

The Museum of Vancouver connects Vancouverites to each other and connects Vancouver to the world. The museum's programs, exhibitions, and collections bring people together and inspire conversation about the future. The museum, an enthusiastic civic advocate, is an independent non-profit organization dedicated to inspiring a socially connected, civically engaged city.

Institutional Partners: City of Vancouver, BC Arts Council, Canada Council for the Arts, and the Province of British Columbia

Partners in Redress and Decolonization: xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tseil-Waututh) Nations