PROGRAMMING

Exhibitions: Activate the galleries with significant loans and new interpretive educational approaches, highlighting the relevance of art/photography by connecting with issues and events that resonate with today’s audiences—special efforts placed on equal representation of the community and social inclusion.

Education: Deepening engagement through longer-form content that is deeper and more meaningful to regular visitors and members. Highlighting the relevance and importance of the FMoPA’s education programming by encouraging thinking critically, broadening worldviews, promoting inclusion, and improving lives in our society. Build on the success of the museum’s interactive offering to engage and inspire new generations (Literacy Through Photography) and deploy radical curiosity and courageous empathy in our practice.

Being a teaching museum (FMoPA Institute) for visitors of all ages, establishing the FMoPA is a leading institution for innovation in learning by implementing Social-Emotional Wellbeing programming, games, behind-the-scenes experiences, sharing, surprise, delight, and belonging.

PLACE

FMoPA wants to be an inviting place that everyone can find comfortable and easy to visit. We will use the site's power to help our visitors engage with and find meaning in our institution. Leveraging our space while expanding our presence in St. Petersburg, we will extend our reach, impact, and reputation. Extending the museum’s welcome beyond its walls (festivals, art fairs, collaborations).

To engage a range of visitors and take full advantage of our downtown location (ArtCart).

VISITORS and MEMBERS

We will make art come to life for the benefit of all the people, embracing a visitors-centered approach to everything we do and providing “escape,” “hope,” contextualization of individual experiences, fostering personal social connections with others.

Enliven the museum with meaningful social opportunities, lectures, discussions, education, and performance art.

Diversify our visitors, ensuring that the FMoPA is welcoming and accessible to all and that our visitors mirror the demographics of our region.

RESOURCES

We will deliver on our mission and promise by increasing our capacity, expanding philanthropic investment in the FMoPA, and broadening our base of community support.

Strengthen relationships; deepening member engagement and amplifying the stewardship of donors; legacy giving, and investment in growth.

Strengthen our brand identity, creating greater visibility and awareness. Maximize opportunities for earned revenue from retail, events, and other business.

ORGANIZATIONAL CULTURE

We will create a diverse and inspiring workplace, encouraging innovation and collaboration. Achieve greater diversity among staff, BOD and volunteers to create a more inclusive workplace.

Clarify and strengthen organizational structure (BOD Committees), teamwork, decision-making, and accountability to support the realization of strategic goals.

Attract and engage highly dedicated volunteers to help deliver on our mission and vision.