

Chandler Museum Foundation Governance Subcommittee

Biannual Report 2024: Part Three
Generative Initiatives
Winter 2024

Generative Strategic Focus

- ▶ The success or failure of our foundation and its initiatives are tied to the intent and public support of the Chandler City Council
- ▶ The Chandler Museum, along with the other Cultural & Arts activities in the community should be championed by our elected leadership
- ▶ This focus generates pride in the city and its history from our community at large
- ▶ To increase support, we will need to cast the net farther and wider

Generative Challenges: What We Need to Do

- Understand the demographic shift since the days of dairy farms & alfalfa fields
- Understand who our audience is and be able to “speak” to them
- Define our Value Proposition: Do we have anything worth their time and money?
- Understand what makes the Chandler Museum special or unique
- Develop a strategy to identify and embrace high propensity museum and cultural constituents. In this constituency there should be advocates, both private and corporate citizens.

SWOT

Strengths

- Some progress on Council awareness
- Support from arts/cultural community

Weaknesses

- No significant sponsor or benefactor
- Low/No recognition
- No Legacy Donors/Benefactors

Opportunities

- New Council members
- New corporations moving to the City
- Input from new Museum strategic plan
- Collaborate with other museums

Threats

- Competing cultural organizations
 - Corporations committed to other groups
 - Lack of community/corporate interest
 - City Council gets distracted
-

SWOT--Continued

Opportunities - Continued

- Collaborate with other museums	
----------------------------------	--

-Collaborate with Private Sector	
----------------------------------	--

-Define Value Proposition	
---------------------------	--

-Build “Awareness Campaign”	
-----------------------------	--

- Become involved in Bond Election	
------------------------------------	--