

**RESOLUTION**

**RAHR-WEST ART MUSEUM STRATEGIC PLAN 2020-2025**

**WHEREAS**, the Rahr-West Art Museum is a City of Manitowoc facility that preserves and enhances its collections and historic mansion, with a purpose to engage the public in dynamic learning opportunities in the visual arts, and to enrich life in the area by serving as a cultural resource; and

**WHEREAS**, the Rahr-West Art Museum Board of Directors, on the recommendation of the Executive Director, recommended it was appropriate to develop a new strategic marketing plan to look at the museum, its needs and future potential and increase the visibility of the Museum through community outreach, in connection with the Museum’s 75<sup>th</sup> Anniversary in 2025; and

**WHEREAS**, a new strategic marketing plan would encourage community engagement, expand museum events calendar and capacity, manage a full and active inventory of the permanent collection, establish the museum as the premier source of arts education in Manitowoc County, expand education programs to attract new audiences, expand museum programming beyond traditional education offerings and create major funding campaign for mansion renovation.

**NOW, THEREFORE, BE IT RESOLVED**, that the Mayor and Common Council of the City of Manitowoc recommend approval of the attached Rahr-West Art Museum Strategic Plan 2020-2025.

**BE IT FURTHER RESOLVED** that the Executive Director of the Rahr-West Art Museum and the Board of Directors be directed to implement this Strategic Plan 2020-2025.

INTRODUCED \_\_\_\_\_ ADOPTED \_\_\_\_\_

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Justin M. Nickels, Mayor APPROVED \_\_\_\_\_

This resolution was drafted by Kathleen M. McDaniel, City Attorney

**Fiscal Impact:** minimal  
**Funding Source:** Rahr-West annual budget  
**Finance Director Approval:** /SMA  
**Approved as to form:** /KMM